3

Perspective of the University Students in Assam on Popular Talk Shows

3.1   Introduction

In this chapter, analysis and interpretation of the collected data has been done in a systematic manner. It is further distributed in two different classifications i.e., descriptive analysis of the data and inferential analysis of the data. The frequency of the responses has been measured and the relationship has been tested using chi-square test at a significance level of 95%. The final study was conducted with 595 responses. The survey questionnaire was distributed both physically and online with the help of Google form. Earlier, pilot study was done to validate the questionnaire before conducting the study on a larger scale and it was found that the questionnaire and statistical tools used are justifying the Hypothesis. The data was further analyzed with the help of MS Excel and SPSS software where the below mentioned techniques and measurements were applied followed by the result conducted during the final study.

Statistical techniques used.
1.   Descriptive Analysis
2.   Inferential Analysis
3.   Friedman Ranking Test
4.   Chi-square Test
5.   P-Value

3.2 Demographic Distribution of the Sample (Descriptive Analysis)

The data was collected from five selected universities in Assam as per their prominence. These are the established universities of the state. The students studying in the universities in the academic session of 2022-2023 were the target population of the study.

Table 3.1 Frequency distribution for students from five universities in Assam

Particulars	Frequency	Percent
The Assam Royal Global University, Guwahati	111	18.7
Assam University, Silchar	119	20.0
Tezpur University	123	20.7
Gauhati University	122	20.5
Dibrugarh University	120	20.2
Total	**595**	**100.0**

Table 3.1 reveals that majority i.e., 20.7% respondents are from Tezpur University followed by 20.5% from Gauhati University, while 20.2% from Dibrugarh University, 20% from Assam University, Silchar and 18.7% are from The Assam Royal Global University, Guwahati.

3.3 Academic status of the students

The data was collected from the students doing graduation, post-graduation, diploma and PhD courses in the five selected universities of Assam.

Table 3.2 Frequency distribution for current Academic Status

Particulars	Frequency	Percent
Graduation	328	55.1
Post-Graduation	263	44.2
Post-Graduation Diploma	1	0.2
PhD	3	0.5
Total	**595**	**100.0**

Table 3.2 shows that majority (55.1%) of the respondents are doing graduation, 44.2% are doing post-graduation, while 0.5 % are Ph D scholars

followed by only 0.2% who are doing post-graduation diploma in the five different universities of Assam.

## 3.4 Gender of the students studying in the universities

Many research studies have been done on the young population to understand who is more interested in viewing talk shows. Here the researcher wants to know in what ratio male or female students like to watch the popular talk shows with celebrities from Hindi cinema.

Table 3.3 Frequency Distribution for Gender Analysis

Factors	Frequency	Percent
Males	278	46.7
Females	317	53.3
Others	0	0.0
Total	**595**	**100.0**

Table 3.3 reveals that out of 595 respondents, majority of 53.3% respondents were "Female" while, 46.7 % were "Male" and none found "Others".

Fig. 3.3.1 Graphical Representation of Gender Analysis
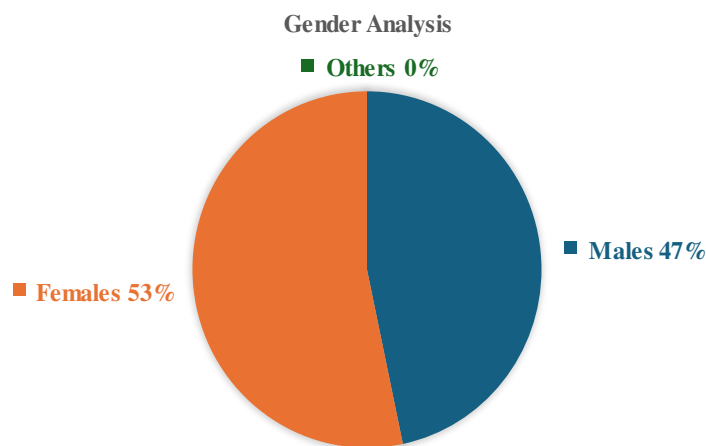
3.5 Age Groups of the university students

Here the researcher is trying to find out which age group among the university students watch talk shows more frequently.

Table 3.4 Frequency Distribution for Age Group in years

Particulars	Frequency	Percent
18 – 20	223	37.5
21 – 23	302	50.8
24 – 26	59	9.9
27 and above	11	1.8
Total	**595**	**100.0**

Table 3.4 shows that out of 100 respondents, majority of 50.8 % belong to the age group of 21-23 followed by 37.5% in the age group of 18-20 years old. While 9.9% belong to the age group of 24-26 and 1.8% to 27 years old and above.

Fig. 3.4.1 Graphical Representation of Age Group in years
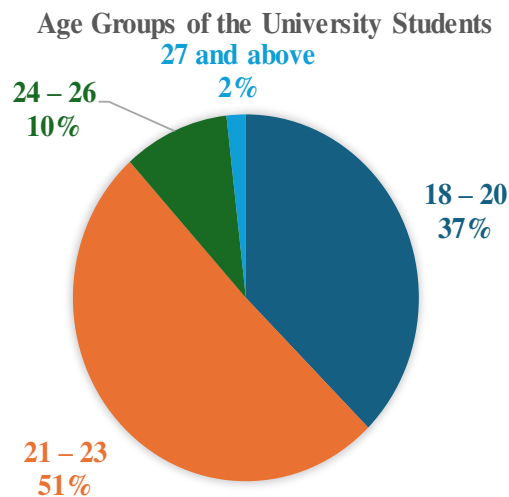
3.6 Analysis of the two most popular talk shows- 'The Kapil Sharma Show' and 'Koffee with Karan' featuring celebrities from Hindi Cinema.

Next series of questions are based on the first objective of the study. Here the researcher is trying to understand how popular these talk shows among the university students are and why these talk shows are being watched by the students.

3.6.1 Talk shows watched by students in a month.

As discussed in chapter three research studies have found out that youngsters are addicted to watching Indian TV reality shows such as Bigg Boss. Therefore, here the researcher is trying to find out that how many times in a month do the university students watch these popular talk shows. The result will help to understand if the university students are addicted to watching these talk shows.

Table 3.5 Frequency distribution for how many times do the respondents watch the two talk shows in a month.

Particulars (per month)	Frequency	Percent
Once	347	58.3
Twice	114	19.2
Thrice	49	8.2
Four times	30	5.0
Five times and above	55	9.2
Total	**595**	**100.0**

Table 3.5 reveals that maximum 58.3% of the respondents watch the two talk shows once in a month, followed by 19.2% twice in a month, 9.2% five times and above in a month and 8.2% thrice in a month. Only 5% watch four times in a month.

### 3.6.2 Time spent in watching talk show(s) in a day.

Here the researcher is trying to find out how much time do the university students spend in a day in watching these popular talk shows. The time spent by the students on watching these talk shows can be utilized in a more constructive way if the quality of the content in the talk shows is motivating.

Table 3.6 Frequency distribution for time spent by students watching talk shows.

Particulars (in minutes)	Frequency	Percent
1 – 30	347	58.3
31 – 60	114	19.2
61 – 90	49	8.2
91 – 120	30	5.1
121 & above	55	9.2
Total	**595**	**100.0**

Table 3.6 shows that maximum students (58.3%) watch the talk shows for 1-30 minutes in a day, followed by (19.2%) watch for 31-60 minutes in a day, 8.2% watch for 61-90 minutes, 5.1% watch for 91-120 minutes and 9.2 % watch for 121 minutes and above.

Fig. 3.6.1 Graphical Representation of time spent by students watching talk shows.

Time spent by students watching talk shows

■ 1 – 30 mins ■ 31 – 60 mins ■ 61 – 90 mins ■ 91 – 120 mins ■ 121 mins & above
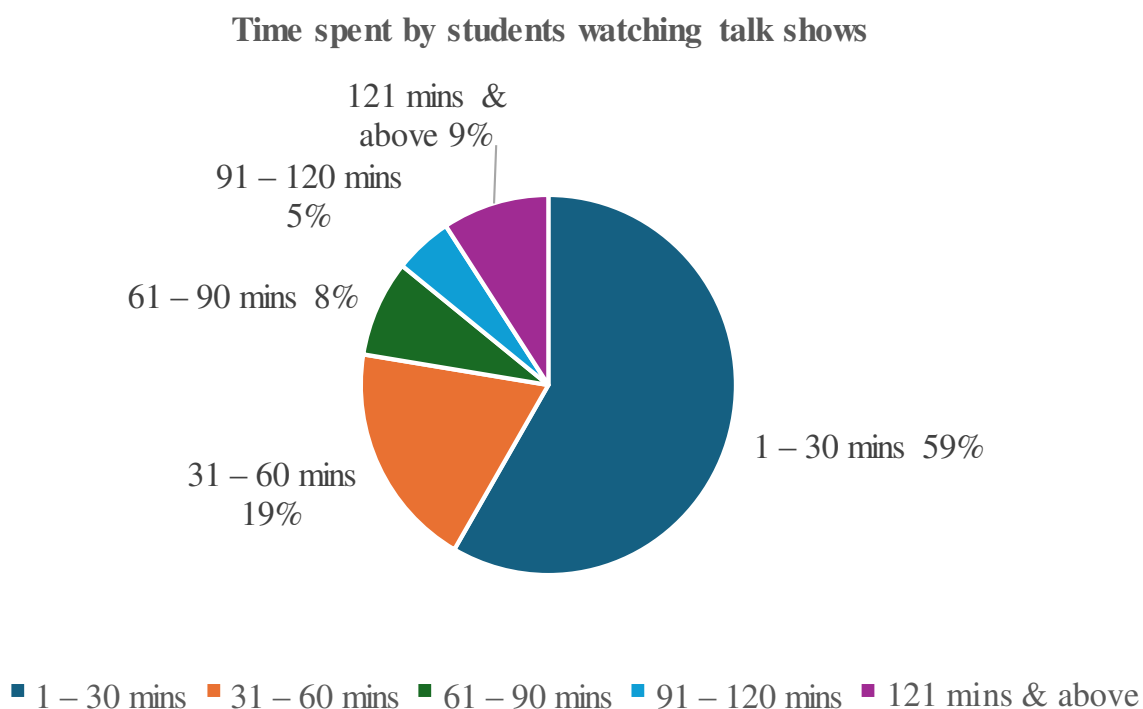
3.6.3 Reasons to like and watch the shows.

Since both the talk shows are highly popular due to vast viewership. The researcher wants to know the reasons for which the university students like to watch these talk shows.

