



# “Emerging Gender Role and Hate Speech Representation in Indian web series OTT media Content”

*Ms. Kritika Sharma  
Research Scholar  
Dep. Journalism and Mass Communication  
Amity University Rajasthan  
Jaipur, India  
Email- kittusharma181@yahoo.in*

## **Abstract:**

In India, the media is an essential component of daily life. The impact of the media may be understood since the great majority of people across the world rely on various media platforms to get information for enjoyment and to increase consciousness and knowledge about a variety of other global events. Denis McQuail (2000) believes that the media is accountable for illuminating and fostering systematic exposure, as well as influencing ideas and ideals. Furthermore, according to the BARC (Broadcast Audience Research Council) Report, 2019, web series are defined as popular shows with high viewing that cover a wide range of socio-cultural elements of people's life. There are several types of Over the Top (OTT) platforms for entertainment that broadcast 24 hours a day, seven days a week. India, like other jurisdictions, has been grappling with the question of how to govern hate speech in the internet environment. Regulating internet hate speech is a complicated problem. The purpose of this study is to evaluate web series in the perspective of Indian society. The stereotyped image of women and hate speech, including rude and abusive language, and discrimination on the basis of caste and religion, have been depicted in Indian web series content. The current study intends to investigate how the content structure of Indian web series continues to impact gender representation and hate speech on modern and digital platforms.

**Keywords:** Hate speech , Content moderation, Indian web series , Gender roles , Media representation.

## **Introduction:**

In recent years, we have seen a tremendous increase in the availability of video and audio material via over-the-top services. According to the KPMG poll, during the shutdown, over-the-top (OTT) and gaming performed much better across geographies and socioeconomic categories. With a total reference of more than four thousand crore rupees, India is the world's tenth-largest market for OTT. OTT services are primarily intended to be a potential replacement for traditional modes of communication. OTT is a phrase used to describe the delivery of content via the internet when a user does not have a cable or satellite television subscription. Content customisation is the most significant driving force in surpassing the

traditional content market. It develops content using a data-driven methodology. In terms of efficacy, customised content trumps impersonalized content. The worldwide OTT content industry is anticipated to reach USD 87 billion by 2023, growing at a 14 percent CAGR between 2017 and 2023. (Market watch, 2020) We live in a digital era where viewers may watch a variety of web series and other entertainment online. The performances' audience consists of people of various ages, ranging from a kid to an elderly person. Many Over the Top (OTT) platforms function as digital media, providing their audience with a diverse range of genres to watch. Any streaming service that delivers its material over the internet is referred to as OTT. In India, there are several OTT platforms for entertainment that broadcast their material online 24 hours a day, seven days a week. In India, for example, Voot, Zee5, Sony Liv, Amazon Prime Video, Netflix, Disney+ Hot star, MX Player, Alt Balaji, and many more are accessible where fans may watch other series. Gender and sexuality remain at the centre of how an identity is seen by society in modern life, when media and communication have become fundamental components of existence. Gender identities are shaped in large part by the media. In addition, the media presents a variety of pictures of women and men, as well as messages about their sexuality. These pictures shape how people think about their sexuality, gender, and lifestyle. In contrast, the media has played a critical role in awakening women to their potential as change-makers in society. (Himani, 2015) Gender stereotypes have always been prevalent in the pictures depicted in media material. Stereotypical representations of males, women, and transgender people have been detailed in various media content for the most part. However, changes in the representation of men and women may be seen as a result of the internet's influence. (Debastuti, 2018). Since OTT platforms represent the future of the entertainment business, material on these platforms has remained a source of contention in terms of creative freedom and social responsibility. On this platform, content producers supply anonymous content, which has long raised concerns about kid safety and social responsibility. (Bureau, 2020) People have frequently expressed dissatisfaction with the particular and daring content of web shows. Violence, sex, and nudity have become commonplace in online shows. People are now debating whether or not all of this is necessary. One segment of society feels that such bold material is acceptable, but in certain cases, sexually explicit scenes of violence are necessary for the plot; eliminating such scenes may mislead viewers, and the story will not be depicted as written. The opposite side of society feels that nudity and sexual violence in web series have an impact on Indian values and morals. Indians, on the other hand, are not very receptive to personal moments, and the brutality depicted in online programs makes it unsettling to watch with the family. The conflict between artistic freedom and social responsibility, aided by the very nature of OTT content. This article will discuss how stereotypical gender identity of women is represented in Indian web series material, as well as hate speech. People were addicted to social media sites such as Facebook, Twitter, Instagram, and YouTube as our country's digitalization progressed. The use of the Internet has increased dramatically during the previous decade all across the world. But it wasn't until 2014 that the web series craze hit India, and it quickly grew in popularity thanks to its wide range of material. As a result of the internet revolution, digital channels have grown in popularity, ranging from searching for information on Google and YouTube to digital streaming services like Netflix, Disney Hot Star, Amazon Prime, and voot. (Pallavi, 2020). The purpose of this study is to look at how women's sexual and gender identities are portrayed, as well as how hate speech is portrayed in chosen Indian web series. The researcher has chosen an Indian online series for further examination using both qualitative and quantitative data approaches for this impetus study.

