

From silent movies to machine dubbing: a walk through the history of audiovisual translation

The history of film has been described in detail in books and manuals. However, very little has been written about the history of audiovisual translation. Little is known about the origins of audiovisual translation and why we have come to localize audiovisual content the way we do today. This session will address key moments in the history of audiovisual translation, such as the use of the first written graphics (titles) and their modes of translation; the arrival of the first sound film and the repercussions it had on the industry; the emergence of other media and platforms, up to the arrival of over-the-top (OTT) platforms. It will also address the most recent technological changes in relation to translation and adaptation for dubbing, from dubbing in the cloud to the impact of AI on the translator-adaptor's daily work.

Frederic Chaume is a Full Professor of Audiovisual Translation at Universitat Jaume I (Spain), where he teaches audiovisual translation theory and translation and adaptation for dubbing; and Honorary Professor at University College London (UK), where he teaches translation and adaptation for voice-over and dubbing, Universidad Ricardo Palma (Perú) and Universidad Peruana de Ciencias Aplicadas (Perú). He is author (or coauthor) of eight books and has also coedited two books and three special journal issues (*Textus*, *Perspectives*, *Prosopopeya*). He is the director of the TRAMA book series (Publicacions de la Universitat Jaume I), the first collection of monographs on audiovisual translation and media localization, and co-director of *Language in the Digital Age* (Peter Lang). Prof. Chaume has published over 100 articles, book chapters and encyclopedic entries on audiovisual translation and has given numerous keynote lectures, seminars and workshops on this topic in international translation studies conferences in the five continents. He also teaches regularly at University College London (UK), Universidad de Granada (Spain), Universidad Europea de Valencia (Spain), Università di Torino (Italy), among others. He has supervised or co-supervised 20+ PhD theses on the topic of audiovisual translation and some of them have received different Spanish and European awards. He is also in close contact with the industry, serves as a consultant for OTT platforms and AI companies, and has signed several research agreements with different stakeholders of the media localization sector. He coordinates the research group TRAMA (www.trama.uji.es) and is the recipient of the *Berlanga Award* (2010), the *Xènia Martínez Award* (2016) and the *Jan Ivarsson's Award* (2020) for his perseverant and enthusiastic support to media localization as well as his constant university training in this field.