RESEARCH ARTICLE / ARAŞTIRMA MAKALESİ

EXAMINING ADVERTISEMENTS PRODUCED BY ARTIFICIAL INTELLIGENCE FROM AN AESTHETIC PERSPECTIVE AND ANALYZING A SAMPLE ADVERTISEMENT FILM PRODUCED BY ARTIFICIAL INTELLIGENCE

YAPAY ZEKA İLE ÜRETİLEN REKLAM FİLMLERİNE ESTETİK AÇIDAN BAKMAK VE YAPAY ZEKA İLE ÜRETİLEN ÖRNEK REKLAM FİLM ÇÖZÜMLEMESİ

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Abstract

Artificial intelligence (AI) applications are widely used across various domains to enhance efficiency and meet market demands. Among these, the communication sector has seen significant integration of AI technologies, particularly in the field of advertising. With ongoing technological advancements, AI has become embedded in almost every stage of the advertising process. In recent years, its use has become especially prominent in areas such as media monitoring and analysis, measuring campaign effectiveness, writing ad scripts, producing commercials, targeting audiences, personalization, content creation, and ad optimization. As AI-driven transformations reshape advertising formats, language, and platforms, persuading consumers has become increasingly challenging. Aware of these challenges, advertising professionals are exploring new strategies. One of the key elements that influence both the form and function of commercials is aesthetics. The study titled An Aesthetic Perspective on AI-Generated Commercials and an Analysis of an AI-Produced Advertisement explores the areas of AI application in advertising and examines the role of aesthetics in the production of advertising films within a theoretical framework. The analysis, grounded in this framework, employs the discourse analysis method. As a purposive sample, the commercial titled Reacher in the Eyes, Turkey in the Hearts—produced for the Reacher brand eyewear using an AI tool—was selected for in-depth analysis. The study investigates the relationship between AI-generated advertising and message delivery, aiming to identify the strengths and weaknesses of AI-produced commercials. The key finding reveals that aesthetic elements significantly enrich the advertisement, contributing to a unique artistic value. It is concluded that the collaboration between human creativity and machine intelligence can yield visually compelling outputs, such as this 45-second commercial with cinematic qualities.

Keywords: Artificial intelligence, Aesthetics, Aesthetic element, Advertising.

JEL Codes: *Z:* Other Special Topics

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Özet

Yapay zeka uygulamaları hayatın pek çok alanında verimliliği artırmak ve piyasa talebini karşılamak için yaygın olarak kullanılmaktadır. Çok geniş çalışma sahasına sahip olan yapay zeka iletişim sektöründe yoğun olarak kullanılmaktadır. İletişim alanında yapay zekanın en çok kullanıldığı sektörlerin başında reklamcılık gelmektedir. Teknolojik gelişmelerle birlikte yapay zekânın reklamcılıktaki yeri giderek genişlemiş; yapay zekâ neredeyse reklam sürecinin her aşamasına entegre edilmiştir. Yapay zeka reklamcılıkta son yıllarda özellikle medya izleme ve araştırma, kampanya etkinliği ölçme, reklam senaryosu yazma, reklam filmini üretme, hedefleme, kişiselleştirme, içerik oluşturma ve reklam optimizasyonu alanlarında çok fazla kullanılmaya başlanmıştır. Yapay zekanın reklamcılık sektöründe kullanım alanları genişlerken, reklamların anlatım biçimi, dili, reklam ortamları çok hızlı değişirken, tüketicileri ikna edebilmek zorlaşmaktadır. Zorluğun farkında olan reklam profesyonelleri değişik yöntemler aramaktadır. Bu yöntemlerin başında reklam filmlerinin biçimsel ve işlevsel olarak görevini yapmasına etki eden en önemli unsurların başında estetik gelmektedir. *Yapay Zeka ile Üretilen Reklam Filmlerine Estetik Açıdan Bakmak ve Yapay Zeka ile Üretilen Örnek Reklam Film Çözümlemesi* başlıklı çalışmada yapay zekanın reklamcılık sektöründe kullanım alanları açıklanmış ve estetiğin reklam filmleri hazırlama sürecine etkileri teorik çerçevede ele alınmıştır. Teorik yapının oluşturduğu yapı üzerine inşa edilen çalışmanın çözümlemesi söylem analiz yöntemi ile yapılmıştır. Çalışmaya Reacher marka gözlük firmasının Gözlerde Reacher, Kalplerde Türkiye isimli reklam filmi amaçlı örneklem kapsamında seçilmiştir. Çalışmada yapay zeka ile reklam mesajları arasındaki bağlantı analiz edilerek, yapay zeka ile hazırlanan reklamın zayıf ve güçlü yanlarını ortaya koyabilmek amaçlanmıştır. Yapay zeka aracı kullanılarak üretilen Reacher marka gözlüğün reklam filmi, estetik öğeler ile birlikte analiz edilmiştir. En önemli bulgu olarak estetik öğelerin filme ayrı bir değer kattığı görülmüştür. Estetik öğelerin katkısı sayesinde insan ile makine birlikteliğinden sanatsal film değerinde kırk beş saniyelik bir filmin hazırlandığı en önemli bulgu olarak tespit edilmiştir.

Anahtar Kelimeler: Yapay zeka, Estetik, Estetik öge, Reklam.

JEL Kodları: Z: Other Special Topics

1. INTRODUCTION

Artificial intelligence has become a revolutionary tool with countless applications in daily life. Unlike previous technologies, artificial intelligence is a tool that can identify patterns in data, learn how to predict these changes, and then adapt its discoveries to future predictions. Artificial intelligence applications are widely used in many areas of life to increase efficiency and meet market demand. Artificial intelligence is a crucial component of the fourth industrial revolution, promising to change the ways people and organizations communicate, work, and interact with each other. In every field of life, it continues to be a discipline that increases its strategic importance with the multifaceted contributions it offers to humanity every new day (History of artificial intelligence, 2024). Artificial intelligence is an important phenomenon that has persisted since the dawn of the computer age and has universal impacts (Türten, 2024). The concept of artificial intelligence refers to the simulation of human intelligence processes by machines and software. These systems have been developed to perform tasks that require the use of intelligence, such as learning, decision-making, pattern recognition, and problem-solving. For example, managing large amounts of statistical data, detecting trends, and making recommendations based on them, and/or even implementing these recommendations. An interdisciplinary approach encompasses a range of sciences, theories, and techniques, including artificial intelligence, mathematical logic, statistics, probabilities, computational neurobiology, and computer science. Its purpose is to mimic the cognitive abilities exhibited by humans (Avicena, 2024). Artificial intelligence applications are widely used in many areas of life to increase efficiency and meet market demand. If we use artificial intelligence correctly, the achieved goal can be very successful (Microsoft, 2024). In literature reviews, it is observed that artificial intelligence encompasses the fundamental concepts of non-human intelligence, each programmed to perform specific tasks. When artificial intelligence first emerged, it was defined as a robot that could rapidly evolve, see, read, speak, learn, and even feel emotions. In the following years,

