

ABSTRACT

New media has made the process of communication easier. Communicating and reaching the mass have been made very quick. Anyone with the availability of internet can reach any target audience one wants to. Exchanging and sharing contents and messages over the internet is just a matter of few seconds.

The new media has also given birth to a new genre of entertainment, popularly known as Cringe pop. Because of social media platforms like Youtube, Facebook this genre is gaining much popularity and the cringe artists are turning to be internet sensations within a very short time. The digital media is stated responsible for giving birth to this new genre of entertainment.

The present study deals with the popularity of this genre over social media platforms, Facebook and YouTube. The study also aims at finding the reason behind the huge fan base of the cringe artists and also studies the psychology of both the cringe artist and the audience. The study analyses the reactions of the viewers over social media towards the cringe songs of one of the popular cringe artist of Assam, Rajkumar Thakuria's which he releases and shares in social networking sites like Facebook and YouTube.