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Project Artist’s Statement

There are two main ideas that I am trying to express in artifact about digital culture. The first idea of exploration is the customization and personalization of digital advertisements. The second idea of digital advertisements on digital culture I want to explore is how does it evoke attraction and distraction in work. This second idea also links to the omnipresence of digital advertisements in digital culture. Thus, the overall purpose that I want my artifact to explore is what do digital advertisements convey about our personalities, interests, and actions in digital culture.

The choices I made to convey my purpose are evident in my artifact. First, the artifact was created with a central image in place and then a plethora of smaller images surrounding it to really emphasize the central image while supporting the overall purpose with the smaller images around it. Looking at my artifact it can be seen that the central image is a mirror which is clouded by a myriad of advertisements surrounding it, and the mirror really tries to increase self awareness and tries to make the viewer think what do advertisements say about me. The advertisements were also all appropriated from real life advertisements I saw on social media and while browsing different websites. Thus, the piece has a small bit of personalization towards me, but also has common ads that people encounter frequently. I also repeated phrases found in the advertisements to emphasize key words such as "discover your" and "hate" which reflects ideas found digital culture and culture itself.

The context I want my audience to understand in relation to digital culture and appropriation is what do personalized and common advertisements say at a micro and macro level respectively about what people do and communicate in digital culture. Previous background research includes a secondary source analyzed is 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 secondary source argues that prevalence of digital culture is so large that digital advertisements are the present and future of marketing as it is the most wide spread and it provides a constant source of information compared to other marketing tactics which occur once and are over. My response to my source's argument is that 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 as well.

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 and targeted 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 middle man or sales people. Thus it is affecting jobs, but also increasing company efficiency at the same time.