academic definitions have proliferated even more. Penrose (2020) states that in the concept known as artificial intelligence, computers imitate human thoughts. Nabiyev (2012) defines artificial intelligence as a concept related to mental processes such as reasoning, inference, generalization, and learning from past experiences, which are generally human-specific qualities, in the context of a computer or a computer-controlled machine. Russell and Norvig (2016) defined artificial intelligence within a classification of thinking humanly, acting humanly, thinking rationally, and acting rationally. In the age of algorithms we are currently in, it is possible to say that the importance of algorithms and artificial intelligence applications has increased for both users and consumers as well as for those working in content production, especially in the field of communication. Today, the gap between artificial intelligence and communication research is narrowing thanks to artificial intelligence technologies designed as communicative tools (Gunkel, 2012). Recent developments in the field of artificial intelligence have led to the integration of more powerful and results-oriented AI technologies into daily life (Hohenstein et al., 2023). Computational systems can perform logic, self-awareness, comprehension, reasoning, problem-solving, creativity, and other artificial intelligence capabilities in a non-biological environment. Mathematical components such as logic, probability, and statistics are used to realize these capabilities, while cognitive disciplines such as perception, interpretation, and learning are also employed. Artificial intelligence, which has an interdisciplinary structure (characteristic, quality), has practical applications in various sectors that guide efficiency, innovation, and decision-making processes. Health, finance, education, agriculture, energy, logistics, transportation, and communication are among the leading sectors (History of artificial intelligence, 2024). The application areas of artificial intelligence have spread over a very wide range, becoming a shining application that works to improve and enhance human life as a technological marvel. Artificial intelligence is currently one of the most important technologies in the world. This process, which began after being invented by John McCarthy in the 1950s, has made human life easier. Since its inception, it has become an important tool that has helped humanity become more advanced and equipped than ever before. The opportunities provided by the internet, the invention of cloud technology, the concept of big data, sensors, and other technological advancements are the most important elements that have developed artificial intelligence. Although artificial intelligence has not yet completely replaced humans, it has started to greatly assist people in solving and managing difficult and risky problems. It has taken on the role of representing humanity in the form of intelligent machines. Today, artificial intelligence finds extensive applications in fields such as agriculture, business, education, entertainment industry, medicine, defense industry, space technology, advertising, public relations, journalism, television, social media, and cinema, creating significant and positive impacts on the lives of individuals and societies (Ghosh and Arunachalam, 2021).

2. LITERATURE REVIEW

2.1. Use of Artificial Intelligence in Advertising

Institutions and organizations must overcome the cognitive attitude barrier of their potential target audience. In overcoming this barrier, advertisements are among the most effective tools. Advertisements are built on persuading, informing, and reminding. Creating ads that sell, generate profit, make an impact, win the consumer's heart, occupy a place in their hearts, and have a positive image is now difficult. Advertisers, aware of this difficulty, are trying different narrative styles. These experiments also make it difficult to persuade consumers and create selling advertisements with traditional advertising narrative styles. Advertisers and advertising agencies, aware of this challenge, must adapt themselves to the changing new generation world. This change and transformation in the field of advertising first began with the penetration of digital technology into our daily lives. However, the communication sector, which is undergoing a very rapid transformation, is experiencing the greatest change with the integration of artificial intelligence into our daily lives. In the last decade, advertising campaigns have been enriched with AI-supported applications, making the advertising processes more

efficient for advertisers (Türksoy, 2022). With technological advancements, the role of artificial intelligence in advertising has gradually expanded; artificial intelligence has been integrated into almost every stage of the advertising process. At the forefront of artificial intelligence's impact on advertising is the unification of advertising types under the term "smart advertising." Smart advertising is defined as "consumer-centric, data-driven, and algorithm-mediated brand communication" (Li, 2019). The concept of programmatic advertising is also important in this regard. Programmatic advertising is the automated buying and allocation of digital advertising space. It is explained as the advertisement being shown in the area of the site where the internet user has purchased space while browsing the website, and to do this, it utilizes algorithms and subsequently artificial intelligence (Von Hoffman, 2022). The concept of programmatic consists of buying and programmatic creativity. The first integrates the management platform and the demand-side platform, while the second integrates the programmatic creativity platform and the content management platform. The authors believe that the programmatic creativity platform will develop significant advancements. It is said that the advancement of big data and machine learning will make programmatic ad creation smarter and the dynamic creative optimization piece more efficient (Chen et al., 2019). With artificial intelligence, the way companies reach and interact with consumers has undergone a transformation. However, the way advertising processes are carried out has begun to transform to an unprecedented extent (Kietzmann et al., 2018). The transformation that began with the use of artificial intelligence in the advertising sector parallels the use of artificial intelligence in other sectors. One of the most important transformation tools of artificial intelligence in the field of communication is ChatGPTs. ChatGPT contributes to the advertising field by providing advantages in areas such as rapid communication, a wide range of topics, personalized service, and customer support. Advertisers can quickly and easily access information related to products, services, or brands, and prepare their advertising content accordingly. However, since ChatGPT is trained on a large dataset, it can generate rich content on various topics ranging from health to technology, finance to education (Çeber, 2024). After the release of ChatGPT on November 30, 2022, with Microsoft announcing the AI-powered new Bing search engine on February 7, 2023, and Google launching Bard on March 21, 2023, it is observed that AI has dominated conversations across all sectors of society. In a very short period, consumers and a wide range of organizations have adopted generative AI technologies with astonishing capabilities (Bove, 2023). These new technological developments have accelerated the integration of artificial intelligence into many tools, applications, and areas of our daily lives, and the transformative AI technology has perhaps shown its deepest impact in the advertising world. In 2022, global spending on AI-supported advertising reached 370 billion dollars, and this figure is expected to reach 1.3 trillion dollars in the next decade (Statista, 2023). According to the Turkey 2023 Estimated Media and Advertising Investments Report, total investments have increased by 120% compared to the previous year, reaching 140.69 billion TL. In media investments, the largest share, at 72.6%, was allocated to digital media, while the fastest-growing sectors in proportion were digital, outdoor, radio, and television, in that order. According to the Turkey Estimated Media and Advertising Investments Report, total media investments reached 874 billion dollars in 2023, indicating that global advertising investments have also grown. In 2024, it is estimated that media investments will amount to 916 billion dollars. In 2024, while the total media investments, which are expected to grow by 5.2% globally, will be 58% allocated to digital platforms, social media will primarily account for the digital growth share (Advertisers Association, 2024). In the advertising sector, where such large expenditures are made, both advertisers and advertising agencies approach advertising expenses and content production with caution. With the increase in advertising expenditures, the intensity of artificial intelligence usage in the advertising sector has also risen. With the increasing intensity, artificial intelligence has started to be used extensively in advertising in recent years, particularly in the areas of Targeting, Personalization, Content Creation, and Ad Optimization (Bhatt, 2021). Artificial intelligence technology has begun to provide valuable insights by analyzing consumer behavior, helping advertisers to develop more effective strategies. This situation is increasing the efficiency of processing advertising information and decision-making (Malthouse, Copulsky, 2023). In the field of advertising targeting,