Table 3.7 Frequency distribution for the various reasons for watching the talk shows by the respondents.

Factors	Frequency	Percent
The host	66	11.1
The content	177	29.7
The guest(s)	160	26.9
The format	24	4.0
All the above	168	28.2
Total	**595**	**100.0**

Majority of the respondents (29.7%) watch the two talk shows because of the content, followed by 28.2% watch the two talk shows because of all the given factors and 26.9% watch the two talk shows because of the guest(s) whereas only 11.1% watch it due to the host and 4% due to the format.

Fig. 3.7.1 Graphical Representation of the various reasons for watching the talk shows by the respondents.
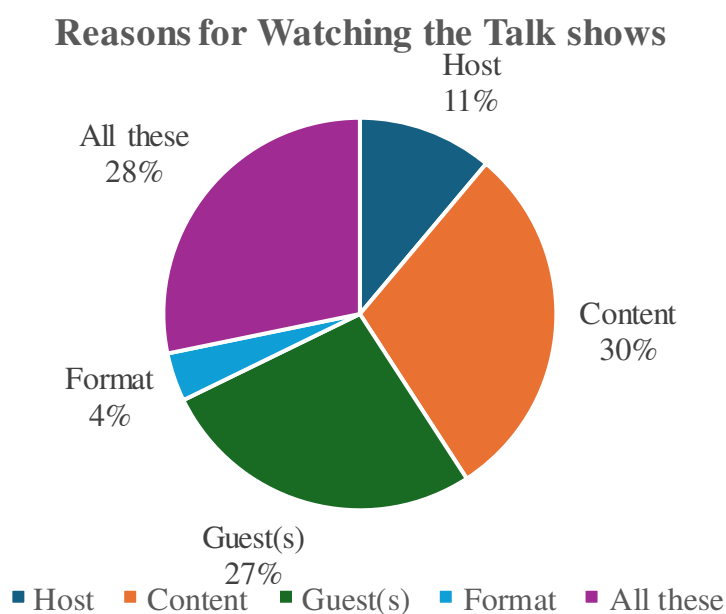
3.6.4 Preference of celebrity guests by the respondents

These talk shows are more popular than other talk shows as they invite celebrity guests. It has been discussed in chapter two in the section- "Celebrities in talk shows" that how in some parts of India, people worship celebrities or film stars. Here the researcher is trying to understand the preference of university students in terms of the work field of the invited guests. Whether it is sports, films, music or politics. Individuals of all age brackets admire their preferred superstars for their fashion sense, extravagant lifestyles, and personal appearance. Young individuals fantasize about Bollywood stars and actively emulate Bollywood celebs as their primary role models. (Chakraborty, 2015).

Table 3.8 Frequency distribution for the preference of invited guests by the respondents for watching the shows – 'Koffee with Karan' and 'The Kapil Sharma Show':

Particulars	Frequency	Percent
Sports	65	10.9
Bollywood (film actors & directors)	437	73.4
South (film actors & directors)	35	5.9
Music world	50	8.4
Politicians	8	1.3
Total	**595**	**100.0**

Study reveals that 73.4% of the respondents watch the talk show due to the celebrity guests (film actors & directors) invited from Bollywood, 10.9% watch due to the celebrity guests from sports, 8.4% watch it due to celebrity guests from music world, 5.9% watch it for the celebrity guests from South (film actors & directors) and only 1.3% watch it due to the guests from political field.

Figure 3.8.1 Graphical representation of the preference of invited guests by the

respondents for watching the shows – 'Koffee with Karan' and 'The

Preference of invited guests by respondents for watching the shows – 'Koffee with Karan' and 'The Kapil Sharma Show'

Kapil Sharma Show'
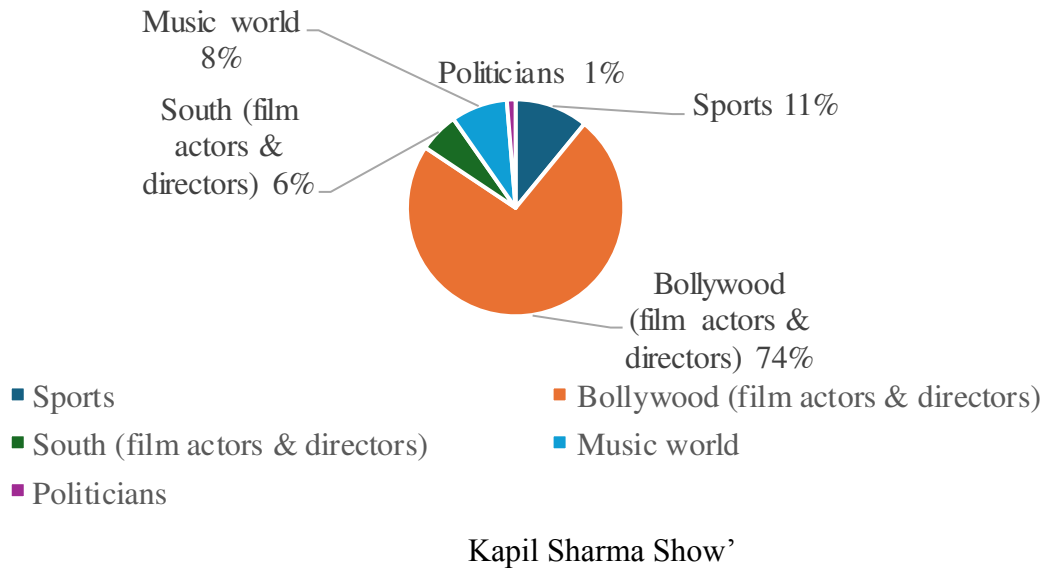
3.6.5 Friedman Test for preference of various platforms of viewing Talk- Show: 'Koffee with Karan' by university students.

These days, talk shows are available for viewing on different media platforms such as YouTube, OTT channel, podcasts unlike earlier times when they used to be aired only on television. In this study, the researcher is trying to find out the preference of the university students for watching 'Koffee With Karan' regarding the type of media platform. The researcher is also trying to understand if there is any relationship between the students watching 'Koffee With Karan' and its availability on various media platforms.

Table.3.9 Different media platforms on which university students prefer to watch 'Koffee with Karan'.

Ranks		
Platform	**Mean**	**Std. Deviation**
Television	2.4504	1.35915
OTT	2.4336	1.37934
Live Show	2.0218	1.23004
YouTube	3.0034	1.39141
Podcast	2.1294	1.33272

From the above table it can be comprehended that the platform- 'Television' had a mean value of 2.45 with a standard deviation of 1.35. 'OTT' had a mean value of 2.43 with a standard deviation of 1.37. 'Live Show' had a low mean value of 2.02 with a standard deviation of 1.23. 'You Tube' had a high mean value of 3.00 with a standard deviation of 1.39. 'Podcast' had a low mean value of 2.12 with a standard deviation of 1.33. This implies that the respondents prefer to watch the popular talk show 'Koffee With Karan' on YouTube.

Inferential statistics

Test-1 Relationship between university students watching 'Koffee With Karan' and availability of the talk shows in different platforms.

H_{o1}: There is no co-relation between university students watching 'Koffee With Karan' and different platforms.

H_{a1}: There is a co-relation between university students watching 'Koffee With Karan' and different platforms.

Table 3.9.1 University students of Assam prefer to watch 'Koffee With Karan' on different platforms.

Chi-Square	304.481*
df	4
Asymp. Sig.	00.000**

Note. ** Denotes significant at 5% level.

The table 3.9.1 shows that for the statement 'University students of Assam prefer to watch 'Koffee With Karan' on different platforms', chi-square value equals to 304.481. For the alternative hypothesis, there is a co-relation between watching the talk show 'Koffee With Karan' and different platforms gets accepted with p value .000 which is less than the denoted significance at 0.05 and hence the null hypothesis that 'There is no co-relation between watching the talk show 'Koffee With Karan' and different platforms gets rejected at 5% level of significance confirming that there is a co-relation between watching the talk show 'Koffee With Karan' by university students and different platforms.

3.6.6 Friedman Test for preference of various platforms of viewing Talk- Show- 'The Kapil Sharma Show' by university students.

Unlike earlier times when they used to be aired only on television, these days talk shows are available for viewing on different media platforms such as YouTube, OTT channels, live shows on stage and podcasts. In this study, the researcher is trying to find out the preference of the university students for watching 'The Kapil Sharma Show' regarding the type of media platform. The researcher is also trying to understand if there is any relationship between the students watching 'The Kapil Sharma Show' and its availability on various media platforms.

Table 3.10 Different media platforms on which university students prefer to watch 'The Kapil Sharma Show'.

	Ranks	
Platform	**Mean**	**Std. Deviation**
Television	3.1378	1.48318
OTT	2.5160	1.42288
Live Show	2.1647	1.33703
YouTube	3.3445	1.36229
Podcast	2.3697	1.44521

From the above table it can be comprehended that the platform - 'Television' had a mean value of 3.31 with a standard deviation of 1.48. 'OTT' had a mean value of 2.51 with a standard deviation of 1.42. 'Live Show' had a low mean value of 2.16 with a standard deviation of 1.33. 'You Tube' had a high mean value of 3.34 with a standard deviation of 1.36. 'Podcast' had a low mean value of 2.36 with a standard deviation of 1.44. This implies that the respondents prefer to watch the popular talk show 'The Kapil Sharma Show' on YouTube.

Inferential statistics

Test-2 Relationship between university students watching 'The Kapil Sharma Show' and it's availability in different platforms

H_{o2}: There is no co-relation between university students watching 'The Kapil Sharma Show' and different platforms.

H_{a2}: There is a co-relation between university students watching 'The Kapil Sharma Show' and different platforms.

Table 3.10.1 University students of Assam prefer to watch 'The Kapil Sharma Show' on different platforms.

Chi-Square	473.863*
df	4
Asymp. Sig.	00.000**

Note. ** Denotes significant at 5% level

The table 3.10.1 shows that for the statement 'University students of Assam prefer to watch 'The Kapil Sharma Show' on different platforms', chi-square value equals to 473.863. For the alternative hypothesis, there is a co-relation between watching the talk show 'The Kapil Sharma Show' and different platforms gets accepted with p value .000 which is less than the denoted significance at 0.05 and hence the null hypothesis that 'There is no co-relation between watching the talk show 'The Kapil Sharma Show' and different platforms gets rejected at 5% level of significance confirming that there is a co-relation between watching the talk show 'The Kapil Sharma Show' by university students of Assam and different platforms.

