

## Book Review

Alejandro Bolaños García-Escribano. (2024). *Practices, education and technology in audiovisual translation*. Routledge. pp. 260. ISBN 978-1-0324-3494-0.  
<https://doi.org/10.4324/9781003367598>

Since the dawn of the 21st century, the rapid expansion of globalization, digitization, and the audiovisual industry has made audiovisual content more accessible than ever before, facilitating its distribution across the globe with remarkable ease. This widespread availability has, in turn, brought audiovisual translation (AVT) to the forefront, capturing the attention of a growing number of translation scholars who seek to understand its impact and implications (Zhang, 2017). At the same time, research in AVT is witnessing transformative shifts in media and communication methods, which not only broaden the scope of translation studies but also reflect the nuanced communicative demands of today's digital, multimedia-rich era. However, these developments have introduced new challenges for educators and learners in translation studies. The rise of new media localization practices and the advent of automation technologies are straining traditional training models, exposing the limitations of conventional frameworks and evaluation criteria in addressing these novel AVT practices. In response to these evolving needs, *Practices, Education and Technology in Audiovisual Translation* offers an interdisciplinary approach, integrating industry practices, educational frameworks, and cutting-edge technology to provide a thorough, systematic, and internationally relevant exploration of AVT.

The book *Practices, Education and Technology in Audiovisual Translation* is structured across five chapters. Chapter 1 provides an overview of the academic

background of AVT. It highlights the dynamic nature of AVT research, particularly the developments driven by technological advancements, and emphasizes the need for additional academic research related to education to address the impact of technological innovations on teaching and practice. Chapter 2 aims to elaborate on the foundations and professional practices of AVT. The author offers a detailed and comprehensive overview of the AVT landscape, encompassing traditional modes like revoicing and subtitling. Yet, as technological advancements continue to reshape the field, AVT practices have also expanded to include a range of new forms. The author examines these practices from both professional and technical standpoints, meticulously defining and analyzing the unique features of various AVT approaches. This dual emphasis integrates theoretical insights with practical applications, skillfully bridging the gap between industry expertise and educational needs, thereby offering a well-rounded and practical view of AVT. Chapter 3 focuses on AVT practice-oriented education. The AI revolution has opened limitless possibilities for AVT practitioners, demanding their adaptation to new technologies. Therefore, the author focuses on the intersection of education and technology in AVT. This chapter highlights the evolving AVT ecosystem and reflects upon the future role of technology in the translation industry and higher education. Topics such as the potential of remote learning platforms and AVT-centered curriculum designs are explored in detail, suggesting innovative pathways for AVT training that can meet current demands. Building on this, Chapter 4 further examines the integration of advanced technologies within AVT practices, with a particular focus on the impact of cloud computing and its applications in media localization. Through comparative analyses, the author demonstrates how emerging tools are increasingly tailored to meet the evolving needs of both the translation industry and higher education sectors. Furthermore, this chapter emphasizes the

importance of investing in educational frameworks that promote collaboration between academia, industry, and technology providers, which in turn drives research and spurs technological progress. Chapter 5 summarizes the main discussions of the book and provides concluding remarks on the present and future of AVT. It particularly emphasizes the role of language automation in driving innovation and change within the media localization industry and AVT education.

Throughout these chapters, *Practices, Education and Technology in Audiovisual Translation* thoroughly investigates the diversity, innovation, and convergence of AVT with technology and education. The book effectively highlights the field's promising potential and underscores the growing importance of interdisciplinary approaches in AVT. By offering such a comprehensive and forward-looking analysis, this work not only broadens the scope of translation studies but also makes a valuable contribution to the global development of AVT research. The book stands as an essential resource for scholars, educators, and professionals seeking to navigate and contribute to the dynamic landscape of audiovisual translation.

This book embodies a substantial advancement in translation studies, introducing innovative perspectives that integrate theories and methodologies from a range of disciplines, such as education. Through this interdisciplinary approach, the book fosters a model of dialogue and collaboration that not only broadens the scope of translation research but also strengthens the critical connection between theory and practice. The author explores and proposes translation models and technologies attuned to contemporary needs, providing the field with valuable insights and a forward-looking momentum that addresses the increasingly complex and multifaceted translation scenarios of the present day. This synthesis of theoretical constructs with practical applications offers an essential framework that will continue to propel the field forward. Moreover, the book provides a fresh,

nanced perspective on AVT, encouraging researchers to investigate this field from multiple dimensions. By covering theoretical frameworks, practical methodologies, and technological advancements, the book showcases the vast potential within AVT, creating an enriched pathway for academic inquiry and practical application. This work challenges researchers to explore AVT's diverse implications and demonstrates how AVT research can intersect meaningfully with other scholarly and professional domains. For scholars and students dedicated to AVT studies, this book serves as both an inspiring and indispensable resource, particularly in navigating the complexities of today's AVT landscape. It thoroughly examines the integration of new media localization practices and automation technologies, providing a robust analysis of the opportunities and challenges that translators and educators encounter in these evolving ecosystems. Core issues discussed include managing linguistic diversity, adopting cutting-edge technology, and innovating models of practice. The author introduces a variety of thought-provoking themes that encourage readers to critically engage with the intricate realities of the media localization industry, deepening their understanding of the essential pedagogical strategies and approaches within AVT practice.

