

**ADVERTISING IN THE AGE OF
ARTIFICIAL INTELLIGENCE AND AUTOMATION**

from a postcolonial perspective

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THE SUMMARY OF THE DISSERTATION

Advertising in the Age of Artificial intelligence and Automation from a postcolonial perspective is an experimental artistic research intertwining the artistic practice with interdisciplinary studies. The research topic is, at the same time, the rationale and motivation for creative practices. The outcome of artistic practice not only expresses numerous theoretical conclusions but also articulates artistic solutions in response to the problems identified in the process of research on this topic.

This artistic research focuses on the emerging issues of contemporary advertising strategies and their deep social impact. Approaching the problem from a postcolonial perspective, the study connects past events to convey a deeper understanding of the various current social phenomena and to formulate strategies on how to cope with their foreseeable consequences in the future. The development of advanced artificial intelligence (AI) and deep learning methodologies has established the opportunity for the rise of cyber-colonialism on a global scale, leading to a significant expansion of global digital empires and the formation of regional corporate digital powers. To observe neocolonialism in the digital age, the study pays special attention to the socio-economic conditions of the Global South and Southeast Asia regions that have been the explicit targets of colonialism from the past to the present.

Following the development of the media industry in the Age of AI and automation, contemporary advertising actively renews the classical sophisticated methods and introduces various novel techniques for approaching, controlling and manipulating the customer. Meanwhile, it establishes new economic systems of production and distribution. Advertising design has gradually moved to a new stage resulting in the shrinking of professional personnel, the expansion of digital design support tools, and thus, moving towards visual-artistic creative production performed by machines. AI systems have become widely influential automated "aesthetic judges" and they have created a "constructed aesthetics" for contemporary culture.

AI, Big Data and The Internet of Things (IoT) have implemented numerous highly efficient techniques to probe the customer's unconscious mind via user information. Personal data have become the priceless propellant to nurture the digital economic system and a basic raw material for operating personalized marketing and targeted advertising. In addition, to control and manipulate the masses even more efficiently, the concept of individualism has been multiplied as a psychological strategy in the contemporary societies. Personalization and customization are in fact "mass deceptions" of the capitalist logic that aims at isolating individuals through the idea of self-love, while offering the illusion of freedom. In fact, there is no choice, no negotiation, and the majority of the social issues are being managed automatically; therefore, contemporary society operates similar to a market economy in which identity business conquers the cyber world.

Overall, the primary intent of this study is to reveal the hidden tactics of surveillance capitalism and cyber-colonialism, describing the social dilemma of living in a world nearly entirely dominated by digital technologies. By approaching the topic through the methodologies of Critical and Social Design, the present research attempts to analyze and depict the current situation and, through artistic proposals, it outlines potential solutions for a fairer future.

Keywords: advertising, AI, postcolonialism, cyber colonialism, Critical Design, Social Design