

A descriptive study of the Content Orientation of Selected Contemporary Indian Short Films

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Abstract

The digital revolution is coming up almost every day with some new surprises in the lives of ordinary people. That wonder is imprinted in daily life, mind, culture, professional field and the trade as well. Every day millions of Indian internet users find their entertainment or necessities on YouTube. One such entertainment content or text on YouTube is short Films. There are still a total of 13 production companies in India. Two notable producers are 'Barrel Select Large Short Films' and 'Pocket Films'. Ideological Approach is being to analyse the content and genre of a total of 10 short films of the two production companies mentioned in the present discussion. This descriptive study will explore the culture, social message, alternative thinking displayed in short films.

Keywords: Short films, YouTube, Social message, Social conflicts, Barrel Select Large Short Films, Pocket Films

Introduction

The digital revolution is coming up almost every day with some new surprises in the lives of ordinary people. That wonder is making an impression in daily life, mind, culture, trade and the professional field as well. According to Omnicore, there were 265 million active YouTube users who found their entertainment or necessities on YouTube in India until February 2020 (<https://www.omnicoreagency.com/youtube-statistics>, 2020). One of such entertainment contents on YouTube is short films. Very much like short stories in literature, short films have a touching appeal on the YouTube platform. As the minuscule storey ends, that is not only the