



Creative Presentation of online Shows: Special Reference to the Online Apps

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ABSTRACT

Technology is now ruling the human existence and life as well, whether its academic, science-oriented realm or simple common life it is leading the way ahead. Day by day up gradation and innovation is expected in technology. It has opened the multi-dimensional window for all in so many contexts. In entertainment era it is playing an important role in terms of providing the different types of programs based on unique genre with native and foreign dialect. Now we have number of satellites (for TV channel) means of communication like internet, intranet, online chatting apps, gaming apps and online pocket story books (only audio able) for providing this kind of active service. This research paper is prepared under the light of excessive usage of online streaming shows that has confiscated daily opera on television.

Freedom in creativity escalates to the new direction of rational or irrational vision of thinking, it supports to choose between fancy and reality, it leads to the unique way of presentation of the thrust of self-assassination on the various social set up. It gives wings to an imagination and creative mechanism to the writer's pen. Literary creativity enhances the potential of the movie/show maker to present the same through cinematic adaptation larger than the canvas of real life by the various fictional characters. The aim of this research paper is to presents the importance of multi-dimensional freedom in creative writing and visual presentation which is associated with different arena of entertainment industry like Bollywood movies, television shows, and online gaming web series and especially in literature writing. Whether it is creative presentation on television, virtual entertainment, cinema or online It is the ultimate responsibility of the creator to develop an imaginary character that should be honest, loyal and worthy in cinematic presentation.

Since last two years the whole world witness's the drastic change in human life, in emotions in relationship, in living standard, death ratio, medical emergency and more over we came to interacted with new term Lockdown that almost chained the fastest speed of our daily life. Working industries, company, school, colleges, teaching institutes all have been physically shut because of the pandemic situation and global spread of novel corona virus (covid-19). During this time entertainment companies, movies, cinema hall and daily soaps all suffered badly and causes downfall, repetition of the same shows after being the backup of few broadcastings shows for a couple of months. At the same time online streaming of web-series, rooting into deep and getting the attention of the online viewers. Even the old web series and the show of national television DD (Doordarshan Channel) programs have also searched.

Reason of emergence and why these apps are so addictive?

Streaming of online shows through various apps is like a jackpot for the serial lover, entertainment hunter and admirer of creative thinking. The theme, virtual effect, plot, story, characterization is highly acclaimed and liked by the common viewers and getting maximum TRP (television rating point) ever than the daily soap opera. Presentation tactics are skillfully used by the creator or director of the online shows. (Most of the shows were posted on various app. during the lockdown and it becomes the source of earing of most of people who were jobless due to corona). At this point, simple homely people have also started making their own shorts and video clips for the purpose of entertainment. The makers well know how to presents the object, subject and to trigger the liking/disliking of audience and stimulate their emotion and to grip over their attention and make them compel to stick with the show from the beginning to the end positively. Whereas the poor audience of daily soap have always the credit of others bouquet they have no choice of variety of program and theme selection of their own. Even in timing, episodes, forward, reverse, reply, pause, save, download, share, remix are the extra features of online streaming shows. In addition, all the telecom companies have given best offer to their user by giving the data saver offer through offline feature of show streaming like TV.

These television programs have stereo type theme of presentation and same domestic family issues with old stale conspiracy of Saas Bahu and Sazish with complex relationship forever with no solution. Long term episodes of these television soap opera make the audience bore and kept waiting for long to the end which could not be possible because there are so many issues in

relation, twist shown in the program that headed the show over year and years and causes the leap in the show. And funny thing is this it refrains the originality of the content and mixed-up with so many unusual irrational themes and end up with generation leap. This is the main reason that viewers eye lured by online shows. This is the charm of online series, web-shows, web-toon and other online streaming contents. They are less in episodes and big in presentation.

Leading Streaming Apps

Following this online business many big companies have launched their own online streaming website/apps for the purpose of entertainment and business as well. The result unexpectedly handsome in return. An Online Apps like Net Flix, Max Player, Telegram, You Tube, Voot, Amazon Prime, Disney Hotstar, Google Play, Facebook, Instagram aka IG, Whatsapp, Telegram, Sandesh, and many online free or rented movie app. The process of downloading these apps is quite simple. A user can download any app from Google play store (almost app is verified by play store). All are the leading brand /Apps for providing online service of all sorts of shows like comedy, horror, romantic, love-stories, domestic items like family shows, child related program- cartoon show, sports, news, educational program, computer coding-decoding, reality shows etc. are available 24x7 with fastest 4G network availability. Even the new upcoming movies are also releasing online during this pandemic situation. Online streaming shows and online web series have replaced the daily TV. Shows and taken place in the heart of the audience, viewers. Even the many channels have created their online TV. Apps for good service and better TRP. Famous channels like Sony, Zee, Star, Mtv, now have their own online Apps for their television shows for repeat telecast and full length show on online mode.

In addition, we have online pocket FM who tells the story of all sorts and lead our imagination on the OTT. The story description, virtual imagination, voice variation that gives sensation and stir the mind and heart of the listener with all sorts emotion at the same time. Its easy way of entertainment for those busy people who loves reading but due to over work load can't make it.

Online shows and 4G/5G connectivity have opened the world-wide window for international, Asian, Continental program for all entertainment lovers. As literature and an entertainment has no boundary and boarder. It can't be confined into the limitations. Its boundless. All type of content, language material, variety in fiction, are easily available on online. Especially the international shows form the Hollywood and Korean shows, Taiwanese, Japanese, and

Philippines, all are getting the highest TRP ever on the online show. Language is not a barrier for the audience because all international shows are available in English subtitle with caption or in subtitle of native language according to the need of viewer. Most of the online shows are based on the true story and magna written by the original writer. And the online streaming and content highly acclaimed and like by the viewers.

