

Audio Description: The impact of GenAI

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Abstract

Technological progress is confronting the field of multimodal translation with unprecedented challenges. Rapid developments in artificial intelligence are reshaping traditional practices, calling into question the role of the human translator and even raising doubts about its continued necessity.

This presentation explores the transformation of visual content into verbal language, with particular attention to how image translation can foster broader cultural participation, make a significant contribution to processes of cultural dissemination, and, more broadly, support the development of more inclusive and effective business communication.

It begins by briefly outlining the rationale for this form of translation and identifying its target audiences. By concentrating specifically on visual content, we address a series of fundamental questions that guide our reflection, particularly those concerning visual literacy, the necessity of translating images, the intended recipients of such translations, and the feasibility and appropriateness of employing AI for this purpose.

Throughout the presentation, we seek to explore these issues through a practical experiments conducted using artificial intelligence. Finally, we aim to outline a set of preliminary conclusions intended to contribute to the ongoing development of research in this domain.

Keywords

Intersemiotic Translation, AI, multimodality.