



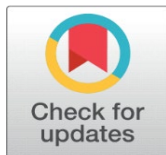
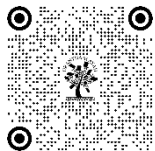


# STUDY OF PRAGMATIC DEVELOPMENT AND KNOWLEDGE DOMAIN THROUGH WEB SERIES AMONG YOUTH

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## ABSTRACT

Web series is an innovative revolution of digital world and become a new trend setter in entertainment industry. It's displayed over digital platforms and provides opportunity to deliver the structure of new text as well as multi-dimension of media and technology that construct modern network. On comprehensive learning perspective, web series programs are responsible for developing new breed and transferring knowledge, new aesthetic and semiotic that producing pragmatic values towards the viewers. Likewise, pattern of accessing and watching of web series is responsible for knowledge dissemination and pragmatic development. This study highlights the attributes that reflects knowledge domain towards viewers through watching perspective web series. Study is consolidated with primary data sources and executed in Bhopal and Indore, cities planning under Smart Cities Mission Strategy.

**Keywords:** Web Series, Pragmatic Development, Knowledge Domain, Digitalization, New Aesthetic, Communication Technology, Smart City, Youth

## 1. INTRODUCTION

Web series is the fresh entertainment platform that powerfully emphasizing generation M (Millennial) and accelerating towards digital scenario. Web series has an ability to be an innovative, subtle, minimalist and an effective medium to create and maintain close bonds with their audiences [Iyer \(2019\)](#). According to scholar, web series/show is a video program that's comprises with scripted or non-scripted video, also derives by means of episodic framing and sometimes not having length, more than thirty minutes [Kassabian \(2017\)](#). Manali Shah argues that the web series

was originally started as a concept, took off in early to mid-2000s over the world [Shah \(2016\)](#). Web series is a short form of video programming that can be performed in online and digital platform. Web series require internet consumption to access. While other media hierarchy, group, bloggers, producers accept the term, and it is very difficult to pin drop the name, web series. Web series covers a large genre and also shows plentiful subject that cannot be viewed on Television because of censorship. This gives an idea of fictional and non-fictional scripts [Christian \(2009\)](#). Scholar Lee reveals in his study about Web Series, YouTube, and Politics: Affective and Emotional Dimensions of *WIGS Lauren's* User Comments, discussed on web series and its assumptions of reach that "Not only web series is a popular alternative to traditional TV and cable series production due to the accessibility and affordability of high speed Internet, web series is also the perfect example of the convergence of online space and entertainment contents" [Lee \(2017\)](#).

For instance, the Initiation of Digital India platform by Government of India in 2015, potential adaptation of web series programs comes obtainable. Furthermore, Digital India program is systematically accountable towards "*digital cultural production*" [Matrix \(2014\)](#). Digitalization open-handed the opportunity as well challenges to access their preferred program by means of renewed concept of "*anything-anytime-anywhere*" in entertainment porch [Thomas \(2015\)](#). By the help of this concept, viewers can watch whichever program with no time and space boundaries. Web series programs, a fresh entertainment approach is attracting audiences by displaying creative and appealing content over it. Traditional and new media are considered in east and west side of entertainment and per tradition, the twain shall never meet [Dixit \(2015\)](#). Concurrently, it's accountable for shifting perspective and behaviour of audiences from traditional to new media. After coming of 4G network, the television shows shifting to OTT (over the top) platform. From the summer of 2015, web series started with a strong package of variety, portability of watching styles, varying of content, creative episodic framing etc. India is witness of rise of short non-fictional series which change the parameters of entertainment [Parmar \(2016\)](#). Since the adaptation of 4G communication technology and lead down towards 5G technology, audiences are shifting towards digitalization. Similarly, development is becoming more digital friendly. Currently, multi-dimensional text in the form of pragmatic semiotics, displaying on web shows, are engaging the audiences and infer pragmatic development. Somehow, Convergence, with participation of internet, Over-the-top platforms and digital susceptibility bring out the modification in watching habits of well-beings and being pragmatic to technology.