### **Web series in India:**

Gone are the days when families sat down to watch television together. While the Indian public eagerly watched international programmes, they also pushed Indian series with interesting innovative material. Traditional television culture has transitioned into digital platforms, delighting both millennials and the majority of the elderly. The new wave's true turn in digital visual culture came a few years ago with YouTube, when they began to display TVF Pitchers, Permanent Roommates, and Bang Baja Barat. Since then, the web series phenomenon has grown in popularity in India. Platforms like Netflix, Amazon Prime,

Alt Balaji, TVF, and others have helped to catalyse good digital content. Content consumption in India has risen to new heights as internet availability has improved. The digital revolution has introduced a slew of new and robust material to the public, allowing them to sample a whole new menu of entertainment. Even Indian consumers are willing to pay a premium for Netflix or Amazon Prime's high-quality, international content. Because there are so many options on the internet, customers with short attention spans are continually looking for bite-sized material. As a result, a web show's reception is heavily influenced by the quality of its production, content, and casting. As a result, the producers are very cautious about creating fresh and accessible content that would capture the interest of millennials. (TEAM, 2019)

### Review of literature:

Dasgupta Debastuti (2018), in her study "Gender Portrayal in Age of Social Networking Sites: An Analytical Discussion" explained that Another major manner in which social media demonstrates gender differences is in how young people present themselves in social network domains. The way young boys and girls share information on social media differs. Girls were more inclined to post their own photos, but guys were more likely to share photos and remarks that they regarded as self-promotion. Sexual elements or allusions to drinking are frequently seen in the images. Such behaviour repeats gender stereotypes, and the media paints a picture of a "commodified" woman on the one hand, and a powerful stable representation of man on the other. Teenage girls are also more prone than males to disclose personal information, which might expose them to sexual harassment or cyberbullying. Gender inequalities, according to some experts, are deeply ingrained in our culture. They believe that females and boys are nurtured with different cultural ideals. Gender disparities and the depiction of gender stereotypes exist in conventional media, as they do in the internet world. Regardless of flaws, every social media networking site provides a diverse range of gendered performances. A thorough review of the current research on gender representation in social media reveals that users occasionally engage in gender stereotyping in social media, while in other situations it supports gender equality. There are still tremendous opportunities to deal with this specific sector; it is up to the users to decide whether they will utilise it to benefit or hurt themselves. (Debastuti, 2018) Scott Fitzgerald (2019), The fast rise of over-the-top services in India, such as VOOT, Hot star, Netflix, and Amazon, is demonstrating development in the prevailing patterns and business models at the global level, according to her essay "Over the Top video service in India: Media imperialism after globalisation." India has overtaken China as the world's second-largest market for "tech firms," such as Facebook and Amazon, raising concerns about growth, involvement, and influence in areas such as communication and culture. The article also discussed how new digital infrastructure, such as broadband networks, smartphones, and local and foreign media players, help India's socioeconomic growth. "India will be a major battlefield for Amazon and Netflix," according to the research. (Fitzgerald, 2019) Agrawal Akshat and Sharan Vivian (2020), in their study "Creative freedom of OTT wants industry to set standards," opines that Because OTT platforms represent the future of entertainment, it's critical to comprehend their customized nature. Their research uncovered an obscenity complaint against Netflix and suggested that the "full character" of OTT content also pushes creative freedom. The study looked at why the self-regulation approach for OTT platforms was rejected and proposed a panel with an outside expert. However, based on their results, this concept does not work with the majority of OTT platforms. OTT a boon for artists, filmmakers, and other content creators' creative freedom. The regulation resulted in creative expression being exploited, particularly by smaller producers. Ott is a long way from overcoming the conventional hurdles that would prevent it from reaching a large audience. The research also fosters creative freedom and guarantees consistency of aim by improving content quality while being socially and sentimentally neutral. (Agrawal Akshat, 2020) Pallavi (2020), in her study "Female Representation in Indian Web Series- Myth or Reality" opines that Indian online shows have experienced a huge increase in substance that defies comparison to Bollywood. The majority of online shows with female protagonists are unrelatable. Women who live in cities other than Mumbai, Bangalore, or the metropolis will be unable to relate to these performances. The