various machine learning techniques are used to enhance targeted online advertising. Machine learning can significantly enhance the ability to segment target users in optimizing audience reach (Chandra et al., 2022). For example, McDonald's has adopted advanced artificial intelligence decision-making techniques to optimize its advertising targeting strategies. By analyzing real-time data such as weather, time, popular menu items, and current restaurant traffic, McDonald's AI system dynamically adapts the presentation of menu boards in its advertisements, ensuring that the most suitable menu options are precisely communicated to target users (Haleem et al., 2022). As the narrative style, language, and advertising mediums of advertisements change rapidly, understanding consumers' consumption journeys is becoming increasingly complex. Consumers express their needs and wants, attitudes, and values in various forms (through searches, comments, blogs, tweets, likes, videos, and chats) and across multiple channels (web, mobile, and face-to-face). The consumer's journey begins with need recognition, and this process triggers the initial evaluation, active evaluation, purchase, and post-purchase stages (Court et al., 2009). The process leading up to the consumer's purchase stage is valuable. For this reason, it is important to know the customers. Nowadays, analyzing customer behavior using artificial intelligence has become a beneficial business. In the process that emerges from analyzing customers, personalizations in advertisements gain value. Ad personalization has become an indispensable tool for internet giants like Amazon, YouTube, Netflix, Yahoo, and Facebook today, thanks to advanced artificial intelligence technologies (Laux et al., 2022). These tools enable users to offer personalized advertising content that better aligns with their needs and interests. In the field of Ad Content Creation, during the era of Generative AI, the accessibility threshold of AI technology has significantly decreased. Generative artificial intelligence technologies can assist creative teams in analyzing large amounts of data and information to create diverse and rich advertising content (Wiredu, 2023). For example, Lexus cars have managed to create an "intuitive" advertising scenario. This situation demonstrates the real-time optimizability of advertising content, location, time, and various customer profiles (Huang and Rust, 2021). Generative artificial intelligence has revolutionized advertising, providing unique personalization and customer engagement (Owan et al., 2021). AI-supported methods created using large amounts of data customized experiences, demographic segmentation, and broad messaging have replaced them (Cheng et al., 2023). Generative artificial intelligence that produces text, images, and videos is the key technology in this revolution. With artificial intelligence, there is potential for retailers to change the way they interact with customers. Especially, artificial intelligence can provide more valuable insights into deep customer relationship management analytics and customer behaviors, expectations, preferences, and desires. Artificial intelligence can provide companies with the ability to offer the right products to the right customers at the right time. This is why, on this journey with artificial intelligence, it is necessary to understand consumers, know their preferences, and analyze the reasons behind their behaviors. With Deep Learning and Reinforcement Learning techniques, Ad Optimization can bring advertisements closer to users' real needs, thereby increasing ad effectiveness and user purchase conversion rates (Mühlhoff, Willem, 2023; Nikolajeva, Teilans, 2021). Artificial intelligence advertising has a structure that is accelerated by dynamic changes in advertising strategies and fundamentally transforms the way brands interact with their target audiences. Today, advertisers use artificial intelligence to create personalized experiences, target specific demographic groups, and make faster decisions (Park et al., 2024). Shumanov and Cooper (2021) state that advertisers can use the following tools to better understand consumer behavior. These tools are listed below.

2.1.1. Natural Language Processing (NLP)

Artificial intelligence with automation can analyze the details of human speech to make inferences from users' social media activities. These activities can include regular messages, shares, reviews, updates, and opinions. Natural language processing (NLP) enables artificial intelligence systems to analyze the subtleties of human language, extracting meaning from sources such as blog posts, product reviews, and billions of daily Tweets, Facebook posts, and status updates (Keitzman et al., 2018).

2.1.2. Image Recognition

Image recognition helps advertisers understand the photos and videos shared by people on social media that "show" real consumer behavior. Consumers identify non-textual consumption details and users' personal information (even if not explicitly stated in the post). When a celebrity shares a photo of an unknown product, they recognize both the product and a potential brand. The screen, equipped with optical sensors, collects customer demographic data such as age and gender, and measures shoppers' emotional responses to the product by scanning their faces. The closer shoppers are to the screen, the more personalized the content becomes (Şumanov, Cooper, 2021).

2.1.3.Speech Recognition

Speech recognition allows artificial intelligence to analyze the meaning of spoken words. A call center service provider can use AI speech recognition technology to monitor and analyze customer calls. The technology helps to understand customer needs, improve the performance of the call representative, and enhance customer satisfaction.

2.1.4. Problem Solving and Reasoning

When advertisers use artificial intelligence to understand the insights hidden in user-generated data, they determine the problems they want to solve and how they will approach data analysis. These core processes form the extremely important steps that give rise to the ability to predict future behaviors. Advertisers may want to segment their markets based on the different psychographic characteristics of their customer base. They may want to determine who their "best" customers are and why these customers will make a purchase. The personality traits that are important in people's lives eventually become a part of their language. The way artificial intelligence can "reason" with people's social media comments and shares can also reveal personality tendencies, values, and the individual's big five personality traits: openness, conscientiousness, extraversion, agreeableness, and emotional stability. By analyzing unstructured consumer data, it can inform future marketing decisions (Keitzman et al., 2018).

2.1.5. Algorithms

The machine memorizes all the calculations it has previously made after identifying patterns in the data and reasoning. More irregular data is analyzed by an artificial intelligence system, yielding more usable information for advertisers and enabling more precise targeting. The purpose of advertising is to gain consumers' trust and influence their purchasing decisions after narrowing down the list of potential brands. Advertisers expect artificial intelligence to empathize in order to understand how customers feel about brands. The most exciting aspect of technological advancements in the advertising industry is the use of artificial intelligence. The use of artificial intelligence in the advertising sector has caught the attention of advertisers worldwide, and this interest is expected to significantly increase as technology advances. The current state of artificial intelligence has the potential to fundamentally change the advertising industry. Professionals in the advertising sector place great importance on artificial intelligence and machine learning. The industry discourse shows an extremely positive attitude towards the use of artificial intelligence in advertising. The most suitable media channel to reach and capture the target audience's attention can be determined by artificial intelligence. Artificial intelligence has the ability to create and evaluate ad text on various social media platforms such as Facebook and Instagram. Therefore, it is possible to achieve more ad clicks and more revenue. While advertising expenditures are rapidly increasing, understanding consumers' consumption journeys is becoming increasingly complex. Consumers express their needs and desires, attitudes, and values in various forms (through searches, comments, blogs, tweets, likes, videos, and chats) and across multiple channels (web, mobile, and face-to-face). The process leading up to the purchase stage is valuable for consumers. For this reason, it is important to understand the customers. Nowadays, analyzing customer behavior using artificial

