**OTT-AN AGENCY FOR SOCIAL GRATIFICATION AND RE-IMAGINATION**

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ABSTRACT

With the leap in technological advancement the consumption of media have been drastically increased and at the same time witnessed the change in its medium and consumption behavior. One of the important media segments i.e OTT (Over the top) platform nowadays has been becoming a popular choice amongst the youth due to its diversified and quality content. Since 2008 OTT platform started in India has grown up exponentially in terms of its audience, content and economic turnover. The potential of OTT platform to cater the demand of each and every segment of society have made it more relevant and popular at present times. Though OTT platform have wide range of content to satisfy diversified needs of its audiences but when it comes to social themes, OTT demonstrates its indomitable potential and explicit courage and creativity to gratify the varied social needs and lead the society rather mirroring the vicious and traditional social realities. They contributes the society by drawing the audience’s attention to the issues which have been deliberately ignored or not talked about for long, provides a food for thought, adds new perspective to the social issues and empowers the society . This research paper will try to highlight the pragmatic, innovative and motivating approach of social dramas released on OTT. To study the objective of the paper selected social dramas have been taken as case studies.

KEYWORDS- OTT, social dramas, society, social empowerment, realities, audience

Thank You

Kind Regards

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