

INFLUENCE OF AMAZON ORIGINAL WEB-SERIES AMONG YOUTHS IN BANGALORE,

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ABSTRACT-For eons, the drama and theatric played vital role in portraying and creating influence among its audiences. Its history's root goes far behind in past till 6th century BC Greece where the representation of theatrics grows from its sap from merely three type of drama: tragedy, comedy and satyr plays. With up gradation of technology at our finger tip, the drama have evolved from stage theatric to cinema and finally into webseries. Technology is an element that has always created an impact in humankind irrespective of age and generation. From invention of light bulb to latest VR technology, the mankind is was quite enthusiastic and get easily influenced under them. After realizing this, many visual art medium have evolved not only in entertainment sector but also began to showcase social responsibilities to society where they have adapted it into its production as well. This study is conducted to inquire and collect data regarding the how the youth of today world get influenced under various social aspect and the role played by OTT-Platform, Amazon Prime.

KEYWORDS: Amazon prime, Youth, Technology, social responsibilities, Generation Gap, Trends

INTRODUCTION

The emergence of television as a medium

The invention of television occurred at a time when print media and radio dominated worldwide communication. Following the successful development of television units, it was only available to the wealthy and privileged in most Western hemisphere societies. Television instantly became a trend in countries such as America and other European nations, with most of the upper class and elite societies adopting it as a symbol of power and money. Within a few years, nations such as Japan and China began mass production of televisions and their accessories for domestic consumption as well as export worldwide, resulting in a global drop in television prices. In 1952, the first news covered in America was regarding the presidential nominating conventions of the two major parties. The concept of television was introduced in the late 1950s, more or less as part of a hobby rather than a commercial aim. Even after commercializing television, it had very little impact or influence due to a lack of receivers or an audience. The "Philips and RCA corporations" exhibited a closed-circuit television network at a New Delhi industrial expo in 1955 and afterward, delivered the technology to the government. All India Radio (AIR) created the foundations of the country's first TV station, which began transmitting in September 1959, using this refurbished equipment and a few extra cameras. Doordarshan is an independent "public service broadcaster" established by the government of India. It was established on September 15th, 1959, and is India's largest transmitting organisation in respect of studio and transmission network. Today, Doordarshan has grown from a single studio in the All India Radio departmental headquarters to a network of 66 studio facilities across the nation, comprising 17 major studio facilities in state capitals and 49 other studio facilities throughout the country. However, with the advent of private stations, Doordarshan has lost its former audience. The "Over-The-Top" (OTT) platform is a new and future medium for movies and television shows. This is distinct from standard broadcast means, such as television. As internet access has grown exponentially, this new innovation has left DTH (Direct-to-Home) technology in the dust. The OTT Platform has defined a new way of watching content on Smart TV. Later, many OTT platforms have evolved, such as Netflix and Amazon Prime, which were established in the late 2010s, and soon appreciated for their content, raising the OTT platform venture to greater heights. Even though OTT platforms have been available in India since 2008, they have had a significant impact on the public, particularly during the global pandemic COVID-19. Easy access to various content (such as web series and movies) including international and regional and avoid social gathering in places (eg: theatres, etc)

- The content covered or released through OTT Platform is does not have any specific time period; hence it is always available anytime.
- Compared to traditional broadcasting methods, OTT Platforms are easily watchable through devices such as Mobiles, Smart TV, Laptop and more.
- Sometimes all episodes of the web series are released in one shot; hence it's ideal for bench watching and more.

Web series are series, usually in an episodic manner, released and watched on the Internet. To access the website, one must have devices that are internet compatible, such as smart phones, laptops, PCs, smart televisions, and more. The episodes released (also known as webisode, which are not largely well known) are limited and the time period is usually 30 to 60 minutes.

REVIEW OF LITERATURE

In our modern times, OTT Platforms or (Over-the-top Platforms) have created a great impression in entertainment sector (A Study on Growth of Over the Top (OTT) Video Services in India: BY- Tripti Kumari, Department of Business Studies, Chandigarh University, Mohali, India), according to the study many people have evolved from traditional media to latest trends

mainly youngsters. The younger generations are familiar with web series (**An Analytical Study of Content and Language of Indian Webs Series: BY- Dr. Subhash Kumar, Associate Professor, Department of Journalism & Mass Communication, Manipal University Jaipur, India and Dr. Atanu Kumar Mohapatra Chairperson, Centre for Diaspora Studies, Central University of Gujarat, Gandhinagar, Gujarat, India**) and the aim of our paper is to find the influence they are gaining from the two Amazon Prime series “4 More Shots, Please!” and “Made in Heaven”.