majority of women-centric episodes shown in the online series feature powerful women or women from wealthy backgrounds. The gender difference in internet access cannot go unnoticed. Even if the online series continues to produce more and more female-empowering content, it will all be for naught if it does not reach its intended audience. (Pallavi, Voice of margin, 2020). Kanwar Vandana and Singh Meenakshi (2021), in their study “Emerging Gender Role Representation in Indian Media - Thematic Analysis of Four More Shots Please Web Series” explained that Gender portrayal in the media impacts people's perceptions of the different gender roles that society has assigned to them. However, modern media platforms may function as a change agent by shattering preconceptions and conventions about a wide range of societal concerns. Equal and justified depiction of different genders might help influence viewers' understanding of gender in a culture. The online series creates a dialogue about women's equal rights, sexuality, and prejudice at various phases of their life. The series has attempted to illustrate the microscopic aspects of women's challenges in Indian culture by offering distinct layers to the many characters featured in the web series. Thematic analysis leads to the conclusion that strong and independent women are questioning conventional conceptions of gender and sexuality. (Meenakshi, 2021) Sharma Kiran (2021), in her article “Netflix & Amazon under fire in India over Controversial Content” states that Even as the debate over Amazon Prime Video's political thriller "Tandav" rages on in India, Netflix's "Bombay Begums," a drama that follows the lives of five women in Mumbai, has come under criticism. On March 16, the National Commission for the Protection of Child Rights ordered Netflix to delete some "objectionable" images involving children in "Bombay Begums," which premiered on Netflix on March 8 and quickly became popular. This follows a big controversy over sequences in "Tandav," a Hindi term that means "fury," which reportedly offended Hindus by depicting the faith's deities in a negative manner. Other recent examples include Amazon Prime's crime drama "Mirzapur," which sparked outrage for allegedly portraying a northern Indian city in a negative light, and Netflix's series "A Suitable Boy," which was based on author Vikram Seth's bestselling novel of the same name and featured a Muslim man and a Hindu woman kissing against the backdrop of a temple. Bobby Deol, the star of "Aashram," a popular programme on the streaming platform MX Player, has also been involved in legal issues due to his controversial portrayal of Hindu saints. (Kiran, 2021).

### **Objectives:**

To study the understanding of sexual hate speech depicted on Indian web series.

To investigate the gender stereotyped portrayal of women in Indian web series.

To investigate how violence aggression and hate speech are portrayed on the solenoid of web series.

### **Research Methodology:**

The researcher applied quantitative and content analysis method to conduct this study. This study is designed as descriptive research which aims to study the emerging gender role and hate speech representation in Indian web series OTT media content. For this purpose of the study, 6 Indian web series has been taken for content analysis including certain parameters which were broadcast on various Ott platforms and showcased gender typical narrative and hate speech. The random sampling was done. The sample size of 60 respondents has been taken where a total number of 56 responses were received and analysed by the researcher. A questionnaire with close-ended questions was made through google forms which were further sent to the respondents by sharing the link on Messenger, WhatsApp, Instagram and email.

## Parameters for content Analysis:

Parameter for analysing the presentation style of the content-

- Gender difference
- Hate speech/ Abusive content
- Sex/ Nudity

Programs or web series chosen for content analysing on the basis of controversial content-

- Mirzapur
- Aashram
- Bombay begums
- Lust stories
- Four more shots
- Tandav

### Analysis of the content:

#### Mirzapur season1&2

It is the third made-in-India original crime series on Amazon Prime in India. We determined that the violence in Mirzapur is largely unfounded images, and the language is highly exaggerated and mostly hostile after assessing the material on the provided parameters. The majority of the discussions revolve around four-letter phrases that have no apparent meaning. The killers liked pumping the bullet into someone, according to the conversation (Maarna Ek Kala hai, Bhaiyaji). Sexual moments and emotional bed scenes were used in the cinematic presentation. Mirzapur is painfully clinical when it comes to sex activities and killing. In a word, both seasons depict the same content: excessive violence, sex, improper language, and politics' dark underbelly. It features particularly harsh dialogues, which are primarily highlighted, based on conversation delivery.