3.6.7 Friedman Test for rating the content of the two most popular talk shows as per the preferences of the university students.

Table 3.11 University students watch the Talk Shows - 'Koffee with Karan' and 'The Kapil Sharma Show' because of its content.

Ranks		
Talk show	**Mean**	**Std. Deviation**
'Koffee With Karan'	2.3664	1.22826
'The Kapil Sharma Show'	3.4571	1.24022

From the table it can be comprehended that the statement 'University students like the content of 'Koffee With Karan' - had a low mean value of 2.36 with a standard deviation of 1.22. The statement 'University students like the content of TKSS' had a higher mean value of 3.45 with a standard deviation of 1.24. This implies that the content of 'The Kapil Sharma Show' is liked more by the university students.

Inferential statistics

Test -3 Relationship between university students watching the talk shows and the content of both shows.

Ho$_3$: There is no co-relation between watching the two popular talk shows and the content of the talk-shows.

Ha$_3$: There is a co-relation between watching the two popular talk shows and the content of the talk-shows.

Table 3.11.1 University students like the content of both the talk shows

Chi-Square	228.231*
df	1
Asymp. Sig.	00.000**

Note. ** Denotes significant at 5% level

Table 3.11.1 shows that for the statement 'University students like the content of the two most popular talk shows', chi-square value equals to 228.231. For the alternative hypothesis, there is a co-relation between watching the two most popular talk shows and content being liked by university students of Assam gets accepted with p value .000 which is less than the denoted significance at 0.05 and hence the null hypothesis that 'There is no co-relation between watching the talk shows and content being liked by the university students' gets rejected at 5% level of significance confirming that there is a co-relation between watching the talk shows and content being liked by the university students.

3.7 Study of contents of these talk shows in terms of entertainment, information, and influence.

As mentioned in chapter two, youth use media to satisfy their needs. It is also mentioned in various research studies that young people easily get influenced by what is shown on television in popular talk shows or OTT channels. In the next series of tables, the study analyses the numerous reasons for which the university students watch these talk shows and their influence on young minds.

3.7.1 Talk shows provide general information about celebrities' life.

People watch talk shows television, YouTube, Podcast or OTT channels to derive information on different topics. Here the researcher is trying to find out if these popular talk shows with film stars provide information about celebrities' life to university students.

Table 3.12 Frequency distribution for the respondents regarding getting general information from the two talk shows about celebrities' life:

Factors	Frequency	Percent
Strongly agree	99	16.6
Agree	337	56.6
Neutral	105	17.6
Disagree	28	4.7
Strongly disagree	26	4.4
Total	**595**	**100.0**

Majority 56.6% respondents agree that the two talk shows provide general information about celebrities' life, 16.6% strongly agree while 17.6% are neutral. 4.7% disagree and only 4.4% strongly disagree to the statement.

Fig. 3.12.1 Graphical Representation of respondents getting general information from the two talk shows about celebrities' life:

Respondents Get General Information about Celebrities

Strongly disagree 4%

Disagree 5%

Neutral 18%

Strongly agree 16%

Agree 57%

- Strongly agree - Agree - Neutral - Disagree - Strongly disagree
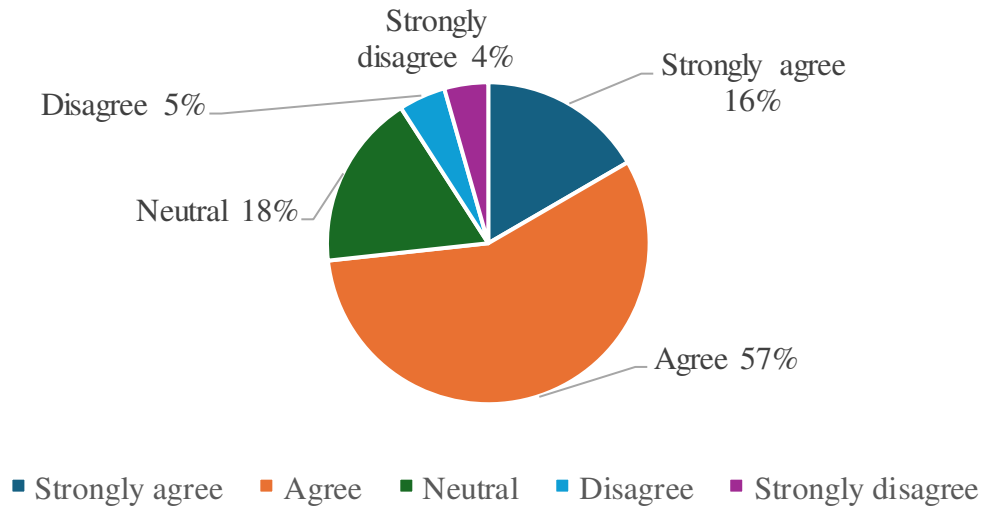
3.7.2 The talk shows improve sense of fashion and dressing style.

History has witnessed that people in India have been easily influenced by the fashion and dressing style of film stars. Here the researcher is trying to analyse the influence of the fashion and dressing style of the participants who are invited from Bollywood in the talk show on university students. The dialogue and fashion choices of the actor on screen have become the latest trend among young people. They strive to imitate the actions depicted in media without comprehending that it could have adverse consequences for them. Whether deliberately or unintentionally, films significantly influence the youth of today. (Kethan et al., 2023).

Table 3.13 Frequency distribution for the respondents regarding talk shows- 'Koffee with Karan' and 'The Kapil Sharma Show' improving their sense of fashion and style:

Factors	Frequency	Percent
Strongly agree	126	21.2
Agree	220	36.9
Neutral	133	22.4
Disagree	60	10.1
Strongly disagree	56	9.4
Total	**595**	**100.0**

Majority 36.9% agree and 21.2% strongly agree that the two talk shows improve their sense of fashion and style, while 22.4% are neutral. 10.1% disagree and 9.4% strongly disagree.

Fig. 3.13.1 Graphical Representation of respondents regarding talk shows- 'Koffee with Karan' and 'The Kapil Sharma Show' improving their sense of fashion and style:

Improve Sense of Fashion & Style
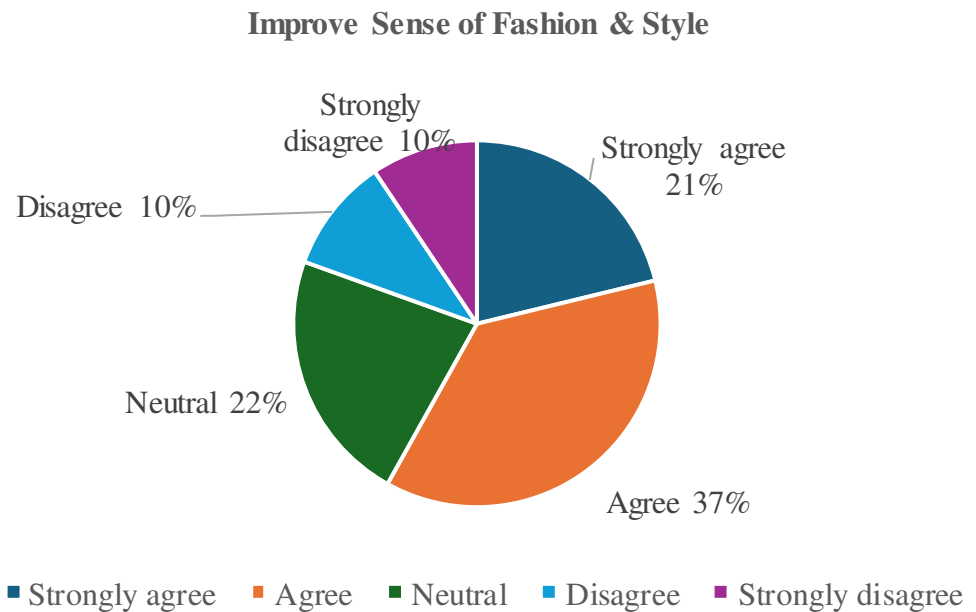
### 3.7.3 Students learn social etiquette when they watch 'Koffee with Karan' and 'The Kapil Sharma Show'.

Social etiquette is an accepted code of conduct displayed regarding interpersonal communication. In this study, the researcher wants to investigate whether university students are learning any social etiquette from the conversation that takes place between the host and the celebrity by watching these talk shows.

Table 3.14 Frequency distribution for respondents learning social etiquette when they watch the two talk shows.

Factors	Frequency	Percent
Strongly agree	87	14.7
Agree	232	39.0
Neutral	130	21.8
Disagree	116	19.5
Strongly disagree	30	5.0
Total	**595**	**100.0**

Majority 39% agree and 14.7% strongly agree that they learn social etiquette when they watch the two talk shows, while 21.8% are neutral. 19.5% disagree and 5% strongly disagree to the statement.

Fig. 3.14.1 Graphical Representation of respondents learning social etiquette from the two talk shows.
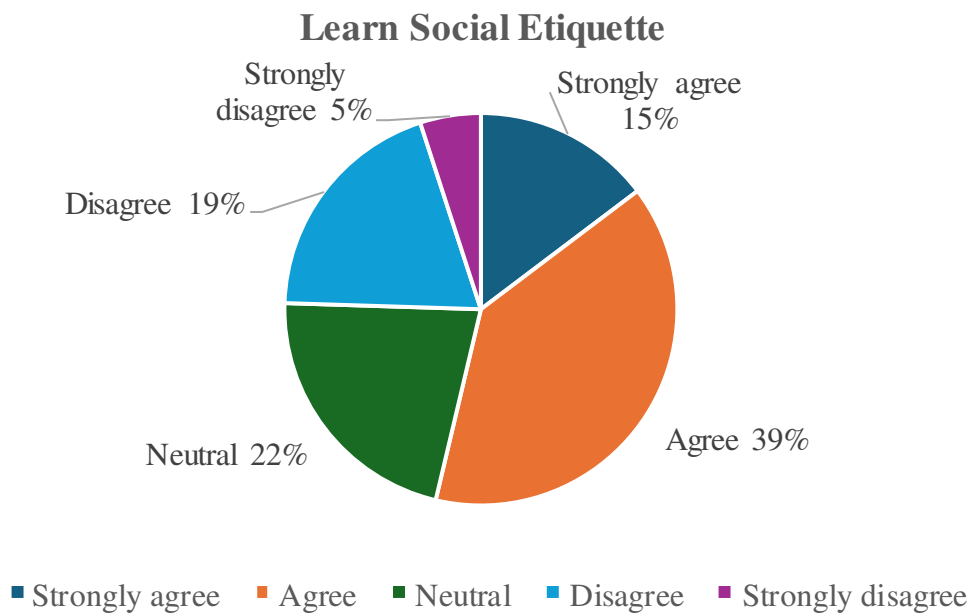
3.7.4 Does 'Koffee with Karan' and 'The Kapil Sharma Show' influence to change lifestyle?

