

4

The way forward

4.1 Introduction

This chapter deals with the major findings of the study that give insights and an in-depth understanding of the influence of talk shows with celebrities of Hindi Cinema on university students of Assam. The study is based on two highly popular Indian talk shows among selected population. The two talk shows are: ‘The Kapil Sharma Show’ and ‘Koffee with Karan’. The study intervenes in the major research problems and fills the gaps in the responses of the sample studied on the influence of the talk shows on students in selected universities of Assam. Foregrounding the given analysis and interpretation, the study justifies the key research questions and spells out the rationale behind the objectives of this study. Perhaps, revealed the significance of talk shows and its influence on the university students and thereby suggesting how to make the popular talk shows with celebrities of Hindi cinema more socially relevant.

4.2 Major Findings of the Study

The findings of the study have been divided into four broad categories based on the objectives of the research. It highlights how and why the two talk shows featuring

celebrities from Hindi Cinema are more popular, observes the contents of the talk shows from the perspective of the students in terms of entertainment, information and influence, evaluates the influence of the talk shows on the value, behaviour and language and also suggests finding ways and means to make talk shows socially relevant based on the responses of the sample population.

4.2.1 Analysis of the two most popular talk shows featuring celebrities from Hindi cinema.

- The study revealed that the majority (58.3 percent) of the respondents watch the two talk shows once in a month, followed by 19.2 percent watching the talk shows twice a month.
- The majority of the students (68.7 percent) watch the talk shows for 1-30 minutes in a day.
- The study interestingly found that the majority of the respondents (29.7 percent) watch the two talk shows because of the content, followed by 28.2 percent who watch the two talk shows because of all the given factors and 26.9 percent watch the two talk shows because of the guest(s).
- The study analysed that the majority of the sample (73.4 percent) watch the talk shows due to the celebrity guests (film actors & directors) invited from Bollywood and Hindi Cinema.

4.2.2 Content of the talk shows in terms of entertainment, information, and influence.

- The majority (73.2 percent) of the respondents agree that the two talk shows provide general information about celebrities' life.
- The majority (58.1 percent) agree that the two talk shows improve their sense of fashion and style.

- The majority (54 percent) agree that they learn social etiquette when they watch the two talk shows.
- The majority of the respondents (46.1 percent) disagree that the talk shows influence them to change their lifestyle.
- The study reveals that the majority of the respondents (65.5 percent) feel happy and satisfied after watching the talk shows.

4.2.3 Students' perspective regarding influence of talk shows on their values, behaviour, and language.

- The majority of the respondents (51 percent) agree that the talk shows influence students to change their behaviour while talking to family and friends.
- The study reveals that a total of 51 percent of respondents don't agree that the two talk shows help them to understand what is acceptable and what is not acceptable in life.
- The study found that a total 52 percent of respondents disagree that the two talk shows provide guidance for changing society.
- The study reveals that 51.5 percent of respondents disagree that the language used in 'Koffee With Karan' is not suitable for our society.
- The majority of the respondents (51 percent) disagree that the language used in 'The Kapil Sharma Show' is not suitable for our society.

4.2.4 Possible ways and means to make talk shows socially relevant.

- The study reveals that the majority (52.1 percent) disagree that the conversation in the talk shows inspires them to become successful and famous.

- The majority (51 percent) of the respondents agree that participants of ‘Koffee With Karan’ use objectionable words or inappropriate language.
- The study reveals that the majority (52 percent) of the respondents agree that participants of ‘The Kapil Sharma Show’ use objectionable words or inappropriate language.
- The majority (69.6 percent) of the respondents don’t watch ‘Koffee With Karan’ with family including children. This reveals that the majority of the students know that the show is not suitable for children.
- The majority (73.4 percent) of the respondents watch ‘The Kapil Sharma Show’ with their family including children, (despite knowing that objectionable or inappropriate words are used by the participants of the talk show as revealed in the study earlier).
- The results show that the majority (52.2 percent) disagree that they feel comfortable when they watch ‘Koffee With Karan’ with other members of their family.
- The study reveals that 74 percent of university students agree that they feel comfortable when they watch ‘The Kapil Sharma Show’ with other members of their family.
- The study concludes that the majority (53.5 percent) of the respondents disagree with the statement that the two talk shows - ‘Koffee With Karan’ and ‘The Kapil Sharma Show’ add value to life/education.
- The study reveals that the majority (52 percent) of the respondents agree with the statement that the content of ‘Koffee With Karan’ and ‘The Kapil Sharma Show’ is socially relevant.
- It was found that the majority (52 percent) disagree that the content of the talk shows - ‘Koffee With Karan’ and ‘The Kapil Sharma Show’ relate to their life.

- It was revealed that the majority (68.4 percent) of university students agree with the statement that the content of both talk shows can be made better in quality.

4.3 Discussion

According to the findings of the survey, the university students in Assam watch the two shows - 'Koffee With Karan' and 'The Kapil Sharma Show' available through various media platforms namely - YouTube, Television and OTT because they like the content and the celebrity guests from Hindi cinema are invited in the shows. The university students watch the two talk shows as they gain information about celebrities' life, derive happiness, learn about fashion, dressing style, social etiquette, communication skills. The university students also watch the two talk shows to utilize their free time and also because it relieves them from stress. The theory of Uses and Gratification is applied to this research study. The viewers are using media as per their needs and satisfaction. (Blumler & Katz, 1974).