*“Mata ji yahan hai, Behen yahan hai, Maa-Behen ek karne mein aasani hogi.”*

*“Ch\*\*\*ya hain woh important Nahi hai. Hamara ladka hai, Woh important hai.”*

*“Oh Bhos\*\*\*i waley Chacha. Rest kariye, varna Rest in Peace ho jaoge!”*

*“Middle class aadmi, aadmi nahi ch\*\*\*\*\* hota hai. Ch\*\*\*\*\*.”*

*“Jaati pratha kaahe banayi gayi, isiliye hi na ki power hamesha hum Brahamano ke haath mein rahe”*

*Bh\*\*\*\*\*ke, Amar hain hum, Chutiye nahi...*

*“Bawaal cheez hai saara system hil jaata hai”*

#### Aashram:

The genuine colours of Babas are continued in a Hindi language crime-based drama web series on MX player. It exposed a combination of naive confidence in Babas and political leaders. Based on the aforesaid characteristics, this series exploits religious feelings about saints, and the plot of Baba's of the Ashrams focuses upon Hindu beliefs. The Baba's language is unacceptably offensive. Viewers' religious emotions are harmed by extreme misuse and the display of narcotics in prasad boxes. The tale also highlighted sexual exploitation and drug fostering as being part of the tale. Women are abused at the ashram, according to the account. There are moments in which Baba takes advantage of the ashram's female residents and engages in sexual activity with them. The series is frank, focusing on people's naïve faith in Babas, but it also pokes fun at religious ideas and includes greater profanity. Dialogues which are mostly highly highlighted

*"Shareer ke liye har ang zaroori hai upar waala bhi aur neeche waala bhi"*

*"Jahaan noton se hoti hai kanoon ki aesi ki taisi, usiko kehte hain India ki democracy"*

### **Tandav:**

Tandav has come under fire from some members of the public who believe the performance offends Hindu Gods and Goddesses while also mocking faith. One scene shows Sandhya Mridul and Anup Soni as lovers, while another one features Mohammed Zeeshan Ayyub as student leader-turned-rising politician Shiva. While the majority of the accusations against Tandav are for allegedly injuring religious sensibilities, Shiva portrays Lord Shiva in a college play. He is dressed in a suit, holding a Trishul in one hand, and smearing blue paint on his face and neck, but he does not fit the conventional image of the Hindu God. The picture depicts how students in the country are speaking out against poverty, feudalism, and caste-based injustice, yet they are misunderstood. As the scene concludes, Shiva says,

*"Matlab desh se azaadi nahi chahye, desh me rehte hue azaadi chahye."*

In further conversations in the series shows hate speech regarding discrimination in the society on the basis of caste and also have hated comment for women and also using women as an object for the fulfilment of their needs and just for enjoyment .

*" jab ek chhoti jaat ka aadmi ek unchi jaat ki aurat ko date karta hai, toh sirf badla lene ke liye... sadiyon ke atyacharon ka, us ek aurat se."*

The series features very harsh and hated dialogues. Tandav has been the most popular and divisive online series of the year thus far.

### **Bombay Begums:**

A Netflix original web series centred in India caters to women's extramarital affairs in order to fulfil their needs. Based on the aforementioned criteria, it appears that the material portrays bisexuality on the Indian screen as well. The text does not promote outright abuse, but it does contain a number of harsh phrases, the majority of which are spoken by the mother. The content depicts child exploitation, with a focus on drug and alcohol usage, as well as kids in intercourse on television. The right to life and the right to education are both exploited in the narrative. We see minors engaging in casual intercourse and drug misuse in several situations. The storyline further include Menopause, me-too, sex, motherhood, and infidelity are all part of the plot. The story's visual representation is bold, with passionate kissing scenes and adolescent and puberty check-in small concerns.

### **Four More Shots Please:**

This series streaming exclusively on Amazon Prime Video. The series follows the story of 4 unapologetically flawed women, two in their thirties and two in their early twenties who are scuffling with four typical problems of their own. They live, love, make mistakes and find out what really makes them tick through friendship and shots of tequila in millennial Mumbai. The story revolves around female friendships, their lives as one parent and single women, their flourishing and failing careers, their relationships and their routine lives. The series broadly focussed on breaking taboo's through a character Umang Singh, a P.T teacher from Ludhiana and becoming a gym instructor in Mumbai and also a bisexual and constantly trying to recuperate from the pangs of a breakup she has given by her girlfriends. The story highlights the true meaning of love, friendship and how women can make their life without any back support of a man.

**Lust stories:**

The Netflix original Indian-based web series consist of exceedingly simple stories but are capable of breaking taboos like a teacher's obsession with her student, an extramarital affair, a servant's relationship with her employer and a newly married couple and their bedroom problems. In this series 'Lust' takes the centre of space, which is considered a taboo subject. The characters struggled to elucidate the explanations for their actions and relationship status in a notoriously prude culture that was equipped with the tools to try and do so. The older generation is depicted as conservative, and for them, raising questions on sexual relationships or talking about sex openly is referred to as shameful. The show portrays characters drinking, swearing, and talking about sex openly. Perhaps the web series indirectly points to the necessity of sex education in our society.