Here again, the researcher wants to know the extent of influence of these popular talk shows on the lifestyle of university students. Do the students think that they tend to change their way of life by watching these celebrities on talk shows who are successful and famous because of their work in Hindi films.

Table 3.15 Frequency distribution for viewers getting influenced to change their lifestyle after watching the two talk shows.

Factors	Frequency	Percent
Strongly agree	34	5.7
Agree	169	28.4
Neutral	118	19.8
Disagree	183	30.8
Strongly disagree	91	15.3
Total	**595**	**100.0**

Majority of the respondents (30.8%) disagree that the talk shows influence them to change their lifestyle, followed by 28.4% who agree that the talk shows influence them to change their lifestyle, followed by 19.8% who are neutral, followed by 15.3% who strongly disagree to the statement and only 5.7% strongly agree to the statement.

Fig. 3.15.1 Graphical Representation of viewers getting influenced to change their lifestyle after watching the two talk shows.

Influence Change in Life-style
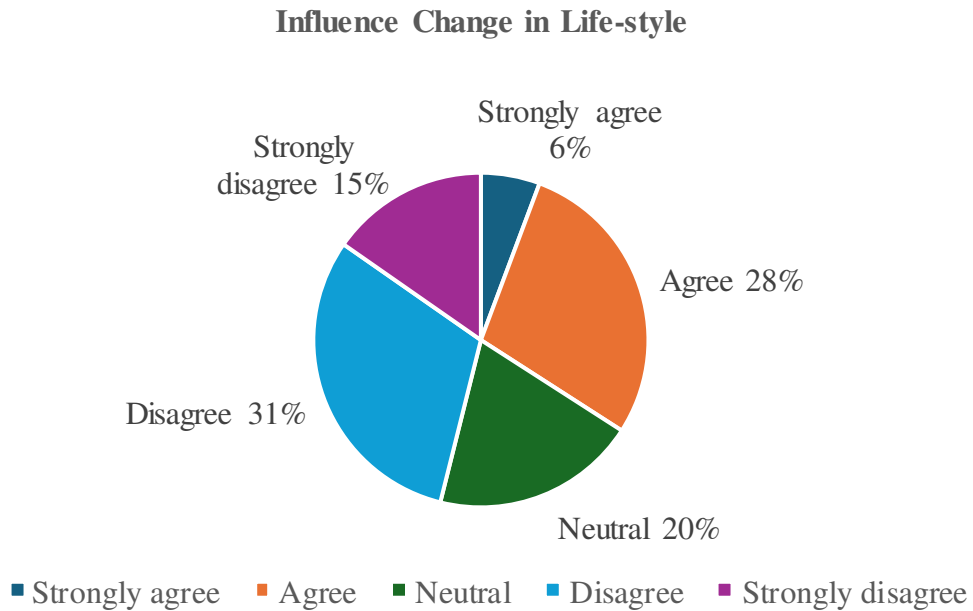
3.7.5 **Students feel happy after watching the talk shows- 'Koffee with Karan' and 'The Kapil Sharma show'.**

Many researchers have pointed out that young students feel upset after watching the inappropriate behaviour of the participants in TV reality shows and that it even affects their mental health. Moreover, the most destructive impact of media is its crucial role in exacerbating stress and tension (97%), so adversely affecting the mental and psychological well-being of its viewers. The study has determined that media is detrimental to the mental health of its viewers. (Jahangir, S. F., Nawaz, N., & Khan, N. 2014). Hence, here the study analyses whether the university students derive happiness and satisfaction after watching these popular talk shows.

Table 3.16 Frequency distribution for viewers feeling happy after watching the talk shows: 'Koffee with Karan' and 'The Kapil Sharma show'.

Factors	Frequency	Percent
Strongly agree	105	17.6
Agree	285	47.9
Neutral	115	19.3
Disagree	47	7.9
Strongly disagree	43	7.2
Total	**595**	**100.0**

The study reveals that majority of the respondents (47.9%) feel happy after they watch the two most popular talk shows, followed by 19.3% who are neutral, followed by 17.6% who strongly agree that they feel happy, followed by 7.9% who disagree and 7.2% who strongly disagree.

Fig. 3.16.1 Frequency distribution for viewers feeling happy after watching the talk shows: 'Koffee with Karan' and 'The Kapil Sharma show'.

Respondents feeling happy after watching the talk shows
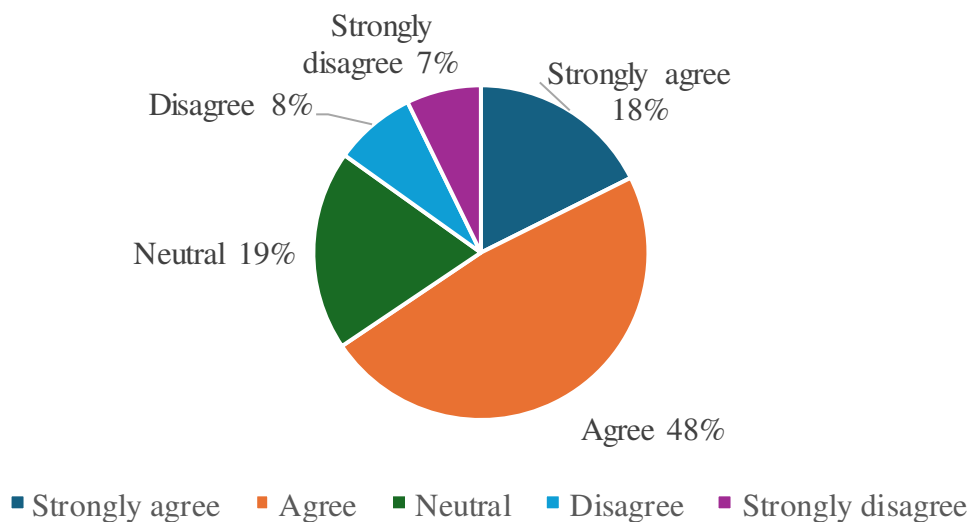
3.7.6 Friedman Test for the purpose of viewing Talk Shows: 'Koffee with Karan' and 'The Kapil Sharma Show'.

Here the study analyses the purpose of viewing the talk shows by the university students. The researcher is trying to find out why and for what reasons these talk shows are so popular among young people. Further, the relationship between the various purposes and students viewing these talk shows is also tested.

Table 3.17 Purpose of watching 'Koffee with Karan' and 'The Kapil Sharma Show' by university students.

Ranks		
Purpose	**Mean**	**Std. Deviation**
Education	2.0605	1.15894
Information	2.7143	1.28801
Relieving stress	3.2235	1.30640
Entertainment	3.6689	1.36161
Utilization of free time	3.6571	1.35839

From the above table it can be comprehended that the purpose- 'Education' had a low mean value of 2.06 with a standard deviation of 1.15. 'Information' had a mean value of 2.71 with a standard deviation of 1.28. 'Relieving stress' had a mean value of 3.22 with a standard deviation of 1.30. 'Utilization of free time' had a mean value of 3.65 with a standard deviation of 1.35. 'Entertainment' had the highest mean value of 3.66 with a standard deviation of 1.36. This implies that the majority of respondents watch both the popular talk shows for the purpose of entertainment.

Inferential statistics

Test-4 Relationship between university students watching the talk shows and various needs being derived by them

H_{o4}: There is no co-relation between watching the talk-shows and various needs being derived by the university students from it.

H_a:4 There is a co-relation between watching the talk-shows and various needs beings derived by the university students from it.

Table 3.17.1 University students of Assam watch the talk shows for various purposes

Chi-Square	924.448
df	4
Asymp. Sig.	00.000**

Note. ** Denotes significant at 5% level.

The table shows that for the statement 'University watching the two talk shows to derive various purposes', chi-square value equals to 924.448. For the alternative hypothesis, there is a co-relation between watching the talk shows and entertainment derived by university students from it gets accepted with p value .000 which is less than the denoted significance at 0.05 and hence the null hypothesis that 'There is no co-relation between watching the talk shows and various purposes being derived by the university students from it' gets rejected at 5% level of significance confirming that there is a co-relation between watching the talk shows and various purposes being derived by the university students from it.

3.7.7 Friedman Test for Talk- Shows- 'Koffee with Karan' and 'The Kapil Sharma Show' being helpful in improving communication skill of university students.

Since these talk shows are based on interpersonal communication between the celebrity guest and the host, the study analyses the relationship between viewing these talk shows and improvement in the communication skills of university students.

Table 3.18 The two talk shows are helpful in improving communication skills of university students.

Ranks		
Factors	**Mean**	**Std. Deviation**
'Koffee With Karan' improves communication skill	2.8437	1.31199
'The Kapil Sharma Show' improves communication skill	2.9697	1.25358

From the above table it can be comprehended that the statement ''Koffee With Karan' improve communication skill - had a low mean value of 2.84 with a standard deviation of 1.31. The statement ''The Kapil Sharma Show' improve communication skill' had a higher mean value of 2.96 with a standard deviation of 1.25. This implies that 'The Kapil Sharma Show' helps in improving communication skills of the university students.

Inferential statistics

Test-5 Relationship between watching talk shows and improvement in communication skills among the university students

Ho$_5$- There is a co-relation between watching talk shows and improvement in communication skills among university students.

Ha$_5$- There is no co-relation between watching talk shows and improvement in communication skills among university students.

Table 3.18.1 Watching talk shows help in improving communication skills of university students.

Chi-Square	1.767*
df	1
Asymp. Sig.	0.184**

Note. ** Denotes significant at 5% level

The table shows that for the statement 'Watching talk shows help in improving communication skills of university students', chi-square value

equals to 1.767. For the alternative hypothesis, 'There is no co-relation between watching the talk shows and improvement in communication skills among university students' gets rejected with p value .184 which is more than the denoted significance at 0.05 and hence the null hypothesis that ' There is a co-relation between watching talk shows and improvement in communication skills among university students.' gets accepted at 5% level of significance confirming that there is a co-relation between watching the talk shows and improvement in communication skills of university students.

