

**A DISSERTATION ON ROLE OF ARTIFICIAL INTELLIGENCE IN
MAKING ADS EFFECTIVE AND PERSONALIZED**

Submitted to

Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)



**For The Partial Fulfilment Of Paper IV Of M.A. IV SEMESTER
In
Journalism & Mass Communication**

Academic Session: 2022-23

Submitted To: *[Signature]*
Research Guide: *28/08/2023*
Dr. Arun Pratap
Assistant Professor

[Signature]
Submitted By:
Gaurav Patel
Roll no. 21008111
Enrollment No. – GGV/17/8090

**Department of Journalism & Mass Communication
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)**

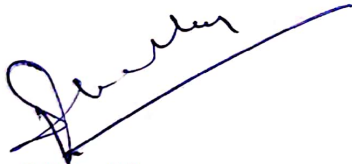
[Signature]

CERTIFICATE

This is to certify that this dissertation entitled "Role of Artificial Intelligence in making Ads effective and personalized" is based on the original study conducted by Mr. Gaurav Patel with sincere and active interest.

This is a partial fulfillment of the requirements for the award of "Master of Arts" in Journalism & Mass Communication from Guru Ghasidas University.

None of this review work presented in this dissertation has been submitted to any other university or institution for the award of any degree or otherwise to the best of our knowledge.



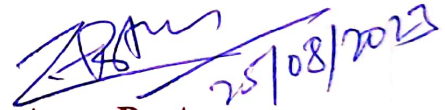
Dr. Dhiraj Shukla

Associate Professor

Head of Department,

Journalism & Mass Communication,

Guru Ghasidas University



Dr. Arun Pratap

Assistant Professor,

Research Guide &

Supervisor

CHAPTER 1 :

INTRODUCTION

Introduction to the Topic

The advertising landscape has witnessed a significant transformation in recent years, largely driven by the rapid advancements in artificial intelligence (AI) technologies. AI, a field of computer science that aims to create intelligent machines capable of simulating human behavior, has emerged as a powerful tool in various industries, including marketing and advertising. In the digital age, where consumers are inundated with a constant stream of advertisements, the effectiveness and personalization of ads have become crucial factors for capturing audience attention and driving consumer engagement.

The integration of AI in advertising has brought forth new possibilities for marketers and advertisers to better understand their target audiences, optimize ad content, and deliver personalized experiences. By leveraging AI technologies such as machine learning, natural language processing, and computer vision, advertisers can analyze vast amounts of data, identify patterns, and gain insights into consumer preferences and behavior. This newfound knowledge allows advertisers to tailor their campaigns with precision, maximizing their effectiveness and relevance.

Background Information on AI and Its Applications

Artificial intelligence encompasses a broad range of technologies and techniques, such as machine learning, natural language processing, computer vision, and predictive analytics. These AI subsets enable machines to learn from data, recognize patterns, and make informed decisions without explicit programming. In recent years, AI has found applications in numerous industries, including healthcare, finance, transportation, and entertainment. However, its impact on the advertising industry has been particularly significant.