**Data Analysis & Interpretation**

Respondent analysis:

**Age:**

Fig 1.1

The study based on random sampling where it clearly shows that the majority of respondents are of the between 20-25 and 25-30 years that is 37.5%. Where as 21.4% of respondents are 30 years above and 3.6% of respondents are of between 15-20 years of age.

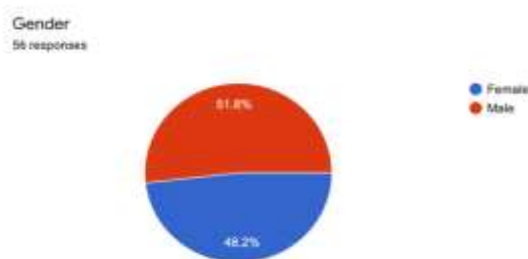
**Gender:**

Fig 1.2

When categorising the respondents on the gender basis it illustrate that 51.8% of the respondents were male and 48.2% of the respondents were female. This clearly shows that females are equally interested in consuming online streaming content.



**Occupation:**

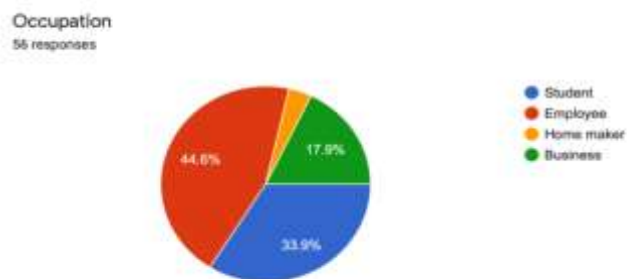


Fig 1.3

When categorising the respondents on the basis of occupation ,it shows that 44.6% of the respondents were employees where as 33.9% of the respondents were students. 17.9% of the respondent were holding business and 3.6% were home maker.

**Q.1. Do you have an account on OTT video platforms?**

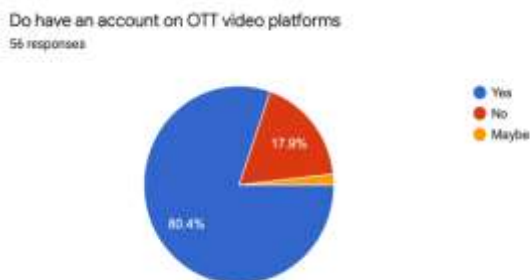


Fig 1.4

Presently, half or more than half of the population consume OTT content .The above question illustrate that 80.4% of the respondents have OTT accounts only 17.9% of the respondents doesn't access OTT accounts.

**Q.2: How many OTT subscription do you have?**

How many OTT subscriptions do you have?  
56 responses

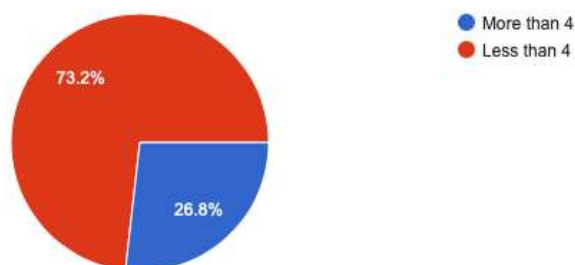


Fig 1.5

Currently, there are N numbers of OTT media platforms in the market which are functioned by taking subscriptions e.g. 3 months, quarterly, annual .The study shows that 73.2% of the respondents having less than 4 accounts subscription, only 26.8 % respondents have more than 4 OTT subscriptions. It shows a huge difference in the number and also defined that people don't want to spend separate money for these all OTT subscriptions.



**Q.3: Which OTT platform do you watch (you can select more than 5)**

Which OTT platform do you watch (you can select more than 5)

56 responses

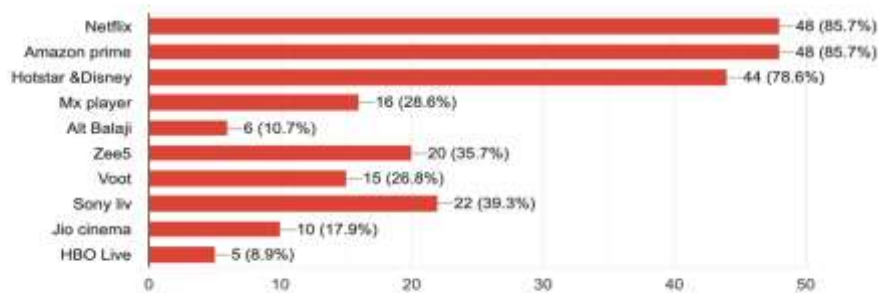


Fig 1.6

Currently in India there are 80 OTT streaming platforms in the market which also include regional OTT apps. In this questions respondents were enquired about their favourite online streaming platforms ,where the majority of the respondents i.e 85.7% chooses Netflix & Amazon prime. The very interesting fact is shown in this question that only 10.7% of respondents select Alt Balaji as in their OTT video streaming platform list.