Impact of creativity in literature, on the storyboard of online streaming shows

Here freedom in creativity in literature plays an important role. Now the maker, script writer and even the role player wants something new and venturer beyond the imagination and expectation of the set general standard of the society for man and woman. Now the role, characters are not limited to their set positions and confined old role play they are ready to present themselves with something new and trendy. Now we have creative variety in characterization, different type of screen-play, unique theme adaption form literature streaming online with audience acclimation. Specially from the marginalized topics like LGBT (Lesbian, Gay, Bisexual and Transgender, in use since the 1990s, the initialism, as well as some of its common variants, functions as an umbrella term for sexuality and gender identity.) writing and talking about these types of topics in India still a taboo. No one dares to present the real life-love story of the LGBT in any form neither in form of daily soap nor even in the form of a movie. Still marginalized! After being the succession of article 377 in India. This is the dark side of the picture but bright side of the same picture is this, that the maximum numbers of followers on Twitter, facebook, IG, Telegram and on YouTube are watching and appreciating these shows positively by using different Apps. Like Telegram, GMM TV, Indo TV App. Even the strait people are also in the same boat and mostly shipping the series and couple as well.

Literature writing is multi directional and full of creativity in any form of genre like novel, drama, short stories and clearly expresses the creativity and capability of an author and thinker as well. Creative writing is the sum total of depth thinking of a writer beyond the imagination of commoner. A creator can create any kind of literary stuff with fable and follies. Psycho-analytic character presentation is very tough and hard to express, the online web series Asur streaming on Voot, Zee5 is true in this presentation, unfold the reality of human life in the society. Netflix app is leading in the presentation of web series than other apps. Online MV (motion video), AMV

(animated motion video) FFV (fan following video) video edit, graphic editing, photo editing of favorite shows, couples and celebrity is not a big deal and it all shows the creativity of maker.

Though LGBT (lesbian gay bisexual transgender) is not new but a trending topic for the literature writer and social-activists as well. Everyone is ready to use this up-market trend for their betterment. Even the reader, audience is showing their liking on the particular subject positively. BL (boy love) novel, GL (girl love) (it's not appropriate to use all the time gay or lesbian word for the verbal communication. For the sense of respect boy love and girl love is commonly used now-s-day novel is too much trending now-s-day and on airing on YouTube, Facebook, IG (Instagram) and mostly liked by the netizens by showing their positive liking and favorable comments, via subscriptions. Even the strait and regular viewers are getting more interest in watching and reading all this kind of stuff because of something new and beyond the stereotype man-woman presentation of relationship. In this context online magna and video shorts are playing part and partial role in increasing the interest of user by their editing, mixing and dubbing. User can't resist himself to watch them.

Considering this kind of creative writing in literature is not a big deal today but adopting and thinking for the different theme which was beyond exception of the stereo type regular man woman relationship of society made Thomas Hardy stand on the crucial point of his literary career. Hardy has to face a lot of social criticism and disgrace for the presentation of the character of Jude from the novel "Jude the Obscure". Hardy had charged for committing the sin for portraying the anticipated character of Jude that was totally different from the typical character enhancement of contemporary woman of that time. Even Thomas Hardy had to face toxicism and anti-love of his fan follower. This lead morale down in Hardy and he had stopped novel writing for next ten years and indulged himself in his poetic volume. It shows that creativity was not welcomed at that time

But now the time and situation has totally changed. Now the reader, audience, and user want something new, exciting, lateral concept beyond the imagination. There are so many BL and GL and toxic story related to complex love issues dealing with inner relationship of society converted into series and are on airing in different apps. Along with the global spread of online streaming shows the cultural transition is also in worldwide process. Cultural transferred from generation to generation from century to century and age to age but now media visuality and

online streaming is playing an important role in this concern. Indian culture is deeply affected by the culture, custom, habits of other countries like USA, Korean, Japanese, Chinese, in terms of food, attire, hair-style, living standard, social- behavior etc. and all credit goes to online presented of sub-culture of program sponsored by online Apps.

So, we should try to erase the difference between the online likings of the content v/s real life disliking for the LGBT. We can show thumb up for hundred liking and subscription to the channels but we can't raise a single hand to support their existence for real. We hate them, condemn them for their sexual orientation, biological difference. We ship the online couple and story but hate and annoy with the real one. Isn't double standard of society?

Conclusion

Well apart of the many uses or benefits of online streaming shows it still has a dark side too. Like always there is two aspects of a coin, one is in favor and another is in dark but both sides are equivalent dark side or disadvantages cannot be omitted. Online streaming shows are extra ordinary exaggerated and full of highly action, thrill, NC (Not for children), adult theme, LGBT theme, horror, and violence and sometimes uncensored. All these kinds of genre and shows are still underrated for children. Disclaimer and PG (Parental Guidance) is always written before the beginning of the show whether it is cartoon show or TV program. But to the access of a child, it could be very harmful and dangerous because child has innocent psychology. And these venomous adult and violent content can damage his innocence. It should be rigorously handled. Parents/ guardian should try to control online shows, game, web-toon sports etc. otherwise it may be cause in cybercrime and online forgery. And most of the victim of this sin are children or old age people who literally don't know how to handle or operate all those links and fake offers. Even the modus operandi knows very well how to befool the youngster and middle age people.

With so many misusages/disadvantages, still, it has its own charm, infatuation and addiction that leave impression on the minds of the user.

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