intelligence has become a beneficial business. With artificial intelligence, retailers have the potential to change the way they interact with customers. Especially, artificial intelligence can provide more valuable insights into deep customer relationship management analytics and customer behaviors, expectations, preferences, and desires. Artificial intelligence can provide companies with the ability to offer the right products to the right customers at the right time. This is why, on this journey with artificial intelligence, it is necessary to understand consumers, know their preferences, and analyze the reasons behind their behaviors. Rogers (2019) defined AI advertising as "brand communication that uses a series of machine functions to perform tasks with the intention of persuasion, learning from inputs provided by people, machines, or both." Rogers (2019) also positioned AI advertising as "a sub-discipline of advertising at the intersection of cognitive science, computer science, and advertising." Advertisers use artificial intelligence technologies in areas such as automated market segmentation and targeting, creative development in the advertising process, personalization, improving the ad buying and placement processes, and optimizing advertising investments (Kietzmann et al., 2018). Artificial intelligence advertising has a structure that is accelerated by dynamic changes in advertising strategies and fundamentally transforms the way brands interact with their target audiences. Today, advertisers utilize artificial intelligence to create personalized experiences, target specific demographic groups, and make faster decisions (Park et al., 2024). Nowadays, advertisers have access to powerful, ready-made artificial intelligence tools that can produce nearly unlimited creative assets, perform micro-targeting, scale campaigns and budgets, conduct thousands of tests, and even run campaigns autonomously (Kaput, 2024). AI applications are particularly used in advertising targeting, personalization, content creation, and ad optimization (Nikolajeva and Teilans, 2021). At the point of information processing and decision-making, artificial intelligence is expected to assist advertisers. In the field of competitive advertising, various machine learning techniques can be used to enhance targeted online advertising (Muhlhoff, Willem, 2023). Artificial intelligence plays an effective role in connecting advertisements with the target audience by being used in the media planning stage. Performance optimization is one of the most important applications of artificial intelligence in advertising. Machine learning algorithms are used by commercially available solutions to analyze the performance of advertisements on specific platforms and then provide recommendations on how to improve that performance (Kaput, 2024). Especially in optimizing target audience reach, significant efficiency can be achieved in segmenting target users (Choi, Lim, 2020). For example, McDonald's has adopted advanced artificial intelligence decision-making techniques to optimize its advertising targeting. By analyzing real-time data on weather, popular menu items, and current restaurant traffic, McDonald's AI system dynamically adapts the presentation of its menu boards in advertisements, ensuring that the most suitable menu options are accurately conveyed to target users (Haleem et al., 2022). In terms of competitive personalization, with the help of advanced AI technologies today, personalized recommendation systems have become indispensable tools for internet giants like Amazon, YouTube, Netflix, Yahoo, and Facebook (Laux et al., 2022). Advertisers, thanks to platforms like Facebook, LinkedIn, Amazon, and Google, have access to a highly robust set of consumer data that enables them to reach their target audience through both desktop and mobile advertising. Doing this manually is not always efficient. Artificial intelligence can be helpful here (Kaput, 2024). Institutions and organizations must overcome the cognitive attitude barrier of their potential target audience. One of the most effective tools in overcoming this barrier is advertisements. This allows them to offer personalized ad content that better aligns with users' needs and interests. Artificial intelligence technologies can help creative teams produce diverse and rich advertising content by analyzing large amounts of data and information (Wiredu, 2023). There are AI-supported systems that create the most suitable advertisements for advertisers' goals. This functionality uses smart automation already available on some social media advertising platforms, which suggest which ads should be published based on the links to be promoted. Today's AI tools excel at creating all the different marketing languages. These digital ads often include short, effective copywriting, which is frequently successful. These systems consist of natural language processing and natural language generation. By using two AI-powered systems, it is possible to write advertising texts that perform as well as human-

written copies (Kaput, 2024). For example, Lexus cars created an "intuition-based" advertising scenario, optimizing the ad content in real-time based on location, time, and customer profiles (Huang, Rust, 2021). Artificial intelligence is used for multiple purposes in advertising, including creating ad copy, generating ads, optimizing ad budgets, and predicting ad campaign performance. Advertising agencies can even use artificial intelligence to scale ad creation almost instantly or to spy on their competitors' advertising strategies. Today, the modern advertising system operates with artificial intelligence. Almost every advertisement seen online is produced using artificial intelligence tools to reach the eyes and ears in real-time. Artificial intelligence can detect patterns in data and then learn to make predictions based on these patterns. After being trained by humans, artificial intelligence can learn and develop on its own. The more data you provide to an AI system, the better it learns and develops. A person with internet access uses artificial intelligence dozens or hundreds of times a day, whether they are aware of it or not. Gmail and Google Docs use artificial intelligence to understand what you are writing and then predict what you want to write (Kaput, 2024). Today's leading advertising platforms, such as Google Ads and Meta Ads, use artificial intelligence to sell, target, and place ads in a vast advertising network covering millions of digital destinations, apps, and experiences in microseconds. This usage means that AI determines who sees the ads and how much is spent to reach audiences across all advertising platforms. For example, Meta's artificial intelligence uses ad frequency and relevance to determine the price and impression rate of ads on Facebook and Instagram. In other words, artificial intelligence literally determines whether the ads are successful or not. This creates a significant challenge and a great opportunity for advertisers (Kaput, 2024). The advertising industry has been using artificial intelligence for many years to increase efficiency, generate ideas, develop campaign drafts, and improve ad targeting and personalization. Generative artificial intelligence technology enables the development of content and messages, while the process through which a user can fine-tune their inputs to achieve the desired output has been ongoing for years. In this ongoing process, the roles of artificial intelligence in the production of advertisements are increasing every day. It is impossible to predict where this process will evolve. Although the future of artificial intelligence in the advertising sector holds great potential, its societal impacts need to be carefully evaluated. For this reason, it should not be forgotten that a balance should be established by considering not only the positive and beautiful aspects that innovations bring to human life but also the human qualities (Yıldırım, 2024).

3. Aesthetic

The way advertisements are presented, their language, and the advertising environments are changing very rapidly, making it difficult to persuade consumers. One of the most important elements that influence the formal and functional effectiveness of advertisements is art. Art ads pleasure to human life, provides enjoyment, and beautifies it by giving it meaning. There is a special place for aesthetics within art, which adds beauty to life. So what is aesthetics? The word "aesthetics," derived from the Greek "aisthetikos" (characterized by sensation) and "aisthesis" (perceptible by the senses), means "the study of beauty perceived by the senses, specific to evoking the sense of beauty." (Bolay, 2004). In reality, beauty and art have been subjects of philosophical thought since Plato. But it was not until the Enlightenment philosopher Baumgarten that aesthetics was considered a separate branch of philosophy (Akarsu, 1998). It is the aesthetic elements that will reveal the harmony between form and content. In advertising, the answers to the questions of what to say to the target audience and how to say it are hidden in the aesthetic elements. What are the aesthetic elements that will reveal the spirit of the advertisement film? It is worth seeking the answer to this question.

