

Table of Contents

Abbreviations	vii
List of Figures	ix
List of Tables	xi
1. Talk Shows	1-56
1.1 Introduction	1
1.2 Literature Review	7
1.2.1 Talk Shows Worldwide	7
1.2.2 Role of Talk Show Hosts	10
1.2.3 Talk Shows and Youth	16
1.2.4 Talk shows: Gender, Current Affairs and Politics	23
1.2.5 Celebrities in Talk shows	27
1.2.6 Media: Uses and Gratification and Cultivation theories	32
1.2.7 Influence of Hindi Cinema	35
1.3 Research Gap	36
1.4 Statement of The Problem	37
1.5 The Two Highly Popular Talk shows in India	37
1.6 Aim	42
1.7 Objectives of the Study	42
1.8 Research Questions	43
1.9 Hypothesis	43
1.9.1 Null Hypothesis	43
1.9.2 Alternative Hypothesis	44
1.10 Significance of The Study	44
1.11 Need of The Study	45
References	46

2.	Methodological Approach	57-66
2.1	Introduction	57
2.2	Research Design	57
2.3	Research Methodology	58
2.4	Sampling Design	59
	2.4.1 Sample Size	60
2.5	Mode of Data Collection	61
2.6	Time Frame of Data Collection	61
2.7	Collection of Data	61
2.8	Theoretical Framework	61
	References	66
3.	Perspective of the university students	67-112
3.1	Introduction	67
3.2	Demographic Distribution of the Sample	68
3.3	Academic status of the sample population	68
3.4	Gender of the university students	69
3.5	Age group of the university students	70
3.6	Popularity of the two selected talk shows	71
	3.6.1 Talk shows watched by the university students	71
	3.6.2 Time spent by the university students in watching the talk shows	72
	3.6.3 Reasons to like the talk shows	73
	3.6.4 Celebrity guests in the talk shows	74
	3.6.5 Different platforms on which university students watch KWK	75
	3.6.6 Different platforms on which university students watch TKSS	77

3.6.7	University students watch the two talk shows	
	because of its content	79
3.7	Content of the talk shows in terms of entertainment, information and influence	81
3.7.1	General information about celebrities' life	81
3.7.2	Improves sense of fashion and dressing style	82
3.7.3	Learn social etiquette	83
3.7.4	Talk shows don't influence to change lifestyle	85
3.7.5	Students feel happy after watching the talk shows	86
3.7.6	Purpose of watching the two talk shows by university students	88
3.7.7	Talk shows are helpful in improving the communication skills of students.	89
3.8	Influence of the selected talk shows on values, behaviour and language	90
3.8.1	Talk shows influences to change behaviour towards family and friends	90
3.8.2	Talk shows don't help to understand what is acceptable and what is not	93
3.8.3	Popular talk shows don't provide any direction for changing the society to the students	94
3.8.4	Language used in KWK	96
3.8.5	Language used in TKSS	97
3.9	Ways and means to make the selected talk shows socially relevant	98
3.9.1	Talk shows don't inspire the students to become successful and famous	98
3.9.2	Objectionable words and inappropriate language used in KWK	100

3.9.3	Objectionable words and inappropriate language used in TKSS	102
3.9.4	KWK cannot be watched with family including children	103
3.9.5	TKSS being watched by family including children	104
3.9.6	Students don't feel comfortable watching KWK with family	104
3.9.7	Students are comfortable watching TKSS with family	106
3.9.8	Talk shows don't add value to life/education	107
3.9.9	Content of the talk shows are socially relevant	108
3.9.10	Content of the talk shows not related to the life of the students	109
3.9.11	Content of the talk shows can be made better in quality	110
	References	112
4.	The way forward	113-132
4.1	Introduction	113
4.2	Major Findings of the Study	113
4.2.1	Analysis of the two most popular talk shows featuring celebrities from Hindi cinema.	114
4.2.2	Content of the talk shows in terms of entertainment, information, and influence	114
4.2.3	Study of the influence of talk shows on the values, behaviour, and language.	115
4.2.4	Possible ways and means to make talk shows socially relevant	115
4.3	Discussion	117
4.4	Justification of the study	118
4.4.1	The university students watch the popular talk shows featuring 118celebrities from Hindi Cinema.	118
4.4.2	Are the talk shows capable of influencing the value system, behaviour and language of the research population?	119
4.4.3	Talk shows can be made more socially relevant.	119
4.4.4	Talk shows influencing the university students in other aspects	120

4.5	Views and opinions of university students	121
4.6	Conclusion	124
4.7	Suggestion	127
4.8	Limitations and Future Scope of Study	128
	References	129
Bibliography		133-148
	Webliography	142
Appendices		149-170
	Conceptual Terms Used	149
	Images	153
	Questionnaire	159
List of Publications		167
1.	Influence of Television Reality-Shows on Students of Assam: An Analysis	168
2.	Facebook as an agent to tackle climate change with reference to university students in Assam.	169
3.	Importance of Television Talk shows in Classroom Lectures: An analysis using ‘Ek Mulakat’ as Reference.	170