### 1.1. COMMUNICATION TECHNOLOGY AND DIGITALIZATION

Since past decades, Communication technology developing faster and headed towards next generation and at this instant, progressing in the direction of new-fangled 'artificial intelligence' technology. For instance, Paradigm of communication technology is swinging since analogue to Digital. Consequently, country like India, users are rapidly adapting 4G and 5G communication technology from long-standing techniques of GSM and CDMA [Patel \(2007\)](#). Likewise, innovative communication technology is answerable for knowledge organization, dissemination as well as displaying new pragmatic through digital platforms. Today, particular scholars have interest on online user comments, is a standard feature of the web 2.0. This web 2.0 is a form that came after traditional web, and it provided by the social media platform online news sites and their administrative suggestions [Ernst et al. \(2017\)](#). Digital service is mainly responsible for reach and access of web

series as well as its binge-watching manner. Digital democratic survey studies that the Binge watching is a common phenomenon nowadays. In this report, binge watching, or marathon viewing is define as perform of watching of multiple episodes of a web series in a rapid succession by means of digital streaming in OTT platforms. Some of researchers explain as based on the background and the actual content of web series [Deloitte Report \(2015\)](#). Furthermore, easy to say, "behavior of watching multiple episodes of a single show in concentrated period of time". Binge-watch has common phenomena after this word added by Oxford dictionary in 2013 [Pena \(2015\)](#). Binge watching behavior is a recent phenomenon which is undergone through much research nowadays. It's growing popular and defines the characteristic of an audience behavior. Many media houses present their content in a heavy and bulk manner. So that audience can connect their world to the program with extra effort [Netflix Report \(2013\)](#). Moreover, new service providers and entrepreneurs are concentrating on web series due to digitalization program of India (India's trillion-dollar digital opportunity report, 2019). By the way of new content providers that portraying fresh content like web series program, through digital platforms, new generation breed is shaped in the terms of digital audiences. More specifically, terms like ad-supported video on demand (AVOD), subscription on demand (SVOD), *webisodes* (episodes on web), *prosumer* (consumers as well as producers) and other are currently using in a broad perspective by viewers, distributors, and service providers [KPMG. \(2017\)](#). Today, young generation is encircled with electronic devices which are commanded through communication technology. Therefore, the viewers of web series or digital audiences are rapidly increase with progression of time. Interestingly, Digital audience of web shows is works as user, viewer, consumer as well as *prosumer* that stimulating for knowledge domain and pragmatic development. According to federation of Indian chambers of commerce and industry [FICCI \(2020\)](#), digital media collected 31% new viewers and subscription rate raise up by 106% in 2019. Furthermore, the rate of advertisement is 24% greater than before. On other hand, a study on analysis of various effects of web series that streaming online on internet on Indian youth. Study concludes that, mainly youth and early adults are recognizes and emphasis the web series programming pattern and its digital content that have emotional impact on the lifecycle of youth adversely [Koravi \(2019\)](#).

## 1.2. INDEPENDENCY AND MODERNIZATION

Uses and gratification of web shows by users (viewers) own execution's making them more independent on the ground of communication technology. More specifically, users can navigate and watch web shows under feasible condition and independency of time and space [Palo et al. \(2019\)](#). The trend of dependency accountability of viewers towards traditional media to watch their favourite program is wiped out through interference of technology. On the comprehensive learning perspective, web series are transferring knowledge and new aesthetic to the viewers and produce standard values.

Furthermore, newly derived communication technology empowers viewers to access and watch web shows, films, serials as well as live sports accordingly. Also, giving the opportunity to withdraw from traditional subscriptions and satellite/cable television services for relishing new aesthetic of online streaming. Eventually, Web series consumption is a symmetric copy of modernization [Joshi \(2019\)](#). Viewers are getting involved with more web landscape rather traditional. Nowadays, with the increasing of Viewers, subscribers and over-the-top platforms,

Online streaming services are fetching and becoming an obvious section of media consumption [Rai \(2017\)](#).

### **1.3. NEW AESTHETIC DOMAIN AND MOOD BOOSTER**

The usual consumption of web series contributes knowledge to watch creative concept in the term of new aesthetic text and semiotics, portrayed in the name of taboo concept, advanced production design and strong technical attributes. James Bridal defined the term 'new aesthetic' as unification of virtual as well as physical domain using the appearance of internet and visual language through digital technology. Also, fresh aesthetic is a natural artifact of modern network culture [Sterling \(2012\)](#). Comprehensive consumption of digital technology provides the Convergence feature of electronic device and internet that formulate collectively intelligence from numerous individuals. New aesthetic is giving the opportunity to acquire the film aesthetic and its appreciation approach and express their pleasure and critical attitude towards web series.

