



Use of violence and sexual content in the promotion of Crime web series in India: mix method to understand the marketing strategy and its effects

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Abstract

Crime and violence as a genre have always been popular in Hindi Film and Entertainment Industry. The Internet era and especially the pandemic has popularized with it all the social media entertainment platforms. Channels like YouTube along with other OTT Platforms are offering services where short films, films and web series are easily accessible in the comfort and safety of home. When it comes to OTT platforms crime web series popularity and craze are increasing day by day. Trailers of these websites play a very important role when it comes to the promotion and decision by the viewers to watch a series. The following paper is a content analysis of the trailers of the top 10 websites in India. The content of these trailers is studied to understand the strategy that is adopted in designing and presenting these trailers in order to capture and increase the reach. The finding about the content is presented according to the various categories of narratives and styles. A focus group discussion and a survey of (n=321) are also conducted to understand the effect these crime series are having on the views. The finding shows the use of crime and violence in the trailer correlated to the web series watching decisions of viewers. The focus group discussion added a qualitative aspect to the study which provided the viewer's perspective on the trailers of these crime series.

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