

Transforming the Representation of Indian Women in Popular Media with Reference to Indian Web Series

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Abstract: *Internet streaming services are captivating viewers and generating unprecedented revenue. They are arguing about the lack of progress in television content and the increasing opportunities for the emergence of rich, high-quality material. With the rise of online streaming platforms, the entertainment business is being transformed as dramatic television programming is being replaced with new and easily accessible stories. The Covid-19 pandemic has significantly disrupted numerous industries, although it has also facilitated the rise of Over The Top (OTT) platforms and witnessed a surge in subscriptions. Individuals resorted to web series as a means of alleviating the tedium of their daily routines, since they found themselves confined to their homes without alternative sources of amusement. The web series was also acknowledged for breaking gender stereotypes and transforming the portrayal of women in mainstream media. The researcher aims to analyze the revised depiction, while the investigation involved surveying audiences. The data collected from the survey helps to comprehend the elements that contribute to the triumph of OTT platforms, as well as the public's response to the changing portrayal of women in mainstream media*

Keywords: OTT, transforming, conventional media, web series