3.8 Influence of these talk shows on values, behaviour and language.

Here the researcher is trying to understand the perspective of university students of Assam regarding the influence of these popular talk shows on their values, behaviour and language. Media can be a tool for social education, and the study backed up the idea that there is a tight relationship between pragmatics and polite language. The study has educational implications because it shows how social and environmental circumstances influence people's beliefs and language use. The findings also provide new ways for people working in the media to learn. (Omar et al., 2018).

3.8.1 'Koffee With Karan' and 'The Kapil Sharma Show' influences to change behaviour while talking to family and friends.
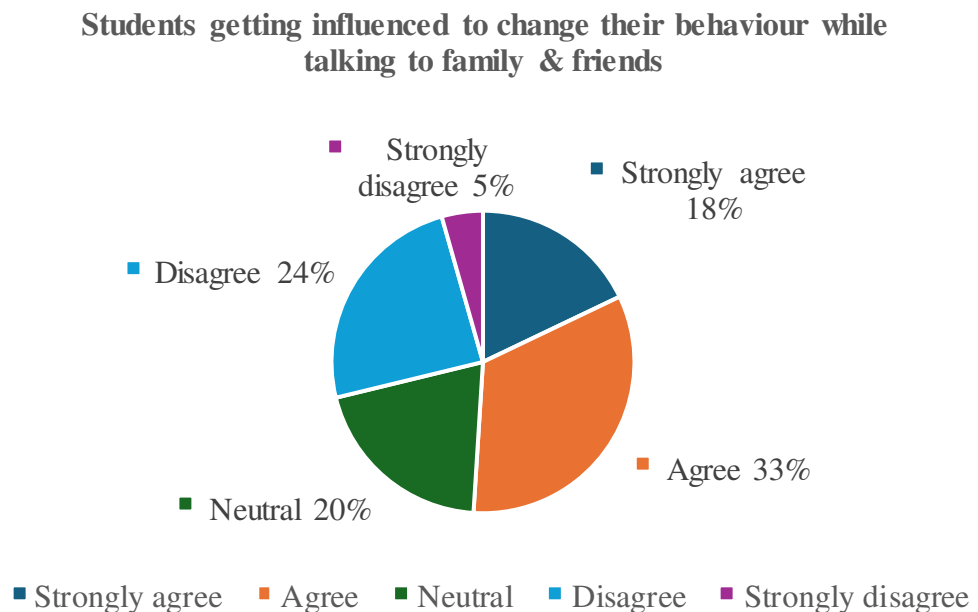
As discussed in literature review many research studies have investigated the influence of the participants of the TV shows on the behaviour of young students. Here the researcher is trying to find out the influence on the behaviour of university students after watching the talk shows.

Table 3.19 Frequency distribution for students getting influenced to change their behaviour while talking to their family and friends.

Factors	Frequency	Percent
Strongly agree	107	17.9
Agree	197	33.1
Neutral	120	20.2
Disagree	145	24.4
Strongly disagree	26	4.4
Total	**595**	**100.0**

Majority of the respondents (33.1%) agree that the talk shows influence them to change their behaviour while talking to their family and friends followed by 24.4% disagree, 17.9% strongly agree to the statement and only 4.4% strongly disagree. That means the talk shows influence 51 % (33.1+17.9) students to change behaviour while talking to family and friends.

Figure 3.19.1 Graphical representation of students getting influenced to change their behaviour while talking to their family and friends after watching the talk shows

Students getting influenced to change their behaviour while talking to family & friends

Strongly disagree 5%
Strongly agree 18%
Disagree 24%
Agree 33%
Neutral 20%

■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

3.8.2 Do 'Koffee With Karan' and 'The Kapil Sharma Show' help to understand what is acceptable and what is not acceptable in life?

Cultivation theory points out that whatever is aired on TV is repeatedly shown even if it is not true, it might occur to the viewers that it is the reality in life. That's why, spreading awareness regarding media literacy has become very significant in today's age of digital media and over exposure of students to all kinds of content. Thus, the researcher is trying to know in this study whether the university students understand what to accept and what not to accept while choosing to watch these talk shows on a regular basis.

Table 3.20 Frequency distribution for understanding what is acceptable and what is not acceptable in life by watching the two talk shows.

Factors	Frequency	Percent
Strongly agree	36	6.1
Agree	146	24.6
Neutral	110	18.4
Disagree	206	34.6
Strongly disagree	97	16.3
Total	**595**	**100.0**

This table shows that majority (34.6%) of the respondents disagree that the talk shows help them to understand what is good and what is bad in life, followed by 24.6% who agree to the statement, followed by 18.4% who are neutral. 16.3% of the respondents strongly disagree and only 6.1% strongly agree. The study reveals that total 51% of respondents (34.6 +16.3%) don't agree that the two talk shows help them to understand what is good and what is bad in life.

Fig. 3.20.1 Graphical Representation for understanding what is acceptable and what is not acceptable in life by watching the two talk shows.

Understanding What Is Acceptableand What Is Not Acceptable In Life By Watching The Two Talk Shows

Strongly agree 6%
Strongly disagree 16%
Agree 25%
Disagree 35%
Neutral 18%

■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree
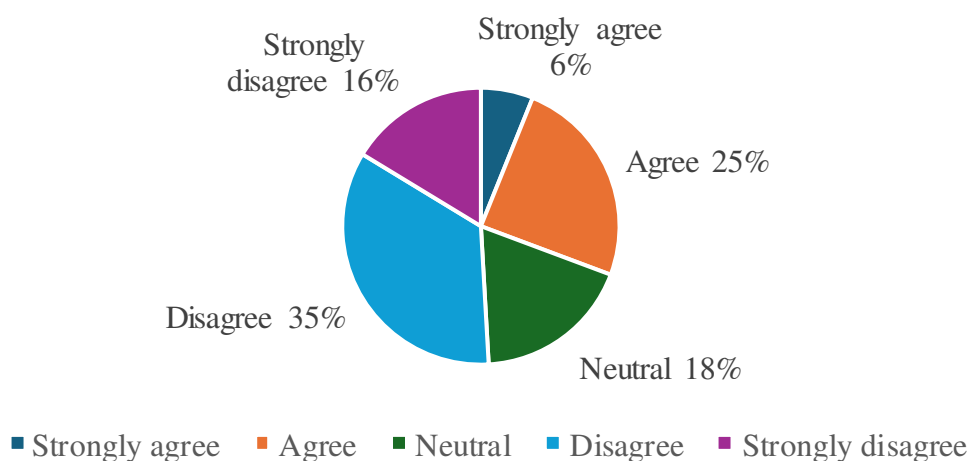
3.8.3 Do 'Koffee With Karan' and 'The Kapil Sharma Show' provide guidance for changing the society?

There are many examples of talk shows on television during earlier times which inspired many people to bring a change in the society. For instance, talk show 'Satyamev Jayate' hosted by actor Aamir Khan was one such show where various social issues were discussed. Here the researcher is trying to find out if 'Koffee With Karan' and 'The Kapil Sharma Show' guide the university students to bring any change, especially regarding the evils that prevails in our society.

Table 3.21 Frequency distribution regarding 'Koffee With Karan' and 'The Kapil Sharma Show' providing guidance for changing the society to students.

Factors	Frequency	Percent
Strongly agree	32	5.3
Agree	120	20.2
Neutral	136	22.9
Disagree	210	35.3
Strongly disagree	97	16.3
Total	**595**	**100.0**

Study reveals that majority (35.3%) of the respondents disagree that the two talk- shows provide direction for changing the society to students followed by 22.9% who are neutral, 20.2% respondents agree, 16.3% respondents strongly disagree to the statement and only 5.3% strongly agree. Hence, it can be concluded that total 52% respondents (35.3% + 16.3%) disagree that the two talk shows provide direction for changing the society.

Fig. 3.21.1 Graphical Representation regarding 'Koffee With Karan' and 'The Kapil Sharma Show' providing guidance for changing the society to students.

'Koffee With Karan' and 'The Kapil Sharma Show' provide guidance for changing the society to students
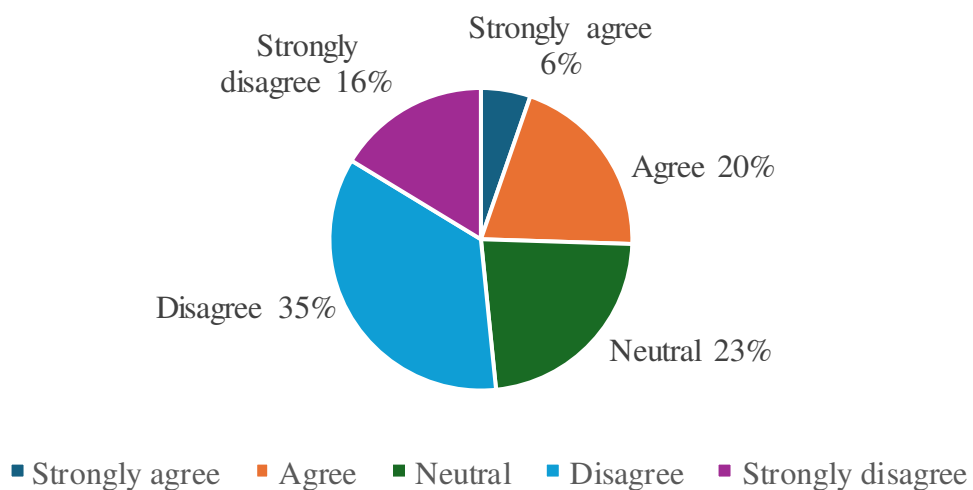
3.8.4 Language used in 'Koffee With Karan'

As discussed earlier in 'the statement of the problem' in chapter one that the language used by the participants of these talk shows have been criticized on different occasions by various news reports number of times. The influence of gossip and frivolous content of these talk shows on the attitude and behaviour of youngsters, mainly students, has raised an alarming concern among thinkers and research scholars. (India Today, 2019). Here the researcher wants to know students' perspective regarding the language being used in talk show-'Koffee With Karan'.

Table 3.22 Frequency distribution for language used in 'Koffee With Karan' being not suitable for society**.**

Factors	Frequency	Percent
Strongly agree	14	2.4
Agree	129	21.7
Neutral	145	24.4
Disagree	217	36.4
Strongly disagree	90	15.1
Total	**595**	**100.0**

The table shows that majority (36.4%) of the respondents disagree that the language used in 'Koffee with Karan' is not suitable for our society followed by 24.4% respondents who are neutral, 21.7% respondents agree with the statement while 15.1% strongly disagree and only 2.4% strongly agree. Finally, the study reveals that 51.5% of respondents (36.4 +15.1%) disagree that the language used in 'Koffee With Karan' is not suitable for our society.

