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on

## RECENT TRENDS IN CREATIVE WRITING



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**WEB SERIES- AN EMERGING TREND IN VISUAL CULTURE****Laxmikant Kapgate***Assistant professor, Shivprasad Sadanand Jaiswal College, Arjuni / Morgaon, Gondia***Dr. Shriram Gahane***Assistant professor, Adarsh Arts and Commerce College, Desaiganj, Gadchiroli***Abstract**

*Like food and alcohol routines, an easy availability of facilities always directs to over-consumption. This paper attempts to study the history, popularity and numerous effects of web series or web shows and streaming content during the Coronavirus Pandemic. The researchers have analyzed the web series or web shows and online streaming contents accessible on online platforms like Netflix, MX Player, Amazon Prime, YouTube, ALT Balaji, Voot, Disney+Hotstar, etc. The present study primarily focuses on and examines the psychosomatic effects and social changes caused by the Pandemic. The web shows on the Over the Top (OTT) platforms have gained popularity in Indian society for the last few decades. However, the COVID-19 outbreak all over the world has forced many filmmakers and production companies to utilize these platforms. They started releasing web series or shows without waiting for the re-opening of theatrical services. These online platforms have succeeded in creating a unique craze among viewers.*

**Keywords:** *Web Shows, Web Series, Visual culture, Online Streaming platform, Online Content, Visual Culture.*

**Introduction:**

The Covid-19 Pandemic has reshaped the daily routine of human beings all over the world in the present context. On one hand, television has played a significant role in keeping people in touch with the happenings all over the world. But, on the other hand, it has brought restrictions for many family members having different choices. As the continuous lockdown has forced people to stay home and turned them into their favourite mode of entertainment, and as the television could not fulfill the aspirations of all the members in the family, most of them had to search new options of entertainment. The closing of the movie theatres and rare decent content on television has forced a huge share of the viewers to migrate to online platforms for entertainment in search of qualitative shows. Due to continuous restrictions during the coronavirus outbreak and the ban on the shootings of TV shows and films, online streaming platforms and web shows have gained instant popularity. Many filmmakers have changed their mindset and started working on web shows or series. Various researches have proven that online streaming platforms like Netflix, MX Player, Amazon Prime, YouTube, ALT Balaji, Voot, and Disney+Hotstar are much more adopted medium than television. We have witnessed the paradigm shift from conventional TV shows to web shows. Web series on an online platform has given a new direction to the creative minds as well as to the acting world. These platforms have come forward as the means of effective entertainment in the new normalcy.

**Visual Culture:**

Visual culture is an umbrella concept that includes a plethora of areas. In the world of technology, people are happy with transcultural experiences in their day to day life. New technologies, perceptions and innovations have triggered visual technologies as a new