**Q.4: Do you watch Indian web series?**

Do you watch Indian web series

56 responses

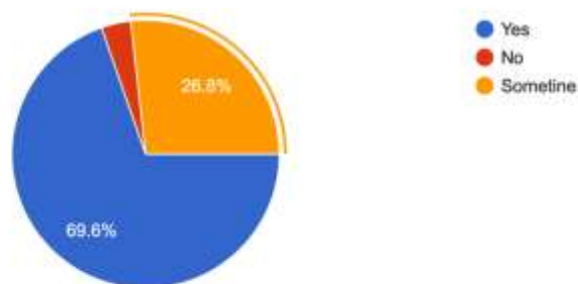


Fig 1.7

In the above question respondents were asked that whether they watch Indian web series content or not. The responses collect from this question shows that 69.6% of the respondents watch Indian webs series, while 29.8% of respondents responses as neutral and other 3.6% of respondents didn't watch Indian web series content.

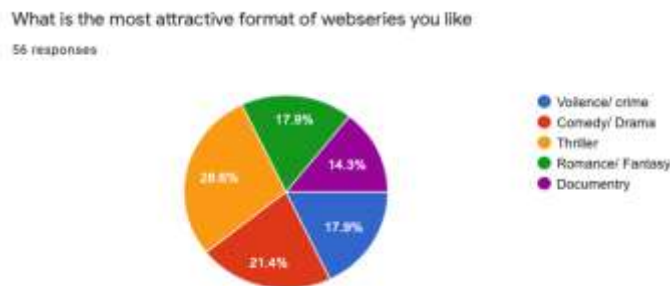
**Q.5: What is the most attractive format of web series you like?**

Fig 1.8

In this question the researcher asked about the favourite or attractive format of web series by the respondents. 28.6% of the respondents agreed to like thriller content. While 21.4% of the respondents like comedy/drama genre, and 17.9% of the respondents like violence/ crime & romance format. It is very interesting to know that only 14.3% of the respondents like to watch documentary format.

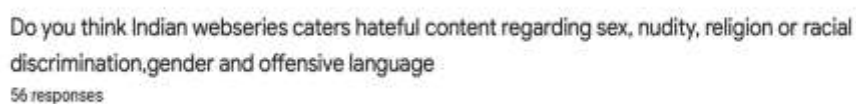
**Q.6: Do you think Indian web series caters hateful content regarding sex, nudity, religion or racial discrimination, gender and offensive language?**

Fig 1.9

In this above question the respondents were asked about their point of opinion regarding whether Indian web series caters hateful content, regarding sex, nudity, religion or racial discrimination , gender and offensive language. 62.5% of the respondents were agreed that yes Indian web series content contains such elements. Only 37.5% of the respondents are not in the favour of it.

**Q.7. Do you think Indian new OTT guidelines are enough for Indian hate speech web series content?**

Do you think Indian new OTT guidelines are enough for Indian hate speech web series content  
56 responses

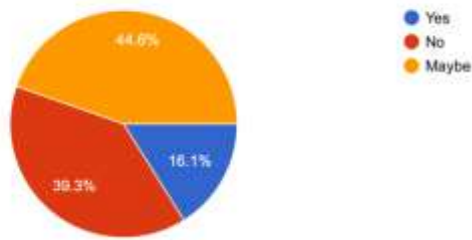


Fig 1.10

This question is specifically about the regulatory framework for OTT content by the government of India .In which 44.6% of the respondents agreed as neutral ,whereas 39.3% of the respondents responses in the against .Only 16.1% of the respondents were in the favour of the statement.

**Q.8: Do you think such type of content grabs high viewers’ attention?**

Do you think such type of content grabs high viewers attention  
56 responses

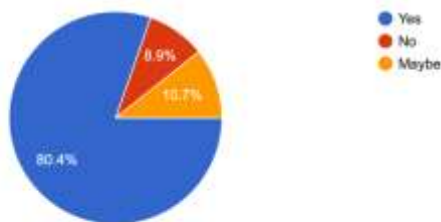


Fig 1.11

In the above question respondents were asked as such kind of hateful or controversial and inflammatory content grabs viewer’s attention or not. 80.4% respondents respond as in favour ,whereas 10.7% of the respondents were neutral and rest 8.9% of the respondents respond as ‘No’ to the statement.