Fig. 3.22.1 Graphical Representation for language used in 'Koffee With Karan' being not suitable for society**.**

Language used in 'Koffee With Karan' being not suitable for society

Strongly agree 3%
Strongly disagree 15%
Agree 22%
Disagree 36%
Neutral 24%

■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree
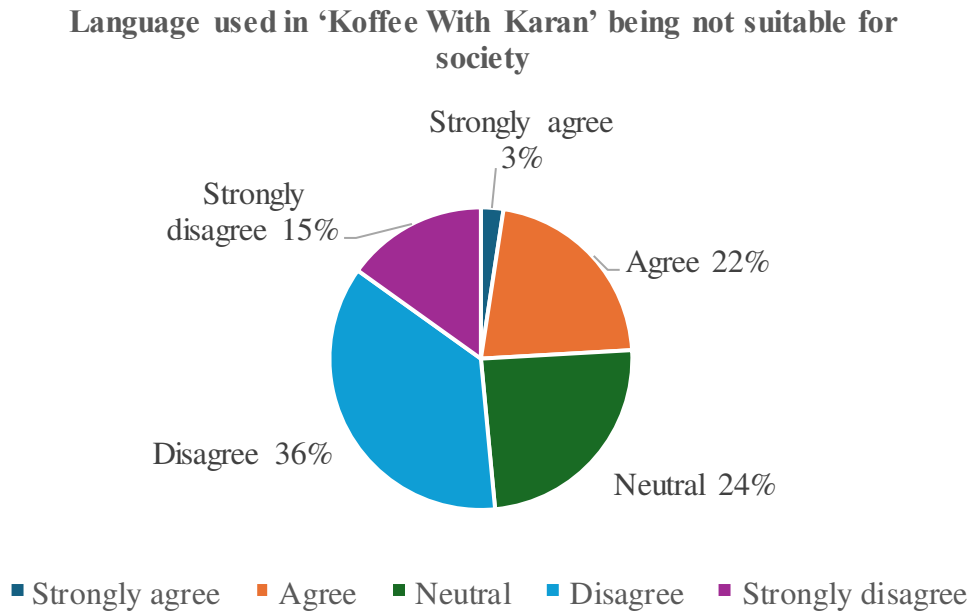
3.8.5 Language used in 'The Kapil Sharma Show'

Likewise, here too the researcher is trying to know students' perspective regarding the language being used in talk show-'The Kapil Sharma Show'

Table 3.23 Frequency distribution for language used in 'The Kapil Sharma Show' being not suitable for society.

Factors	Frequency	Percent
Strongly agree	40	6.7
Agree	135	22.7
Neutral	120	20.2
Disagree	227	38.2
Strongly disagree	73	12.3
Total	**595**	**100.0**

The table reveals that 38.2% of the respondents disagree that the language used in 'The Kapil Sharma Show' is not suitable for our society followed by 22.7% respondents who agree with the statement while 20.2% are neutral and

12.3% strongly disagree and only 6.7% strongly agree. Hence, it can be concluded that majority of the respondents (38.2 +12.3 = 50.5%) disagree that language used in 'The Kapil Sharma Show' is not suitable for our society.

Fig. 3.23.1 Graphical Representation for language used in 'The Kapil Sharma Show' being not suitable for society.

Language used in 'The KapilSharma Show' not suitable for society

■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree
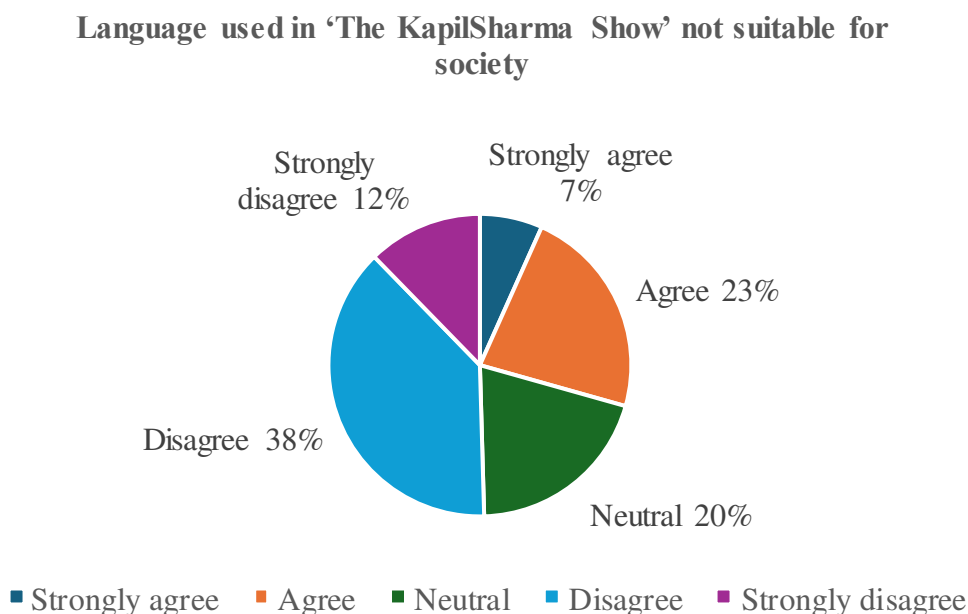
3.9 Ways and means to make the selected talk shows socially relevant.

As mentioned in chapter one regarding the extent of popularity of these talk shows among the viewers, the researcher is trying to explore the ways and means to make these shows socially relevant for the development of society from the point of view of the university students.

3.9.1 Do the talk shows inspire the university students?

Many research studies have found that people feel inspired by the popular programs broadcast in various channels. Here the researcher wants to know if the conversation in these popular talk shows inspire university students to

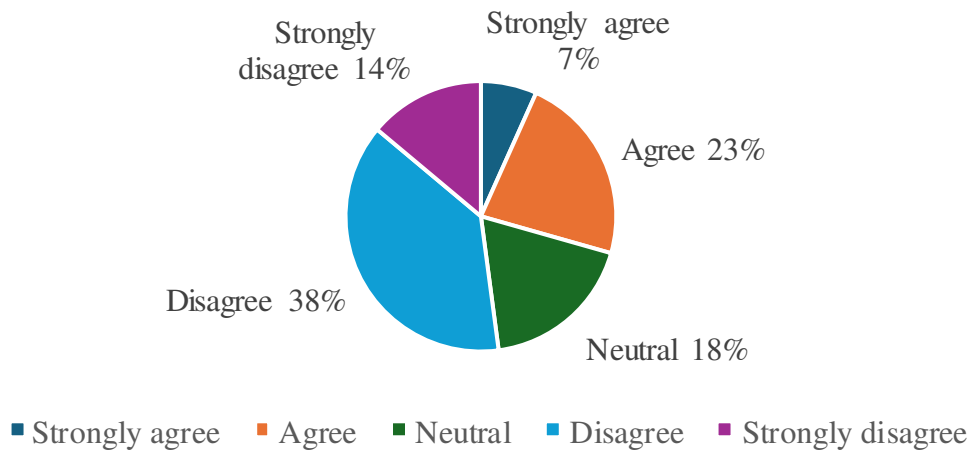become successful and famous like the host or the celebrities invited in such shows.

Table 3.24 Frequency distribution for the conversation of the talk shows, 'Koffee with Karan' and 'The Kapil Sharma Show' inspiring the respondents to become successful and famous.

Factors	Frequency	Percent
Strongly agree	40	6.7
Agree	135	22.7
Neutral	110	18.5
Disagree	227	38.2
Strongly disagree	83	13.9
Total	**595**	**100.0**

Study reveals that 38.2%of the respondents disagree that the conversation of the popular talk shows inspires them to become successful and famous followed by 22.7% of the respondents who agree with the statement while 18.5% are neutral and 12.3% strongly disagree. Only 6.7% of respondents strongly agree with the statement. Therefore, it can be concluded that majority (38.2% +13.9%=52.1%) disagree that that the conversation in the talk shows inspire to become successful and famous.

Fig. 3.24.1 Graphical Representation for the conversation of the talk shows, 'Koffee with Karan' and 'The Kapil Sharma Show' inspiring the respondents to become successful and famous

Conversation of the talk shows, 'Koffee with Karan' and 'The Kapil Sharma Show' inspire respondents to become successful and famous

Strongly agree 7%
Agree 23%
Neutral 18%
Disagree 38%
Strongly disagree 14%

- Strongly agree   - Agree   - Neutral   - Disagree   - Strongly disagree

3.9.2 Use of objectionable words or inappropriate language by participants of 'Koffee With Karan'

Earlier in the study, in chapter one it has been discussed that these two popular talk shows were criticised by various news reports due to the objectionable words and language used by the hosts or the celebrity guests in some particular programs during their interaction. Here the researcher is trying to know the perspective of university students regarding the use of words and language in the popular talk show- 'Koffee With Karan'.
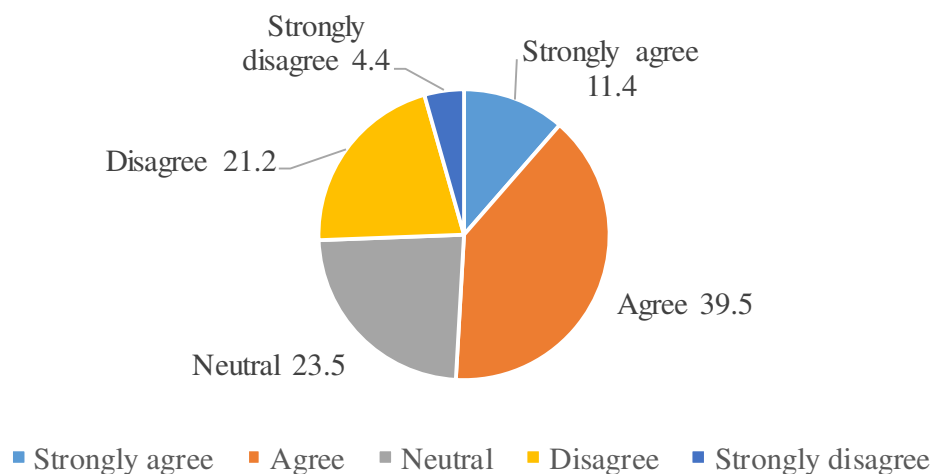
Table 3.25 Frequency distribution for objectionable words or inappropriate language used by participants in 'Koffee With Karan'.