3.1. Aesthetic Elements of Commercial Film

The foundation of television, cinema, and video narrative is image, light, sound, and editing. These elements form the language of television, cinema, and video art. All these elements are used to visualize the story of the advertisement film. It is possible to consider dramatic structure, sound, colors, and the

competence of film directives, framing, image editing, perspective, camera angle, shot scale, acting, set decoration, equipment-costume-makeup, and lighting as fundamental elements of the advertisement film. In this section, the roles of elements such as script, camera, composition and balance, lighting, color, sound, music, acting, and editing in an aesthetic context will be discussed. The advertisement film script is a document in which all the visual, auditory, and material elements included in the advertisement are written. This document serves as a guide for the production team and the director before and during the shoot (Elden, 2003). In an advertisement film, the written text that develops the message related to the goods or services to be presented to consumers in a fictional manner and conveys it visually or audibly is called a script (Özgür, 1994). The writing of the script for the purpose of transforming it into an audiovisual art piece, such as a commercial film, not only involves dramaturgical tasks but also stylistic tasks arising from the perceptual characteristics of the audience. Because viewers collect the different images they see in the commercial film and derive different meanings from each image (Aslanyürek, 1998). The script is organized to include the format and flow of the show, the content of the advertisement, and important structural information, serving as the foundation and essence of the advertisement. The most important feature of scriptwriting is to think in images and write in images (Yolcu, 2001). The screenplay is prepared to create the shooting environment for the producer, director, actors, film crew, or technical team. The visualization part of the prepared script is important. Elements such as lines, light, perspective, camera position, camera height, lens selection, depth of field, composition, etc., are more important than what is shown in the commercial film and are factors that enhance the power of visual expression. The ability to show something differently is directly related to lens selection and camera positioning. In all film movements; image transitions, camera movements, camera angles, the nature of the lens, and many other things the camera can do, should be used to serve the narrative. According to the purpose of filmmaking, the area occupied by objects in the production varies on screen. The area occupied by objects on the screen is referred to as the scale of shot. The scale of the shot is generally classified in cinema and television productions based on human dimensions (Kılıç, 1984, as cited in Özgür, 1994). The most basic and smallest unit of the film obtained by starting and stopping the camera once is called a shot (Parsa, 1989). A shot is the result of the camera running continuously. The scale of a shot is the area occupied by objects or people on the screen. Kafalı (2000) states that the definition and classification of shot scales used in cinema and television cannot be definitively made, but there are commonly used shot scales. Parsa (1989) classified the shot scales (close-up, medium close-up, medium shot, medium long shot, long shot, extreme long shot, and very long shot). The director of the advertisement film decides how each shot will look and the camera angle to be used in conveying the advertisement message to the audience (Elden, 2003). Camera angle is used to describe the area seen by the lens and the point where the camera is directed at the subject. The angle of view has psychological and dramatic effects on the subject being depicted; it is used to ensure the audience's participation in the event, direct them to a specific viewpoint, or provoke a reaction (Özgür, 1994). The camera is the director's eye and perspective. The size of the shot is conveyed to the audience through the camera angle. The camera's perspective shows the angle at which the camera looks at objects (Yolcu, 2001). Light, which is indispensable for visualization to occur, is one of the fundamental elements of life. For humans, light is necessary to perceive and understand objects. The primary purpose of lighting is to provide the necessary visual conditions rather than to achieve a certain level of brightness. Because people cannot see without light or in environments where the light is insufficient. In film, the purpose of lighting is to make objects visible and then create a dramatic effect, making them a part of the narrative. Beyond achieving an acceptable image, aesthetic lighting has many functions; to create atmosphere, direct attention, emphasize the rhythm of events, and to add an aesthetic dimension to the image. Aesthetically, when light is focused on a specific point, the desired object stands out and the light gains a marking feature. In cinema and television, light is considered one of the most important elements in creating tension, fear, romance, a good scene, or a bad scene. In this context, Kafalı (2000) has listed the fundamental functions of lighting as directing attention, revealing form, introducing the environment-meaning the environment, organizing relationships, and ensuring continuity from both visual and

technical perspectives. Depending on the structure of light or the way objects scatter it, the effect on the eye is called color. Objects appear in specific colors. The use of color as a compositional and narrative element in an advertisement is much more than just the technique of shooting any film in color. Briot (2010) states that colors envelop our entire world but are rarely seen as a direct form of composition. Color, on the other hand, can be directly included in the composition depending on how it is used. Davis (2010) states that the most important aspect of colored image composition is to create an emotional impact. This meaning of color will be addressed in the section on the use of color as an aesthetic element in cinema. Composition, in the broadest sense, means to unite and bring together. The formation of composition is organized through the arrangement of the boundaries surrounding the frame and the organization of people and objects within the screen. Composition is the arrangement of the cinematic frame (what the lens sees). The cinematographer, who creates and shapes the composition, consciously places each object within the frame in a manner that aligns with the film's narrative and message. To emphasize meaning in the composition, characters that are given more importance and value are placed in the center of the frame or in the upper half of the image (Ryan and Lenos, 2012). Creating balance in an image is a complex and multifaceted task. Color, light, illumination, size, dimensions, movements, speeds, positions, proximity to the camera, and many other factors affect the appearance of balance in the frame (Ankaralıgil, 2015). Everything in the frame has a visual weight. Therefore, everything that enters the frame affects its balance with its own weight and thus positively or negatively influences the viewer's perception. In the editing of an advertisement film, a composition that demonstrates unity, integrity, and continuity is required. Basic art principles create a valuable element of visual balance by ensuring the regular distribution and harmony of fundamental art elements in a work of art. This formation occurs in the composition created by the fundamental elements and principles of art (Boztaş, Düz, 2013). The use of composition and balance in an advertisement film is an important factor in determining whether the product or service appears more beautiful, valuable, or understandable. In a balanced composition, shape, direction, space, and depth are all in their proper places and proportions. A balanced composition study should help understand how goods and services work, how the consumer solves the problem, and the consumer's happiness. The importance of sound in the film cannot be overlooked (Alanı, 2022). A silent image does not carry much meaning. Because it is known that the combination of the two fundamental elements that constitute the dimensions of image and sound reveals the elements of movement and time that can be perceived both physically and psychologically (Uğurlu, 2008). In film, sound has two fundamental characteristics: first, to provide realism, and second, to be harmonious and synchronized with the image (Dakic, 2009). The reality of sound in a film makes the image realistic. In film editing, sound editing is an important aspect that should be addressed alongside image editing. In cinema and television, in some cases, sound comes to the forefront in situations where it cannot be explained by visuals or where various difficulties are encountered in visualization. This situation is particularly intense in commercials that want to convey a lot in a short time. Sound is an element used in commercials to reinforce the impact of visuals and narration. The message becomes effective when conveyed through both image and sound in a commercial (Wutrzel, 1983). In a commercial, the audio element is used to reinforce and complement the advertisement's message. Visual elements are extremely effective in distinguishing the advertised product from other brands in the same category and increasing the recall rate. In addition to the effectiveness of visual elements, auditory activity elements include actors' dialogues, sound effects, and advertisement music (Parsa, 1994). Music is one of the most indispensable elements of cinema and television. Music is an international language where emotions and feelings can be easily expressed. Music is an indispensable tool in the powerful transmission of cinema and television messages, and it affects audience perception. Music is used to enhance the dramatic effect of a scene and add a new dimension to the visuals (Sözen, 2013). Music adds characteristics to the advertisement film, gives soul to the product and brand, and contributes to the development of the brand's personality. A piece of music that is loved and purposefully presented in a commercial can easily contribute to the brand's image. Music is something that is not intrusive for the audience but contributes to brand recognition. It is the easiest way to convey what you