Watching of web series after a stretched and stressful day is worked as a catalytic agent that enhance mood of well-being and alleviate physical as well as mental stress of body and mind. A study grounded on metro city shows that approximately 95% youth admitted over watching web series, wherein 42% are watching it regularly. 81% are watching on over-the-top platform [Dhanuka & Bohra \(2019\)](#). Specifically, watching behaviors of web series dismisses pressure, adverse emotions, and boredom, as well as headed towards positive mood enhancements. Overall, pragmatic development and media literacy are pioneer and works as a knowledge developer through pattern of watching web series. This study is to design to examining the role of web series in pragmatic development among youth, to study the knowledge development acquired by consumption of web series and to investigate positive impact of web series towards society. On the other hand, scholar Koravi argues that web series reducing the physical activity. Also changing the behavior of young youth, it not only serves the aggressive behavior but also changing the dimension and parameters of language, which is the most important part of culture [Koravi \(2019\)](#). Some of bad habits like smoking, drinking is deliberately increasing in youth. Because of separate room and more internet or Wi-Fi connectivity, young audiences lock their self, hour's n hours.

## **2. MATERIAL AND METHOD**

Methodologically, this study is centralizing with primary data techniques, conducted by survey method and questionnaire is used for data collection. Furthermore, data is collected from Indore and Bhopal, cities comes under Smart Cities Mission Strategy and functioned as centrally sponsored scheme (CSS). A total of 300 precise, complete, and usable samples, 150 each from cities were carefully selected to take a part in the survey. Individual responses are taken as sample unit.

## **3. RESULTS AND DISCUSSION**

Here, diverse opinion of respondents is collected as data, based on the subject of several pragmatic developments through web series among young generation. In this study, youth (age between 18-25) is only respondent and taken as viewers. Questionnaire is formed and comprised with quality of affection.

**Table 1**

<b>Table 1 Data Distribution of Respondents with Pragmatic Developments that Affecting Viewers Affirmatively</b>				
<b>Pragmatic Development Sections</b>	<b>No Effect</b>	<b>Less Effect</b>	<b>More Effect</b>	<b>Extreme Effect</b>
Technology	5%	30.67%	32%	32.33%
Digitalization	5.66%	18%	35%	41.34%
Independency	8.33%	32%	52.67%	7%
Modernization	6.33%	20%	39.33%	34.34%
New Aesthetic	7%	18%	55%	20%
Mood Booster	5.66%	18.67%	43.67%	32%

According to [Table 1](#), out of 300 respondents, approximately 32.33% viewers said web series intensely affecting viewers and offers challenge to access web series through which they can acquire dimensions of technology and develop technical knowledge that hold their pragmatic development. Furthermore, 32% respondent admitted that technical knowledge to stream web series is positively affecting them. It might be possible because to watch web series it is essential to execute and navigates command like Fast forward, Skip intro, Post play, Subtitle selection and many more on digital platforms and also giving the opportunity to learn other important features of digital platforms.

Web series is only access through online streaming services and these services are come into known after digitalization of technology. By the help of digitalization, viewers can access web series on online streaming services and platform. New aspects of digitalization delivers innovative text, semiotics and multi dimension of media. Here, maximum 41% respondent believes that web series is having extreme positive effect on viewers and assist them to digitalize.

Streaming of program on online services is define as personal and convenient medium that deliver web series and other program that deliver appealing, taboo, and creative content among viewers. Unlike traditional media, viewers are not bounded with time and space, although, they are appreciating *anything-anytime-anywhere* concept of streaming service. Interestingly, viewers are not dependent, but develop independency towards other media. Notably, more than half of respondents said that web series is having more effect as well as influencing them towards independency. Furthermore, they are now become less dependent and more independent to watch web series through streaming services.

Approach of web series is purely a mirror appearance of modernization or westernization. Displaying of Content that displayed on web series is belongs to recent trends of modernization. Unlike traditional media, web series portraying the concept of women empowerment, harsh reality of society, uncensored content, and countless untold stories. An approximately 40% respondent feels that web series delivering offbeat and modern content that having more effect on viewers. Another 33% viewers said that web series having strong positive effect on viewers towards modernization.

New aesthetic deals with physical and virtual domain by means of internet and visual language through digital technology. New aesthetic performs with new text, semiotic meanings and multi dimension of media and its technology that construct modern network culture. Here, more than half of the respondent believes that web series contributes new aesthetic knowledge to their pragmatic development. Web series is also responsible to alleviate physical as well mental stress of well-being.

Approximately 44% viewers said that web series is runs as a mood booster that dismisses pressure and boredom, also positive catalyst that affecting towards viewers.

#### **4. CONCLUSION**

In the context of pragmatic development and knowledge dissemination, watching of web series through online streaming services is the new favorite among youth. For comprehensive learning perspective, web series is highly responsible for transferring knowledge, new aesthetic as well as normalize viewer towards technology and digitalization domain. Furthermore, Web series is prosperous for delivering the concept of independency and modernization, also works as a catalyst that enhance mood of well-being. Lastly, web series is accountable for pragmatic development and knowledge organization.

#### **CONFLICT OF INTERESTS**

None.

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