Factors	Frequency	Percent
Strongly agree	68	11.4
Agree	235	39.5
Neutral	140	23.5
Disagree	126	21.2
Strongly disagree	26	4.4
Total	**595**	**100.0**

The table shows that 39.5% of the respondents agree that the participants of 'Koffee With Karan' use objectionable words or inappropriate language followed by 23.5% of the respondents who are neutral, 21.2% of the respondents disagree with the statement while 11.4% strongly agree and 4.4% strongly disagree. Hence, we can conclude that majority (39.5% + 11.4% = 51%) of the respondents agree that participants of 'Koffee With Karan' use objectionable words or inappropriate language.

Table 3.25.1 Graphical Representation for objectionable words or inappropriate language used by participants in 'Koffee With Karan'.

Respondents do not like use of objectionable words or inappropriate language by participants in 'Koffee With Karan'

3.9.3 Use of objectionable words or inappropriate language by participants of 'The Kapil Sharma Show'.

The study here is trying to understand the perspective of university students regarding the use of words and language in the popular talk show- 'The Kapil Sharma Show'.

Table 3.26 Frequency distribution for objectionable words or inappropriate language used by the participants in 'The Kapil Sharma Show'.

Factors	Frequency	Percent
Strongly agree	104	17.5
Agree	203	34.1
Neutral	111	18.6
Disagree	163	27.4
Strongly disagree	14	2.4
Total	**595**	**100.0**

Study reveals that majority (34.1%) of the respondents agree that the participants of 'The Kapil Sharma Show' use objectionable words or inappropriate language followed by 27.4% of the respondents who disagree with the statement while 18.6% respondents are neutral. 17.5% of respondents strongly agree and only 2.4% strongly disagree. Therefore, it can be concluded that majority (34.1% + 17.5% = 52%) of the respondents agree that participants of 'The Kapil Sharma Show' use objectionable words or inappropriate language.

Fig. 3.26.1 Graphical Representation for objectionable words or inappropriate language used by the participants in 'The Kapil Sharma Show'

Objectionable words or inappropriate language used by the participants in 'The Kapil Sharma Show'
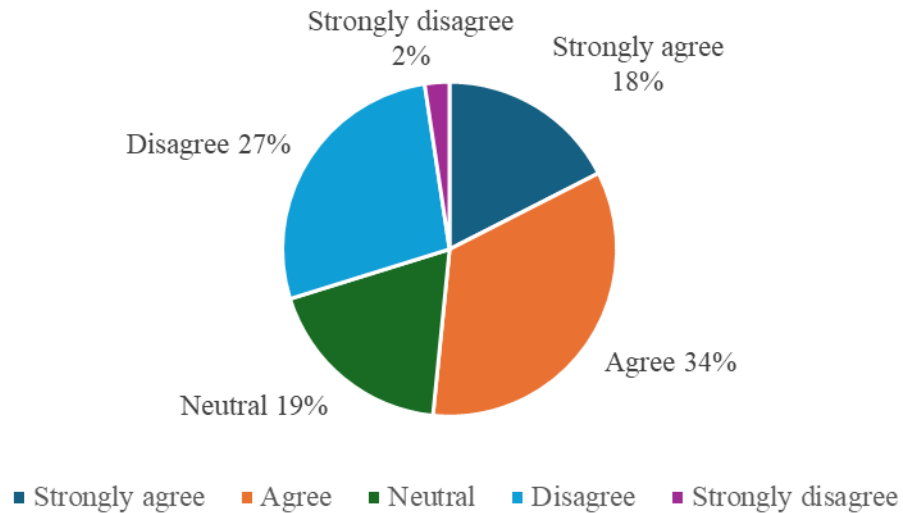
3.9.4 Frequency distribution for watching 'Koffee with Karan' with your family including children.

The researcher is trying to find out the ratio of viewership by children in the families of university students who watch 'Koffee With Karan' together at home.

Table 3.27 Respondents watch 'Koffee With Karan' with family including children.

Factors	Frequency	Percent
Yes	181	30.4
No	414	69.6
Total	**595**	**100.0**

Majority (69.6%) of the respondents don't watch 'Koffee With Karan' with family including children followed by 30.4% who watch 'Koffee With Karan' with family including children. This reveals that majority of the students know that the show is not suitable for children.

3.9.5 **Frequency distribution of university students watching 'The Kapil Sharma Show' with their family including children.**

Similar to table 3.27, the researcher here is trying to find out the ratio of viewership by children in the families of university students who watch 'The Kapil Sharma Show' together at home.

Table 3.28 Respondents watch 'The Kapil Sharma Show' with family including children.

Factors	Frequency	Percent
Yes	437	73.4
No	158	26.6
Total	**595**	**100.0**

Majority (73.4%) of the respondents watch 'The Kapil Sharma Show' with their family including children (despite knowing that objectionable or vulgar words are used by the participants of the talk show) followed by 26.6% who don't watch the show with family including children.

3.9.6 **Frequency distribution of respondents feeling comfortable while watching 'Koffee With Karan' with other members of the family.**

Here the researcher is trying to know the comfort level of university students watching the popular talk show 'Koffee With Karan' with their families at home in Assam. The two celebrity guests in an episode were popular Indian film actors Ananya Panday and Vijay Deverakonda. Apparently, during the conversation, the host Karan Johar cheekily asks Vijay Deverakonda how recently the actor had sex and the actor replies, "this morning". (Bollywood Hungama, 2022).
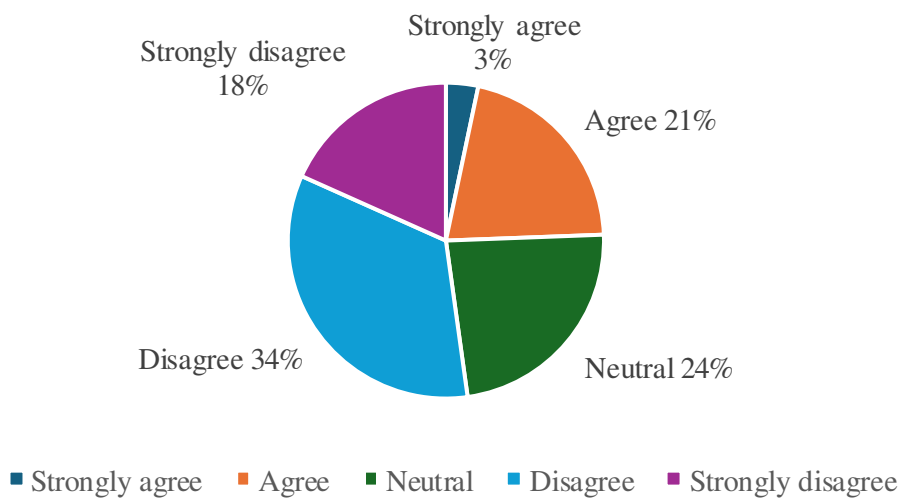
Table 3.29 Students feeling comfortable to watch 'Koffee With Karan' with other members of the family.

Factors	Frequency	Percent
Strongly agree	20	3.3
Agree	125	21.1
Neutral	139	23.4
Disagree	202	33.9
Strongly disagree	109	18.3
Total	**595**	**100.0**

Table 3.29 shows that 33.9%of the respondents disagree that they feel comfortable when they watch 'Koffee With Karan' with other members of their family followed by 23.1% who are neutral, 21.1% agree with the statement. 18.3% of the respondents strongly disagree and only 3.3% strongly agree. Therefore, it is revealed that majority (33.9% + 18.3%=52.2%) disagree that they feel comfortable when they watch 'Koffee With Karan' with other members of their family.

Fig. 3.29.1 Graphical representation of students feeling comfortable to watch 'Koffee With Karan' with other members of the family.

Students feel comfortable to watch 'Koffee With Karan' with other members of the family

3.9.7 Frequency distribution for feeling comfortable while watching 'The Kapil Sharma Show' with other members of family.

Here the researcher is trying to understand the comfort level of university students watching the popular talk show 'The Kapil Sharma Show' with their families at home in Assam. In recent years, beginning with talk shows like 'Koffee with Karan' followed by 'Comedy Nights with Kapil,' and 'The Kapil Sharma Show,' viewers have witnessed an increased use of derogatory and undesirable language by the hosts and participants of these shows. (India Today, 2014)

Table 3.30 Students feel comfortable to watch 'The Kapil Sharma Show' with other members of the family.

Factors	Frequency	Percent
Strongly agree	150	25.2
Agree	291	48.9
Neutral	67	11.3
Disagree	47	7.9
Strongly disagree	40	6.7
Total	**595**	**100.0**

Table 3.30 reveals that 48.9% respondents agree that they feel comfortable when they watch 'The Kapil Sharma Show' with other members of their family (despite objectionable or vulgar words being used by the participants of the talk show) followed by 25.2% who strongly agree, followed by 11.3% who are neutral whereas 7.9% disagree and 6.7% strongly disagree. Hence, we can conclude that majority (48.9%+25.2%= 74%) agree that they feel comfortable when they watch 'The Kapil Sharma Show' with other members of their family.

Fig. 3.30.1 Graphical representation of students feeling comfortable watching 'The Kapil Sharma Show' with other members of the family.

Students feel comfortable to watch 'The Kapil Sharma Show' with other members of the family
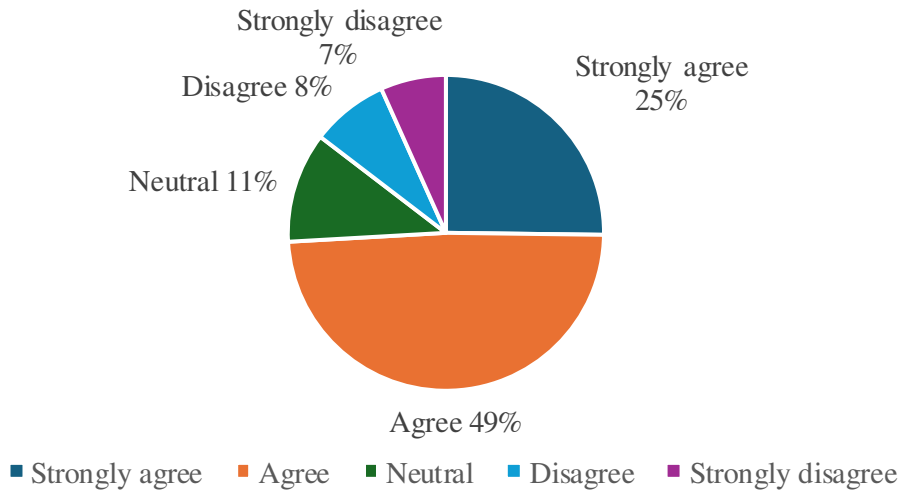
3.9.8 Frequency distribution for the talk shows, 'Koffee with Karan" and "The Kapil Sharma show' adding value to life/education.