want to say about the product to the audience. With its lyrics, rhythm, melody, and form, it begins to resemble the essence of the product or brand. It becomes the voice of the product and easily conveys the message to the target audience (Yolcu, 2001). Film editing is the process of taking raw footage shot on set and combining it into the final film. It is one of the most important steps in the world of post-production (Alanı, 2022). Editing determines the pace of a scene. If a scene is crazy, editing can reflect this with a series of quick cuts. If a scene is particularly tense, long takes punctuated by quick edits can be surprising and can alleviate that tension. Editing "maintains our attention in front of the screen, activates our orientation response, creating a kind of hypnotic effect" (Sirer, 2018). Editing creates the meaning of films and television programs, while the audience also wants to be involved in the analysis of that meaning. The editing of shots is arranged so closely that the viewer might actually think of an unshown shot, behaving as if it had been shown. In commercial films, the most effective element in defining the story's dramatic, psychological, fast-paced, action-based, tense, static, slow, etc. atmosphere is editing. The most effective element is editing, especially when trying to convey a lot of information in a very short time. One of the most important narratives in commercials is the actor. The relationship between the actor and the audience undoubtedly plays an important role in the formation of meaning. The actor's performance consists of visual elements such as appearance, gestures, and facial expressions, as well as auditory elements like voice. During acting, artificiality is often avoided to convey a sense of naturalness and realism. According to the roles of the characters in the script, the actors are expected to behave realistically and naturally. Characters with specified traits in the script become visible parts of the commercial film narrative through acting. Because this is fulfilling the requirements of the role expected from the actor. In a commercial, actors are expected to contribute to the formation of the brand and brand image of the product or service, and to help keep the product in the market and contribute to the sale of the goods or services. Visual effects are elements added to a film during post-production; CGI, animation, compositing, and many other cinematic effects. There is usually a distinction between visual effects and special effects; because the latter includes practical effects like models and pyrotechnics on set. Visual effects allow for the telling of entirely new types of stories in films; to understand the impact they can have on audiences, one only needs to remember the movie Avatar. The successful combination of visual and practical effects has enabled the production of films like Mad Max: Fury Road (Alanı, 2022). In the advertising sector, in high-budget projects where surreal narrative styles are preferred, visual effects.

4. METHOD

In the study titled " Examining Advertisements Produced by Artificial Intelligence from an Aesthetic Perspective and Analyzing a Sample Advertisement Film Produced by Artificial Intelligence'' critical perspective across a wide range of fields, from ideology and media to literature and governance. Discourse analysis is a research method used within extensive social and cultural studies that focus on meaning products formed through speech and texts (Wood and Kroger, 2000). Discourse analysis is a research technique that develops by drawing from various disciplines (psychology, sociology, linguistics, anthropology, literary studies, philosophy, media and communication studies) and is surrounded by the theoretical perspectives of these different disciplines (Potter, Wetherell, 1987). Based on these definitions, we can say that discourse analysis is an examination aimed at finding meaning in its simplest form. The analysis conducted here requires going beyond the syntactic and semantic boundaries of expressions/statements and examining the underlying meaning and content. In the study titled "Examining Advertisements Produced by Artificial Intelligence from an Aesthetic Perspective and Analyzing a Sample Advertisement Film Produced by Artificial Intelligence" it is difficult to predict what kind of result will emerge when we look at the selected example advertisement film, Reacher. Because the harmony between human and machine in the production of the Reacher eyewear brand's advertisement is important. It is not possible for the machine known as artificial intelligence to know the personality traits, values, openness, responsibility, extraversion, agreeableness, emotional sensitivity,

character, and temperament of consumers. In other words, it may not be possible to capture human emotions and feelings in advertisements produced by artificial intelligence. Therefore, it is unknown whether artificial intelligence can produce advertisements that particularly highlight human qualities. It is difficult to uncover an unknown topic. This is why, in the study titled   "Examining Advertisements Produced by Artificial Intelligence from an Aesthetic Perspective and Analyzing a Sample Advertisement Film Produced by Artificial Intelligence" the advertisement film produced by artificial intelligence for the Reacher eyewear brand was evaluated from a critical perspective through aesthetic elements using the discourse analysis method.

4.1. Problem

Artificial intelligence can write the script for a commercial, shoot the commercial, optimize the advertising budget, and by scanning videos, images, or content on the web, it can help place ads in areas where consumers are most likely to click. It can also partially or fully create the advertising content. However, the representation of human emotions and feelings in advertisements produced by artificial intelligence may also be a shortcoming in conveying them to the target audience. To address this deficiency, aesthetic elements used in television, cinema, and video production are needed. The problem of the study is whether the aesthetic elements used in cinema, television, and video production can convey human emotions and feelings in advertisements produced by artificial intelligence and whether they are successful in reaching the target audience.

4.2. Importance

With digitalization, it has become extremely important to use the concept of artificial intelligence in advertising campaigns in depth. Because it is difficult to research, find, select, and present the most effective one from the large amount of data that can be used to develop advertising campaigns, in order to achieve maximum benefit. In this study, the meeting of an advertisement film produced by artificial intelligence with its target audience is important for the advertising profession. It is important from the perspective of advertising professionals. From a work perspective, it is important for the advertisement film to be produced by a machine. Additionally, it is important to consider whether the data used in the produced advertisement film is accurate and whether the film is sufficient in terms of aesthetic values.

4.3. Purpose

It is to reveal the connection between artificial intelligence and advertising messages. It is to determine whether the advertisement film prepared with artificial intelligence fulfills its aesthetic function.

4.4. Universe and Sample

The universe of the study titled " Examining Advertisements Produced by Artificial Intelligence from an Aesthetic Perspective and Analyzing a Sample Advertisement Film Produced by Artificial Intelligence " is formed by advertisements produced by artificial intelligence in Turkey. The advertisement titled "Reacher in the Eyes, Turkey in the Hearts" was selected as a purposeful sample for the study.

