

CHRONICLES OF THE CYBER VILLAGE COLONIALISM AND ADVERTISING IN THE AGE OF AI BY NGUYEN THI THANH TRA

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Nguyen Thi Thanh Tra

Institute of Network Cultures

Theory on Demand #56

Chronicles of the Cyber Village: Colonialism and Advertising in the Age of AI

Author: Nguyen Thi Thanh Tra

How has artificial intelligence transformed the advertising landscape, and what ethical implications arise from AI-driven personalization and data mining? Who truly benefits from these new AI-controlled advertising ecosystems, and who is left vulnerable or exploited?

This book explores these urgent questions through six interconnected stories, narrated by an elder in a futuristic village where technology has colonized both physical and mental territories. It reveals not only the unseen forces driving modern advertising but also how technology, AI, and digital markets have transformed the human experience and ideas of power, influence, and control. Blending a postcolonial perspective with a critique of digital capitalism, this book offers a call to action for readers seeking to understand the deeper truths behind the digital frontier.

Nguyen Thi Thanh Tra is a professor of Media Arts and Design at the Faculty of Industrial Fine Arts, Ton Duc Thang University, Vietnam. She holds a Doctor of Liberal Arts degree in Media Arts from the Hungarian University of Fine Arts. Her research and artistic practice explore how emerging phenomena at the intersection of technological development and cultural shifts reshape society and influence new forms of creative expression.

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