

ICL 2024 workshop:

Is AVT doomed because of AI? Workshop on the not-yet-extinct type of translation

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Translation, a field intrinsically linked to linguistics, has always been widely researched. However, in recent years, audiovisual translation seems to have become the most eagerly studied branch of translation. Following a surge in media accessibility, the demand for AVT spiked, since it enables the seamless exchange of culture and the creation of international fan communities by breaking down language barriers. This, in turn, resulted in extensive research aimed at gaining better understanding of this mode of translation. However, AVT as we know it may soon change completely due to the rising popularity and effectiveness of technology, i.e. artificial intelligence, which is already being used in all manner of AVT modes including subtitling, dubbing, and audio description. During this workshop, we will discuss the history of AVT, the process of creating a film (from writing the script to recording translated dialogues), we will go through the prevalent methods and expectations regarding localisation, take a look at the most important challenges connected to viewers' expectations and analyse the possible influence of AI on AVT in the near future. All participants will also be invited to take a look at the ZOO Digital software and have a try at translating a short clip, **therefore laptops are required to take part in the workshop.**