Despite its comprehensive coverage, the book inevitably encounters some limitations due to space constraints. For example, its discussions on effectively incorporating specialized translation tools into existing educational platforms (such as Moodle) and adapting these tools to meet both pedagogical and industry standards are relatively brief. A more extensive exploration of these operational aspects in AVT education could further enhance the book's relevance by addressing practical challenges and bridging gaps between educational needs and industry requirements. Additionally, the book offers a limited examination of indirect AVT, a growing and complex area in translation research and training. As highlighted by

Pięta, et al. (2024), indirect AVT has become an urgent topic in translation studies, necessitating more in-depth analysis and systematic solutions due to its widespread use in multilingual communication and its associated challenges. Greater focus on this aspect would have enriched the book's overall discourse by addressing one of the more pressing issues in modern translation practice. While the book presents a rich array of AVT examples to support its arguments, certain cases—drawing from diverse national and cultural contexts—would benefit from more extensive background information. This additional context could assist readers in appreciating the cultural subtleties and practical nuances inherent in these examples, thereby strengthening the book's cross-cultural relevance and applicability. The field of AVT research offers considerable potential for further development. Emerging technologies such as virtual reality (e.g., virtual classrooms) present promising opportunities for cross-disciplinary research and innovative AVT applications. Although the book's contributions are substantial, they also underscore the need for continued, critical research in AVT. Such investigations are essential for offering theoretical guidance and empirical insights, thereby enhancing the state of AVT studies to better meet the communicative demands of an increasingly diverse and interconnected global society.

In summary, with its distinctive perspectives on models, theories, and methodologies, combined with a comprehensive range of empirical studies, this book provides essential insights and inspiration for scholars, students, and practitioners in translation studies worldwide. More specifically, the author's innovative adoption of cloud-based media localization editors as a data collection system not only deepens the practical implementation of translation quality assessment models but also provides new insights into the evolution of translation education and technology. This reflects a harmonious integration of technology

with translation pedagogy. In addition, it is especially valuable for those with a focus on AVT, translation technology, and translation training. By offering profound insights and a wealth of practical knowledge, this book stands as a significant resource and reference point for AVT research, making a notable contribution to the advancement of the field.

## References

Pięta, H., Valdez, S., Menezes, R., & Sokoli, St. (2024) Indirect (pivot) audiovisual translation: a burning issue for research and training. *Perspectives: Studies in Translation Theory and Practice*, 32, 763-779.  
<https://doi.org/10.1080/0907676X.2024.2374649>

Zhang, J. (2017) Opening a window to audiovisual translation studies in the West – A review of audiovisual translation: Theories, methods and issues. *Foreign Language and Literature Research*, 3(1), 107-111.  
<https://doi.org/10.16651/j.cnki.flr.2017.0014>

## Funding:

2021 International Chinese Language Education Innovation Project at the Center for Language Education and Cooperation (CLEC), Ministry of Education of China: Research on the Mode of Joint Training for Master of Translation and Interpreting (overseas) Based on Sino-foreign Cooperation, 2021(Project No. 21YH014CX3).

A Major Project for Undergraduate Education and Teaching Reform Research in Yunnan Province: Data Analysis of College English Teaching and Learning Behavior under the Background of “Three-Entry” Initiative, 2023 (Project No. jg2023309).

The Scientific Research Fund Project of Yunnan Provincial Department of

Zhang, L.T., Yao, Y., & Su, Q.J. (2025). [Review of book: *Practices, education and technology in audiovisual translation*, by A. B. Garcia-Escribano]. *Current Trends in Translation Teaching and Learning E*, 12.  
<https://doi.org/10.51287/cttl202522>

---

Education: Research on the Cultivation of “Green Translation Concept” for Language Service Talents in Forestry Colleges and Universities, 2024 (Project No. 2024Y618).

Reviewed by

Zhang, Litao

Southwest Forestry University

Email: [zlt200725@163.com](mailto:zlt200725@163.com)

Yao, Yang

Southwest Forestry University

Email: [yaoyang@swfu.edu.cn](mailto:yaoyang@swfu.edu.cn)

Su, Qiujun (corresponding author)

Southwest Forestry University

Email: [james\\_su@swfu.edu.cn](mailto:james_su@swfu.edu.cn)