

ABSTRACT

The study 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” examines how two popular Indian talk shows, "Koffee with Karan" and "The Kapil Sharma Show," impact university students in Assam. Conducted with students in five universities of Assam viz., Gauhati University (GU), Assam University (AU), Tezpur University (TU), Dibrugarh University (DU) and The Assam Royal Global University (RGU)- the research is grounded in Uses and Gratification Theory (UGT) and Cultivation Theory. UGT suggests audiences select media to fulfill specific needs and desires, while Cultivation Theory posits that prolonged media exposure shapes viewers' behaviour and attitudes. The study assesses how these talk shows influence students' communication, language, sense of fashion, lifestyle, values and education. Key areas explored include the amount of time students spend watching these shows, their purpose, what they learn, and how the shows affect their language and behaviour towards peers and family. The research involved a close-ended questionnaire, yielding 595 valid responses, analysed using various statistical techniques. Findings indicate that the popularity and availability of these talk shows significantly influence students' communication skills and etiquette. The study emphasizes the need for the shows' content to be improved to make them more suitable for family viewing and to enhance their positive impact on students. Recommendations suggest that hosts and participants should avoid using inappropriate language, enhancing the shows' quality and making them more beneficial for students.

Keywords: Talk show, Influence, University students, Communication, Behaviour