

**Influence of Talk Shows with Celebrities of
Hindi Cinema on University Students in Assam:
A study of two highly popular Indian talk shows
among selected population**

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT FOR THE
DEGREE OF**

**DOCTOR OF PHILOSOPHY
IN
JOURNALISM AND MASS COMMUNICATION**

To



THE ASSAM

ROYAL GLOBAL UNIVERSITY

By

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June 2024


DECLARATION

I hereby declare that the content embodied in the PhD thesis entitled **“Influence of Talk shows with Celebrities of Hindi Cinema on University Students in Assam: A study of two highly popular Indian talk shows among selected population”** is the result of research work carried out by me in the Department of Journalism and Mass Communication, The Assam Royal Global University, Guwahati, India, under the supervision of Dr Rashmi Sharma.

In keeping with the general practice of reporting research observations, due acknowledgements have been made wherever the work described is based on the findings of other researchers.

Further, I declare that this thesis as a whole or any part thereof, has not been submitted to any university (or institute) for the award of any degree/diploma.

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CERTIFICATE FROM THE SUPERVISORS

This is to certify that the work presented in the thesis titled “**Influence of Talk shows with Celebrities of Hindi Cinema on University Students in Assam: A study of two highly popular Indian talk shows among selected population**” by Ms Florence Handique Rabha, submitted to the Assam Royal Global University for the award of the degree of Doctor of Philosophy in Journalism and Mass Communication, is a record of the results obtained from the research work carried under our supervision.

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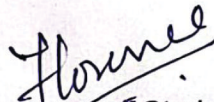
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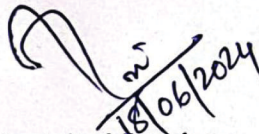


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Abbreviations

AU	Assam University, Silchar
DU	Dibrugarh University, Dibrugarh
FD	Frequency Distribution
FT	Friedman Test
GU	Gauhati University, Guwahati
H_0	Null Hypothesis
H_1	Alternate Hypothesis
IS	Inferential Statistics
KWK	Koffee with Karan
OTT	Over the Top
RGU	The Assam Royal Global University
TKSS	The Kapil Sharma Show
TRP	Television Rating Point
TU	Tezpur University
UGT	Uses and Gratification Theory

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