

How Do Ideas Reside in the Media for AI to Generate Creative Advertisements?

A Digital Rhetoric's *Memory* Perspective

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Abstract

This paper uses the theoretical lens of rhetoric's memory to argue for the centrality of media domain to human and artificial creative advertising development. Using a multiple case-study method, it first develops a media domain framework of ideas from data drawn from human advertising creatives. This reveals that the internal and external repositories used by advertising practitioners are media which have hierarchical categories and schemas containing materiality, temporality, spatiality, and layering. The paper then argues that using the same media domain framework to simulate AI's memories will improve AI's functionality, and the creative output of AI-generated advertisements. Theoretical and managerial implications are presented.

Keywords: Rhetorical Memory, Media Domain, AI Repositories, Creative Advertising