**Q.9: In your opinion which of the Indian web series caters to highly inflammatory hate speech?**

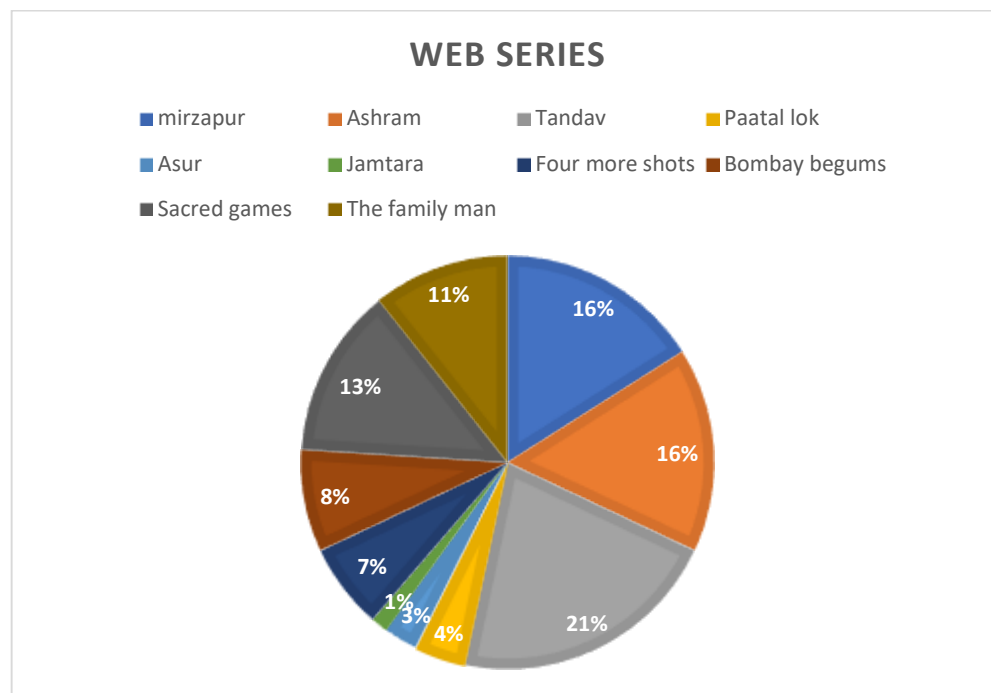


Fig 1.12

In this question the respondent have to answer about the highly inflammatory content in their opinion. In this Mirzapur, Ashram, and Tandav has been recorded by the majority of the respondents.

**Q.10: Does the viewers want to watch such type of content?**

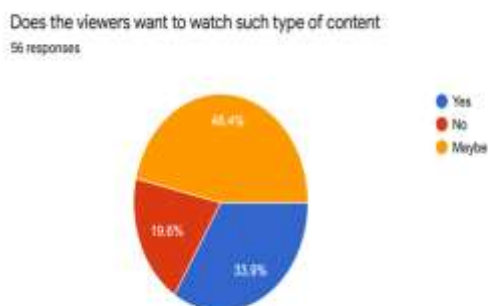


Fig 1.13

This question illustrates that 46.6% number of respondent agreed that maybe viewers want such type of content, while 33.9% are in favour of the statement whereas 19.6% of the majority of respondent truly against of the statement.



**Q.11: Does the Indian web series hurting religious sentiments of Indian society?**

Does the Indian webseries hurting religious sentiments of Indian society  
56 responses

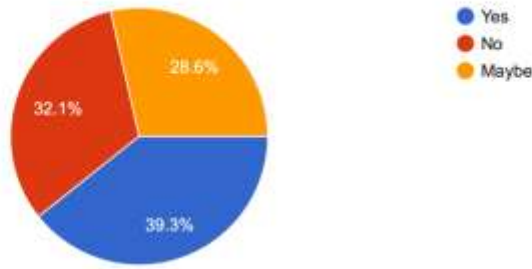


Fig 1.14

In this 39.3% respondents responses that yes Indian web series content hurt religious sentiments ,whereas 32.1% still response as No and 28.6% were neutral with their response.

**Q.12: Do you believe that online web series like Mirzapur, Sacred games, Taandav and mare have made you more aggressive and angry?**

Do you believe that online webseries like Mirzapur, Sacred games, Taandav and mare have made you more aggressive and angry  
56 responses

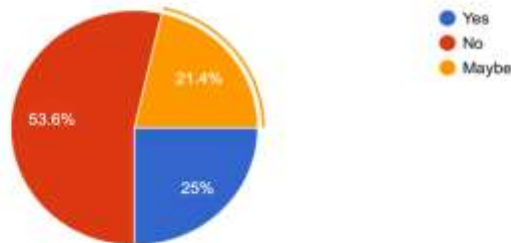


Fig 1.15

If this 53.6% of the respondent records that such web series which contains highly inflammatory content doesn't bring phycological or behavioural change in them. Whereas 25% of the respondent were agreed to the statement. Only 21.4% of. The respondent where in dilemma whether it bring changes in behaviour or not.