4.5. Campaign Details

Advertiser: Reacher
Production: Lue Studio
AI (Artificial Intelligence) Director: Turgay Şafak
Creative: Selin Kılıç
https://www.youtube.com/watch?v=Kikhiu-FvKY

5. EXAMINING ADVERTISEMENTS PRODUCED BY ARTIFICIAL INTELLIGENCE FROM AN AESTHETIC PERSPECTIVE AND ANALYZING A SAMPLE ADVERTISEMENT FILM PRODUCED BY ARTIFICIAL INTELLIGENCE

The sponsor of the National Team, Reacher, presented an emotional commercial film to its audience. The film was entirely created using artificial intelligence. The film features the slogan "Reacher in the Eyes, Turkey in the Hearts." With the opportunities provided by artificial intelligence and technology, the film has succeeded in strongly conveying the sense of national unity and togetherness to the screens. The Reacher commercial has successfully reflected the national spirit, national excitement, and national enthusiasm of the Turkish national team fans perfectly. Due to being the sponsor of the national team, Reacher's support for sports and national values has been successfully presented. Produced with the power of digital technology and inspiring viewers, this special advertisement film has called on the audience to unite once again around the National Team. The commercial film, while presenting Turkey's shared values with a modern narrative, has also managed to strongly reflect Reacher's visionary identity. Reacher has not only showcased itself as a brand with this impressive film but also revealed itself as a storyteller that embraces the national spirit and inspires the future. After a general evaluation of the film, the resolution part of the film is presented below. In the middle of the steppe, among the hay, a dirt path, in the camera's view across the road, the mountains are covered with snow, and an old red truck continues on its way. A Turkish flag is attached to the left rear of the truck's bed, the mountains in the distance are snow-covered, the sky is blue, and white clouds emerging from the blue seem to herald clear weather. The camera captures a wide shot that depicts both the truck and its direction, as well as the nature and the region. The screen changes with a quick transition. The viewers see a woman and a man, aged between 70 and 75, sitting side by side in close-up in front of a house resembling a village house. A Turkish flag is immediately noticeable on the roof of the house behind where they are sitting. The man is wearing a cream-colored fedora on his head. He is wearing an orange, blue, and gray checkered jacket over a brown cardigan, and inside the cardigan, he has a white shirt in shades of blue and gray. The color of the headscarf the woman is wearing is in shades of orange and blue. The color of her sweater is also shades of blue and orange. The woman has covered her knees with a blanket. The color of the blanket she covered her knees with is shades of blue, orange, and white. An external male voice is heard; the scene changes, revealing the essence of this land. A very narrow, charming street of an Anatolian town with cobblestones comes into view. Tiny shops are lined up one after another. Some of the products sold in front of the first shop are on display for promotional purposes. Among the products, a Turkish flag can be seen. The male voice continues speaking. He says in every corner. The image changes. The camera quickly pulls back from the street towards the place where the flag is hanging. The vegetable and fruit stalls in front of the shop come into view. The viewers see the street in a long shot. The awnings of the shops look very nice. Additionally, seven or eight people can be seen walking on the street within the frame. The male voice continues to speak. While saying "wherever our flag waves," the image quickly changes. The front of a greengrocer's shop comes on screen. In front of the shop, there are fruit and vegetable stalls. The camera approaches the woman sitting between the stalls, who is wearing glasses and a light blue shirt, and is around seventy-five years old, moving from a chest shot to a waist shot. A Turkish flag is fluttering, hanging between the fruit and vegetable stalls. An external male voice says, "There is something that unites us." The image changes. A close-up of a pair of feet pedaling a bicycle by the seaside comes into view. People running and walking behind the bicycle appear very blurry.

In the background, a mosque and tall buildings can be seen. The feet seen up close quickly press the pedal, causing the image to speed up. The image changes. A scene reminiscent of the holiday spirit appears on the screen, with Turkish flags waving, some people walking, and others riding bicycles. It is clearly seen on the screen that all the men and women riding bicycles are wearing glasses. With a quick transition, the image changes. In the image, a happy family consisting of a woman, a man, and

their baby appears in a three-shot. The man is in his thirties, wears glasses, has a beard, and is wearing a gray short-sleeved shirt. The woman is in her thirties, wearing an orange t-shirt and glasses. In the stroller, there is a one-year-old baby wearing a red short-sleeved t-shirt with "Turkey" written on the front, a yellow cap on their head, and glasses on their eyes. The woman, man, and baby are smiling. They are positioned on the left side of the screen, covering half of it. On the right side of the screen, which is the other half, there are people walking on the street. A male voice from outside is heard. At the moment the children say "full of hope," the screen changes. A young couple in their thirties and their baby come into view. In the close-up shot, the viewers see all three members of the family. In the foreground, there is a woman, in the middle, there is a baby in the man's lap, and in the background, there is the man. The woman is wearing a straw hat on her head and glasses on her eyes. The woman is wearing a blouse in shades of orange, white, and gray. The man has a beard and wears glasses. The man is wearing a white t-shirt, and over the t-shirt, there is a cream-colored shirt with its buttons undone. On the right side of the screen, three or four people are walking. An external male voice says, "A single light shines in their eyes," and the image changes. With a low-angle shot, a close-up of a narrow street appears on the screen, featuring a girl and a boy around ten or eleven years old. The girl is wearing a sleeveless t-shirt with a Turkish flag print on it and glasses with a red frame and white dots on the top. The boy is wearing a sleeveless t-shirt with a Turkish flag print, just like the girl, and he is wearing glasses with a red frame. A Turkish flag is hanging on the eaves of the building behind the side where the boy is standing. The image changes. A woman appears on the screen in a shoulder shot, with a man behind her. There are other people behind the woman and the man. All the people are holding Turkish flags. They are all waving their flags with enthusiasm. The woman in front is holding a Turkish flag. The woman is wearing a red t-shirt and red-framed glasses. Not just the woman, but everyone's glasses are very clearly visible. When the camera zooms out, the crowd becomes visible. What appears on the screen is a festive atmosphere, a celebration, almost a victory ceremony. The male voiceover says; the same light illuminates everyone's path. The image changes. There is a crowd of people on the screen. There are two men and one woman clearly visible on the screen. Both men are bearded, and they have white paint on their cheeks. Both of them wear glasses. The woman is wearing a white t-shirt, has glasses on her eyes, and is holding a Turkish flag. Everyone is waving their flags enthusiastically. The external male voice says, "Here is what keeps us together," and the image changes. The image shows a man and a woman in their forties, embracing each other. The man has a white beard, is wearing a white t-shirt, has something resembling a red ribbon around his neck, and is wearing black-framed glasses. The woman is also wearing a white t-shirt, has something resembling a red ribbon around her neck, and is wearing white-framed glasses. The male voiceover says, "that binds our hearts together," and the image changes. An image of a stadium appears on the screen. The Turkish national team's match is being played.

While the atmosphere of the stands is being captured in the general shot, two women in their forties appear in the foreground of the camera, with a large crowd of spectators behind them. Both women are wearing red t-shirts, and both are wearing glasses. Both are celebrating their joy by raising their arms in the air. In the stands, there is a magnificent atmosphere dominated by red and white colors. Most of the spectators are waving their Turkish flags. The happiness of a man and a woman entering the frame is evident from the smiles on their faces. The man and the woman are both wearing white t-shirts, tying red accessories around their necks, and wearing glasses. The man is wearing a red-colored cap on his head. They have raised their arms, as if they are experiencing the excitement of victory. From the atmosphere in the stands, it is possible to get the impression that the national team is leading in the match. The male voiceover says, "what makes us who we are," and the image changes. Two young men waving the Turkish flag in the stadium appear on the screen. The Turkish flag and the men cover more than half of the screen. The enthusiasm of the spectators beside the two men is magnificent. The image changes. A segment reflecting the intense enthusiasm of women and men in the stadium appears on the screen. In the front row of the camera's angle, there are mostly women. It is impossible to