Many prominent actors have been casted in web series over years Studies have shown (**The Future of Over-The-Top Platforms after Covid-19 Pandemic: BY- Revati Devaki P C, MPhil research scholar, Department of Visual Media & Communications, Amrita School of Arts and Sciences, Amrita Vishwa Vidyapeetham, Kochi, India and Dr. S. Dinesh Babu, Assistant Professor (Sr.Gr) and Head, Amrita School of Arts and Sciences, Amrita Vishwa Vidyapeetham, Kochi, India**) that the popularity of OTT platform have increased due to covid-19 and many may not cancel their subscription post covid as well. Studies also have shown (**New Media as a Change Agent of Indian Television and Cinema: A study of over the top Platforms: BY- Dr. Paramveer Singh Assistant Professor, Department of Mass Communication and Media Studies, Central University of Punjab, Bathinda- 151001**) the steady increasing OTT Users and also the that future of “Over the top” applications are bright in India. Indian audience thinks that these applications have good future in this country and the reasons for this are smart phone penetration, International collaborations between media moguls and digital quality of the medium. Cost effectiveness is also one of the reasons behind good future of streaming media in India. According to study conducted by Anindita Chattopadhyay (**Web Series and Web Movies and their psycho- sociological impact on netizens in India: BY-Anindita Chattopadhyay, PhD Research Scholar Dept of Mass Communication, Burdwan University & Assistant Professor Journalism and Mass Communication Department Taradevi Harakh Chand Kankaria Jain College, Kolkata**), the viewer are psychologically affected and our paper need to know and understand audience responses towards the above mentioned series. Also in recent times, web series have gained lot of attention and its fame is spread across various media house.

METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. The Methodology part of a research paper will let the user/reader to identify and assess if the study is valid and reliable.

Quantitative Research

It is basically method of acquiring knowledge from various individuals using sampling and sending out online surveys to gather Public knowledge, gaining results in numerical form. This research consist data collected from a certain section of the society About the influence of Amazon Prime in Youth today.

Objectives

- To understand the influence and their perception of Bangalore youths on Amazon original web series-“Made in Heaven” and “4 More Shot, Please!”
- To determine the time spent by youths on watching webseries.
- To identify the accessibility of Amazon Prime to youth.

Significance

The significance of this study is to understand the influence and knowledge youth is gaining from Amazon Original series “4 more Shots, please!” and “Made in Heaven” and their opinion and attitude toward social issues covered by the above mentioned series.

Limitation

- Lack of audiences
- Focuses only on two shows
- Lack of knowledge regarding social issues.

Research Gaps

- Lack of awareness regarding webseries among youths
- Inability of youths in accessing Amazon Prime.

MAJOR FINDINGS

From the survey conducted in terms and in respect to the topic “Influence of Amazon Prime original series among youth”, certain findings were acquired and some the major findings are:

- Most of the respondents for the survey are female respondents (59%).
- Most of the respondents for the survey are students (57%) while there is tie between self-employed and others professionals for being the less category (6%).
- Majority of the respondents prefer mobile phone for watching OTT (46%) content while the least preferred device is desktop (2%).
- Majority of the respondents preferred OTT platform (77%) while, the least do prefer DTHs (5%).
- Majority of the respondents are familiar with Indian web series (78%) while remaining are not familiar. (22%).
- Majority of the respondents believe that OTT Platform is the future of visualisation (93%) while others does not

(7%)

- Majority of the respondents believe that OTT Platforms are able to portray the Indian culture and traditions (66%) while others are contradicting to this (34%).
- According to the respondents, majority suggest that the generation gap of 21 years to 25 years get influenced (52%) while the least influenced generation is the age gap between 10 years to 15 years (2%).
- Majority of the respondents have access to Amazon Prime (92%).
- Majority of the respondents believe that Amazon Original series have significance among youth (72%).
- Majority of the respondents believe there is a clash of tradition and culture in modern India (60%).

CONCLUSION

This study was conducted honestly and with pure sincerity to know the influence of Amazon Original web series among youth and their opinions regarding two Amazon Original series, "Made in Heaven" and "Four More Shots, Please!" This study shows the understanding of youth individuals selected at random who belong to various backgrounds to interpret their understanding and approach in terms of influences they might get from two specific series "4 More Shots, Please!" and "Made in Heaven". The surveys have appeared to have received a positive response from the selected respondents, who have shared their point of view in terms of the topic and matters shared through the survey. According to the survey, majority of the responders are familiar with the OTT Platform "Amazon Prime" and its contents. The series mentioned in the paper: "4 More Shots, Please!" and "Made in Heaven" are popular and majority of the respondent are familiar with above mentioned series. Vast responders are in opinion that the contents are relevant to modern social aspects and do believe that the influence such series are positive in order to understand the social dilemma faced by large number. The survey also shows that the majority of the respondents who are from the younger generation do seem familiar with the OTT platform and its functions. It appears the majority of the respondents does have an OTT platform connection and are quite satisfied with their content and functions, as they cover all national and international content as well as various genres. The youth do believe that the OTT platform is the future of visualization and, according to the survey; they prefer it over traditional methods such as cable and DTH.

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