Since these talk shows are highly popular and it is viewed by a large number of audiences, the study here is trying to find out the value being added to the life and education of university students by watching these shows.

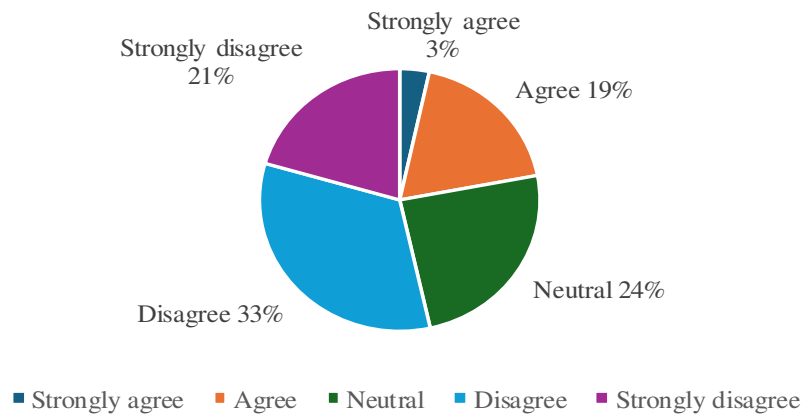**Table 3.31** The talk shows - 'Koffee With Karan' and 'The Kapil Sharma Show' add value to life/education.

Factors	Frequency	Percent
Strongly agree	20	3.4
Agree	111	18.6
Neutral	146	24.5
Disagree	196	33.0
Strongly disagree	122	20.5
Total	**595**	**100.0**

Table 3.31 shows that 33% disagree that the two talk shows add value to their life/education followed by 24.5% neutral. On the contrary 20.5% strongly disagree and 18.6% agree to the statement while 0nly 3.4% strongly agree.

The study concludes that 53.5% of the respondents disagreeing with the statement that the talk shows- 'Koffee With Karan' and 'The Kapil Sharma Show' add value to life/education.

Fig. 3.31.1 The talk shows - 'Koffee With Karan' and 'The Kapil Sharma Show' add value to life/education

'Koffee With Karan' and 'The Kapil Sharma Show' add value to life/education

Legend: ■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

3.9.9 Frequency distribution for the content of 'Koffee with Karan' and 'The Kapil Sharma Show' being socially relevant.

There have been many talk shows which have made significant contributions to society. Here, the researcher is trying to find out from university students regarding their perception about the social relevance of these two talk shows which are highly popular among the viewers.
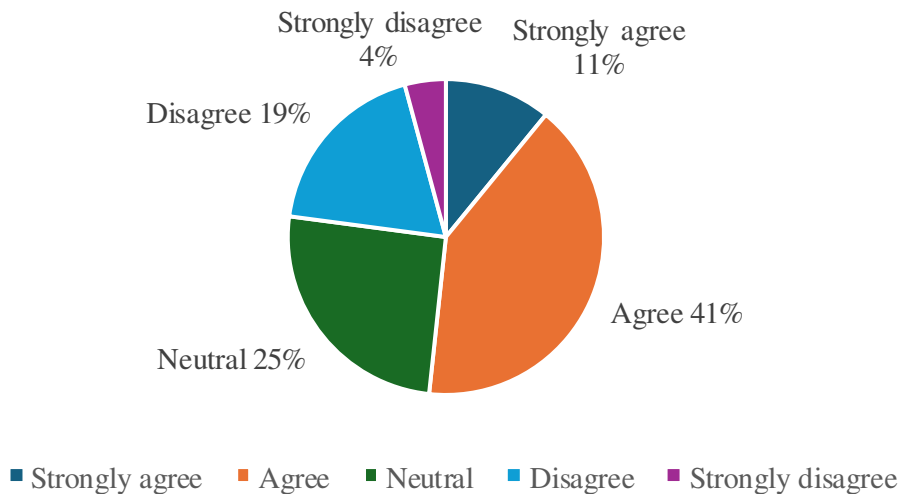
Table 3.32 The content of 'Koffee With Karan' and 'The Kapil Sharma Show' is socially relevant.

Factors	Frequency	Percent
Strongly agree	65	10.9
Agree	243	40.8
Neutral	151	25.4
Disagree	111	18.7
Strongly disagree	25	4.2
Total	**595**	**100.0**

Table 3.32 shows that maximum (40.8%) of the respondents agree that the content of the talk shows is socially relevant followed by 25.4% neutral. On the contrary 18.7% disagree and 10.9% agree with the statement. 10.9% strongly agree and 4,2% strongly disagree. The study concludes that majority 52% of the respondents agreeing with the statement that the content of 'Koffee With Karan' and 'The Kapil Sharma Show' is socially relevant.

Fig. 3.32.1 The content of 'Koffee With Karan' and 'The Kapil Sharma Show' is socially relevant

The content of 'Koffee With Karan' and 'The Kapil Sharma Show' is socially relevant

Strongly disagree 4%
Strongly agree 11%
Disagree 19%
Agree 41%
Neutral 25%

■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

3.9.10 Frequency distribution for the content of talk shows, 'Koffee with Karan' and 'The Kapil Sharma Show' being relatable to your life.
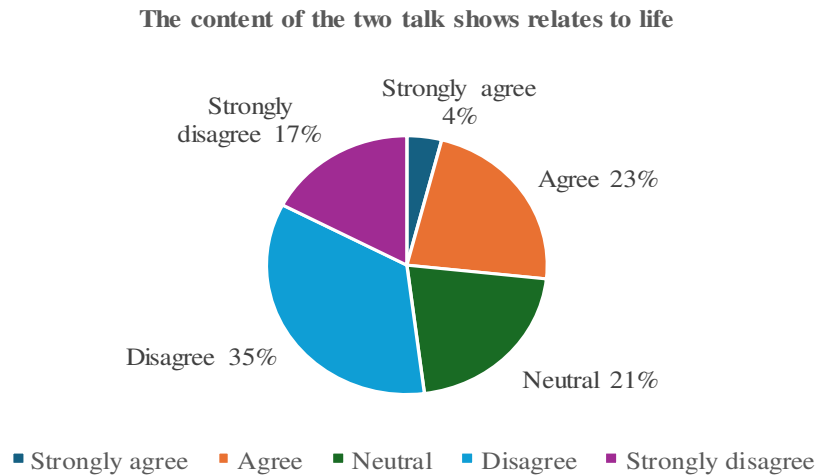
In today's age of digital media young students have access to different kinds of talk shows. People find the content of many talk shows relatable to their lives when they watch it. The study here is trying to analyse if the university students of Assam think that the content of these two talk shows are relatable to their life and aspirations.

Table 3.33 The content of the two talk shows relates to life

Factors	Frequency	Percent
Strongly agree	24	4.0
Agree	135	22.7
Neutral	127	21.3
Disagree	206	34.7
Strongly disagree	103	17.3
Total	**595**	**100.0**

Table 3.33 shows that maximum (34.7%) disagree that the content of the talk shows relates to their lives, 17.3% strongly disagree whereas, 22.7% agree that the content of the talk shows relates to their lives and 4% strongly agree with the statement while 21.3% are neutral. The study concludes that majority 52% disagreeing that the content of the talk shows- 'Koffee With Karan' and 'The Kapil Sharma Show' relate to their life.

Fig. 3.33.1 Graphical Representation - content of the two talk shows relates to life

The content of the two talk shows relates to life

Strongly agree 4%
Agree 23%
Neutral 21%
Disagree 35%
Strongly disagree 17%

■ Strongly agree   ■ Agree   ■ Neutral   ■ Disagree   ■ Strongly disagree

3.9.11 Frequency distribution for making the content of the talk shows, "Koffee with Karan" and "The Kapil Sharma Show" better in quality.

There is a room for improvement in every work. As discussed in chapter one and two, talk shows have also evolved in many ways during the last few decades. The researcher here is trying to understand from the perspective of
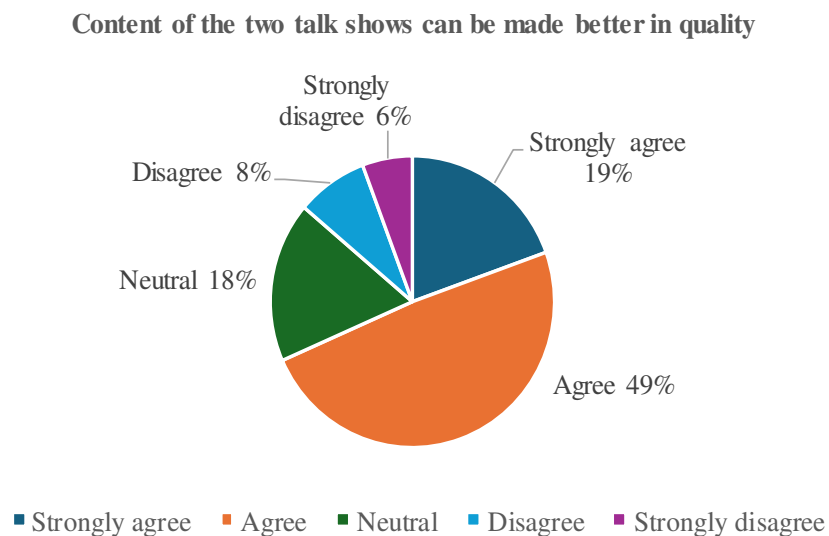
the university students of Assam that how and whether the content of these highly popular talk shows featuring celebrities from Hindi cinema have the potential to become better in quality.

Table 3.34 Content of the two talk shows can be made better in quality.

Factors	Frequency	Percent
Strongly agree	116	19.5
Agree	291	48.9
Neutral	106	17.8
Disagree	48	8.1
Strongly disagree	34	5.7
Total	**595**	**100.0**

Table 3.34 shows that maximum 48.9% of the respondents agree that the content of the talk shows can be made better in quality followed by 19.5% who strongly agree. On the contrary 8.1% disagree and 5.7% strongly disagree with the statement. 17.8 % opted for neutral. The study concludes that majority 68.4% agreeing with the statement that the content of both the talk shows can be made better in quality.

Fig. 3.34.1 Graphical Representation - Content of the two talk shows can be made better in quality

Content of the two talk shows can be made better in quality

Strongly disagree 6%

Disagree 8%

Neutral 18%

Strongly agree 19%

Agree 49%

■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

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