describe the enthusiasm of the audience sitting in mixed groups of men and women in the back. Women and men have all created an atmosphere with red and white colors. Red and white t-shirts, flowers, and scarves among Turkish flags make the atmosphere enchanting. The male voiceover says, "It is the eternal light," and the screen changes. The background of the image is blurry, and in the foreground, a thirty-five-year-old woman and a man embrace each other. The images of the woman and the man, along with the Turkish flags they are waving with their arms open, cover three-quarters of the screen. In the footage taken between waist and chest shots, it is seen that both of them are wearing white t-shirts, have wrapped Turkish flags around their necks, and are waving Turkish flags in their hands. The man and woman have painted their faces red and white. The woman is wearing red-framed glasses, and the man is wearing gray-framed glasses. The male voice from outside says, "You will recognize us by our eyes." The image changes as the camera slowly pulls away. This time, a segment from another section of the stands appears on the screen. The woman and the men are enthusiastically cheering during the match. Once again, everything is covered in red and white colors. In the background, the enthusiasm and joy of the spectators can be heard. It is possible to see the happiness, enthusiasm, excitement, and joy on their faces. The male voiceover, as usual, says "together," and the image changes. A football match image appears on the screen. The camera shows an aerial view of the football field. The spectators in front of the camera are cheering enthusiastically with Turkish flags in their hands. The stadium is full. The camera shows a distant shot of the packed stands. Excitement, thrill, joy, pride, unity, togetherness, etc. are the emotions that the national team fans experience together. The external male voice says, "In the eyes, Reacher; in the hearts, Turkey," as the scene changes. Inside the field, there is a woman and a man in front, with two more women right beside them. The woman and the man are wearing white t-shirts, the woman has a Turkish flag around her neck, and both have stars made of red paint on their cheeks and a red crescent on their foreheads. It is seen that the two women in the back are wearing white t-shirts and have Turkish flags hanging around their necks. It can be seen that women and men are waving Turkish flags. The camera zooms from a shoulder shot to a chest shot.

At that moment, three women and a man in the front are seen enthusiastically waving Turkish flags. In the background, the stadium is seen to be full. On top of this image, the overlay text "In Eyes, Reacher; In Hearts, Turkey" appears. The slogan is written in large fonts in the center of the screen. Right below the slogan is the logo of the Turkish Football Federation, and next to it is the text "Reacher EyeWear." Meanwhile, in the background, the intense chants of the fans continue to be heard. The image changes. The screen goes dark. Reacher, with the slogan "In Hearts, Turkey" as a subtitle, the Turkish Football Federation logo, and the Reacher Eyewear text, continues to stay on the screen. As the fans' chants continue to be heard, the film comes to an end. When looking at the aesthetic analysis of the advertisement film "Reacher in the Eyes, Turkey in the Hearts" by the Reacher brand glasses, a single word is enough to describe the film aesthetically: perfect. The film's story, based on a theme that we always experience, which puffs out our chests when successful, and greatly elevates national feelings, has made it easier to conceptualize the national team, national issues, national matches, and success during the film stage. The screenplay is real and convincing because it takes the audience on an emotional journey, conveys the psychology of a national match, and blends the feelings of national unity and togetherness into a single narrative. In the film, long shots, wide shots, and close-ups have been used. These shots have both supported the descriptions made and allowed us to see the characters' enthusiasm, joy, and hopes in the film. The extensive use of panning and zooming in the film has further increased its fast pace. In the film, daylight was utilized to capture the hope, enthusiasm, joy, and determination on our people's faces in life, and to showcase the spirit of national unity, togetherness, and solidarity among the people in the stadium. Outdoor locations were used for the shooting of the forty-five-second commercial film. There was no need for an artificial light source; natural sunlight was utilized. The locations and decorations chosen in the film have been designed as environments that can showcase enthusiasm, hope, happiness, sharing, and national unity and solidarity. Within the film, the depth of sound and

proximity of the music, external voices, and fans' chants have distinctly emerged. Snapshots taken from life have presented the audience with segments from the time period we are living in.The elderly couple sitting in front of their house, the shopkeeper waiting for customers in front of the grocery store, the young people exercising on bicycles, the people walking by the seaside, and the families out for a stroll with their wives, husbands, and babies have been presented as symbols of purity, beauty, hope, unity, and togetherness.At the stadium entrance, a large crowd of fans experiencing the excitement and enthusiasm of the national match before the game, including children, babies, young people, middle-aged individuals, the elderly, women, and men, are united as one heart, one soul, one direction, one destination, all for the national team, national enthusiasm, and national excitement. To win, to share in the national team's victory, to witness the national team's success. With honor, pride, heads held high, hopeful, and with an enthusiastic anticipation. The successful performances of all the actors in the film have added great value to it. It is evident that efforts have been made and worked on with the support of artificial intelligence on the fundamental elements of cinema such as script, camera, framing, composition, sound, editing, and acting. The film was filled with uncertainties regarding the emotions, feelings, and passions that were thought to be lacking due to the use of artificial intelligence, such as the hearts beating for the flag, the national team, the national spirit, and unity and togetherness, which could not be fully conveyed to the audience. However, the film has conveyed the national sentiment, love for the national jersey, and passion for the national team to its audience so beautifully that it has succeeded in evoking and transmitting the same feelings experienced before a national match. Reacher, as a foreign product brand, has become a national advertisement film of a national brand with its aspects that are more humane, more nationalistic, with more love for the flag, more love for the homeland, and more national sentiments than us, to us, and from us. The aspect of the film that blends these elements into a cohesive whole is its aesthetic side. In fact, a film has been created from an imported brand that achieves national, nationalist unity and togetherness.

6. CONCLUSION AND DISCUSSION

Artificial intelligence continues to be a discipline that increases its strategic importance with its multifaceted contributions to humanity in every area of life, day by day. One of these broad fields of study is the advertising sector. The advertising sector benefits from artificial intelligence applications in areas such as media monitoring and research, measuring campaign effectiveness, content creation, media planning, conducting consumer analyses, analyzing market trends, writing advertising scripts, producing commercials, budgeting, etc. It is expected that professionals in the advertising sector will benefit much more intensively from the extensive portfolio of artificial intelligence. One of the areas that professionals benefit from today is the production phase of advertising films. Looking at AI-Generated Commercials from an Aesthetic Perspective and Analyzing an Example AI-Generated Commercial, the film produced for the Reacher brand glasses in the study was entirely prepared using artificial intelligence technology. In the advertisement film, there are scenes that are very emotional and full of love for the Turkish people, scenes that bring happiness, excitement, and hope to the Turkish people, and scenes that make the Turkish people feel alive. In the advertisement film titled " Reacher in the Eyes, Turkey in the Hearts," the presentation and depiction of these scenes, these emotions, these feelings, and these human values are challenging. In the film, it is seen that the emotions related to homeland, flag, national feelings, nationalism, national unity, and national integrity, which are valuable to people, are beautifully handled through the use of aesthetic elements. In this film prepared with artificial intelligence, the harmony between humans and machines and the masterful use of aesthetic elements have resulted in the emergence of an artistic work.

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