**Q.13: Does web series and online shows affected your spoken language?**

Does webseries and online shows affected your spoken language  
56 responses

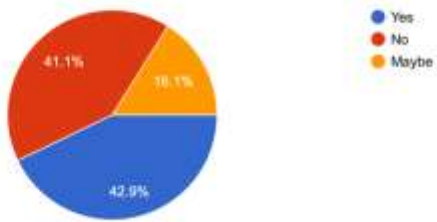


Fig 1.16

In the above question 42.9% of the respondent are agreed that yes, these web series content affected their spoken language. Whereas 41.4% of the respondents were not in the favour and 16.1% of the respondents still not sure about the statements.

**Q.14: Is it true that hate speech facilitates the commercialization if Indian web series content?**

Is it true that hate speech facilitates the commercialization if Indian webseries content  
56 responses

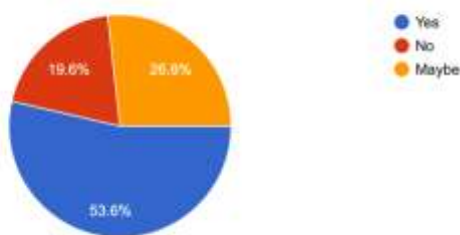


Fig 1.17

In this above question 53.6% of the respondents agreed to that hate speech facilitates the commercialization of Indian Web Series content. Whereas, 26.8% of the respondents were still not sure about the statements. Moreover , 19.6% of respondents were truly against the statements.

**Q.15: Do you believe that on the name of creativity and reality film makers are tarnishing the social fabric?**

Do you believe that on the name of creativity and reality film makers are tarnishing the social fabric  
56 responses

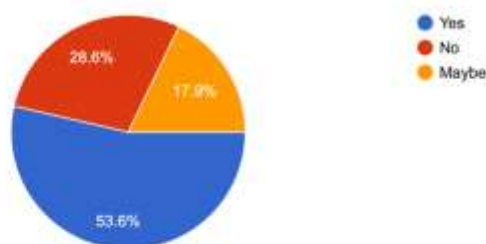


Fig 1.18

In this 53.6% of the respondents believes that on the name of creativity and reality film makers are tarnishing the social fabric. While 28.6% of the respondents were still not in the favour of the statements and 17.9% of respondents not sure about the statement.

### Q.16: Do you feel the culture shown ( sex, abuse, violence, alcohol and drugs ) fits for Indian society?

Do you feel the culture shown ( sex, abuse, violence, alcohol and drugs ) fits for Indian society  
56 responses

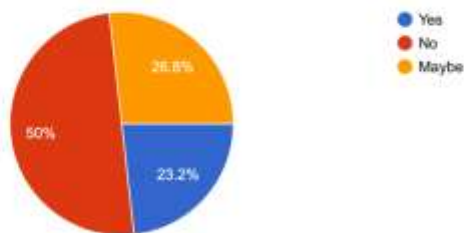


Fig 1.19

When it is asked whether the respondents felt that the culture portrayed (sex, abuse, violence, alcohol and drugs) in Web Series or Online Videos fits for Indian Society. 50% of the respondents answered “No” to the question, while 26.8% of the respondents were neutral. Very surprising that 23.2% of the respondents were convinced by the statement and thought such content fits for Indian Society.

### Findings:

- The study found that Netflix and Amazon Prime Video are the most popular OTT video streaming platforms amongst ,HBO Live, SonyLiv, Zee5, Hot star, and others.
- The respondents agreed that these Indian web series effect their spoken language pattern in daily life.
- The study also states that the new OTT regulatory guidelines are not sufficient enough it still needs improvisation and rectifications.
- The study also reveals that these Indian web series use inflammatory and hated language to grab viewers’ attention and to commercialized their content.
- The respondents also agreed on a point that the culture showed by these web series are not at all fits for Indian society .
- The study also stated the fact that on the name of creativity and reality the content makers are tarnishing the social fabric .

### Conclusion:

After analysing all the chosen aspects for this study the researcher come to a point that web series and online streaming content heavily use hate speech in terms of abusive language , gender discrimination , and also have a huge impact of all this on the society. It has been justified by the study that content makers produced such inflammatory content for grabbing the viewers attention and also keep high standards than traditional television or the daily soap operas. The study showcased that these online video streaming platforms highly filled with sexual , abusive , violence and also includes consumption of alcohol, drugs ,and smoke . The study conclude that the culture of web series in India brings so many changes in our society and also effect in person individually .This culture effects a people physiological

behaviour and spoken language . In last, the study briefed that this web series culture somewhere unfit for the Indian youth.

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