Reimagining Media Localization:

Embracing Change, Empowering Diverse Talent

ABSTRACT

In the rapidly evolving ecosystem of global audiovisual media, localization is no longer a peripheral technical task but a central, identity-shaping practice. As artificial intelligence, automated workflows, and new platform-driven demands reshape the industry, media localization must be reimagined as a space where cultural diversity, human creativity, and technological innovation intersect.

This lecture will explore how media localization, and particularly dubbing, is being transformed by emerging technologies and shifting professional roles. It will address how these changes create both challenges and opportunities for creativity and representation in digital environments. By drawing on current industry practices and research across dubbing, AI, and synthetic voices, the talk will reflect on how new workflows are redefining the skillsets required, the voices heard, and the agents empowered in the localization process.

Ultimately, this lecture calls for a conscious and inclusive reimagining of media localization –one that embraces change without sacrificing cultural depth, and that empowers a broader, more diverse generation of language professionals to shape how identities and stories circulate on screen.