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Artist’s Statement

As a computer science major and a college student, I am constantly using technology. This constant use of technology has led me to encounter numerous digital advertisements and inspired me to create an artifact rooted in the omnipresence of digital advertisements and its influence in the digital culture. Thus, I began constructing my artifact without a clear picture of the final creation, and I gathered advertisements by casually roaming the Internet and researching articles on the prevalence of digital advertisements.

The context I want my audience to understand in relation to digital culture and appropriation is what personalized and common advertisements say at a micro and macro level. The micro level referring to individuals and the macro level referring to digital culture as a whole. In a recently published article in NPR, *The Future Of Marketing: Ads Get Physical, Digital*, typical advertisements of the past are usually seen on TV or physically at high-density locations. However, the article argues that digital advertisements are the present and future of marketing due to the prevalence of digital culture and the digital ads are much more permanent compared to ads seen once on a TV. I very much agree with the points it introduces and that digital advertisements are producing changes in both marketing and digital culture by reforming marketing by utilizing digital culture. It also addresses my interests because the article goes explains how digital advertisements also increase the level of interactivity between users has been proven to be very successful.

Another secondary source analyzed was an article published in Forbes magazine called *Trends In Programmatic Advertising To Watch This Year*. In this article, it discusses how most of the future of advertisement is trending towards online advertisements that are digitally computed by complex algorithms. The advantages of this method mentioned in the article include the increased spread of message and advertisement, and also creates specialized ads to people that display behavior that might correspond with the product or service being marketed. It also explains the efficiency increase of digital advertisements removing the common middleman or salespeople. Thus, it affects jobs, but also increasing company efficiency at the same time.

The core of the piece is the image of self-reflection involving the mannequin and its reflection. This image establishes the piece’s serious and reflective tone of the piece and sets up the main idea of the piece. As I was searching for advertisements I realized a common element between almost all the ads; they were all personalized towards me through data they collected on my interactions with the site and/or search history. This led to my main ideas of exploration: what does the personalization of digital advertisements say about our digital activity and what distracting qualities does it possess to interrupt us from the task at hand?

The rest of the creation of my work of appropriation was centered around my ideas of exploration. The first idea of self-reflection is depicted by the repetition of appropriated introspective words and phrases such as "you", "discover you", and "for you". Furthermore, another word I commonly found in advertisements was the word "hate" which I also emphasized through repetition, and I found this interesting because not only did advertisements try to create personalized ads but also ads that involve secrets and drama to create feelings of jealousy and mystery. I also placed these common phrases along the interior of the picture to complement the aspect of introspection and to show the transition of the advertisements on the left-hand side being broken down to keywords on the right.

In addition, the second idea of exploration (what distracting qualities does it possess to interrupt us from the task at hand ?) was examined through the advertisements placed on the left hand and the common keywords on the left. Advertisements are generally named "click-bait" because they often distract us from what we are doing by urging us to click and find out more about the content of the ad. My artifact displayed this by showing topics and keywords that invoke mystery and jealousy such as professionals hating individuals for finding lucrative secrets and scandalous topics clothing and corporate schemes. It also invokes emotions of mystery and anticipation through personalized ads that involve topics of interest such as beauty, electronics, and money.

The final elements explored in my artifact ties in both of the previous ideas that I was exploring by emphasizing the prevalence of digital advertisements. I exemplified this through the positioning of the title snippets such as "Ad Revenue Growth" and "Digital Will Soar" accompanied by statistics to contribute to the logos of the piece. These elements of my piece help display that prevalence of digital advertisements contributes to the engaging effect and the need for personalized ads to cater ads that are relevant to both the consumer and producer.

Finally, the significance of my artifact is to make my audience more aware of advertisements and try to better understand what those advertisements might say about their digital activity and their individual part in digital culture. It would be interesting for each person to see whether their interests and personalities are actually reflected by their digital activity in ads.

## Works Cited

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