The two talk shows influence the university students to change their behaviour while talking to their family and friends. The students also agree that the two talk shows are socially relevant, and the content can be made better in quality. The study reveals that the talk shows can be made more socially relevant if they can be made better by adding content which would relate to the life of the viewers (university students) and can inspire or give direction to the university students for changing the society and add value to their lives and education. Since the university students agree that the language used in both the popular talk shows are suitable for our society it can be highlighted that Cultivation Theory is applicable here. Potter in "Perceived reality and cultivation hypothesis." (1986), found that the degree and type of perceived reality of violent TV content are better at explaining training effects than the more common ways of measuring exposure to violent content. (Potter, 1986)

The repetitive use of objectionable words and inappropriate language being used by the participants and broadcast in both the popular talk shows have cultivated it in the minds of the viewers (the university students) that it is okay and acceptable to use such words or language and it is the real world. (Gerbner, 1972). Whereas in real

world it is not acceptable to use objectionable words and undesirable language in university campus or our society. Since, the talk shows are watched by the students with family including children, it is suggested that the use of objectionable words and inappropriate language be reduced in both the popular talk shows so that these can be watched comfortably with other members of family.

4.4 Justification of the study

The key research questions have been justified with the help of the received responses from the selected universities in Assam. Why do the university students watch the popular talk shows featuring celebrities from Hindi Cinema, whether these talk shows can influence the value system, behaviour and language of the research population, how does the talk show influence the university students and how the talk shows can be made more socially relevant, have been discussed below:

4.4.1 The university students watch the popular talk shows featuring celebrities from Hindi Cinema.

The study revealed that the two popular talk shows - Koffee with Karan ('Koffee With Karan') and The Kapil Sharma Talk Show ('The Kapil Sharma Show') featuring celebrities from Hindi cinema are watched more by female than male university students in the age group of 21-23 years. University students in Assam watch the two most popular talk shows for 1-30 minutes, at least once in a month due the content and the guests invited in the shows.

University students prefer to watch the two talk shows on various platforms. Students prefer to watch the talk shows more on YouTube followed by Television and OTT. Content wise, 'The Kapil Sharma Show' is more popular than 'Koffee With Karan' among the university students in Assam. According to the survey results, there is a co-relation between watching the talk shows 'Koffee With Karan' & 'The Kapil Sharma Show' by university students and its availability on different platforms. There

is a co-relation between watching the talk shows and content being liked by the university students.

4.4.2 Influence of talk shows on the values, behaviour and language of the research population.

The two talk shows influence the university students to change their behaviour while talking to their family and friends. The study revealed that the university students disagree that the language used in both the shows is not suitable for our society. This indicates that the students find the use of objectionable words or language normal which according to the Cultivation Theory has been accepted by the university students due to the exposure of the students to the repetitive use of such words or language in both the talk shows. University students think that it is the reality of life to use derogatory terms for women – which is a matter of grave concern.

The two talk shows do not help the university students of Assam to understand what is acceptable and what is not acceptable in life neither do they provide any direction for changing the society. According to the survey results, there is a co-relation between watching the talk shows and various purposes being derived by the university students from them. Hence, the Uses and Gratification Theory is clearly applicable to this study.

4.4.3 Talk shows can be made more socially relevant.

The two talk shows do not inspire university students to become successful and famous. The university students agree that the participants of both the talk shows use objectionable words or inappropriate language. The university students in Assam don't watch 'Koffee With Karan' with family including children, nor do they feel comfortable watching the talk show - 'Koffee With Karan' with other members of their family. The university students in Assam watch 'The Kapil Sharma Show' with their family including children and they feel comfortable watching the talk show with other members of their family.

The two talk shows don't add any value to the life and education of university students in Assam. The university students agree that the content of both the talk shows is socially relevant, but it does not relate to their lives. The university students in Assam agree that the content of both the talk shows can be made better in quality.

4.4.4 Influence of talk show on university students in other aspects

The two talk shows provide general information about celebrities' life and improve university students' sense of fashion and dressing style. University students also learn social etiquette when they watch these two talk shows. University students feel happy when they watch the two talk shows. 'The Kapil Sharma Show' is more helpful than 'Koffee With Karan' in improving communication skills of the university students. Thus, the students do use media to satisfy their needs and gratification. Hence, again it can be observed that uses and gratification theory is clearly applicable here and both the talk shows do influence the university in many ways as mentioned above.

The two most popular talk shows do not influence the university students to change their lifestyle. Whereas both the talk shows are watched by the university students of Assam for the purpose of entertainment followed by utilizing their free time by watching the talk shows and for relieving their stress compared to gaining information and education.

Image 1 Talk show- 'Koffee with Karan'.



Photo Courtesy: India Today (2019)

Image 2 Talk show- ‘The Kapil Sharma Show’.



Photo courtesy: India TV News (2022)

4.5 Views and Opinions of University Students

This study has been conducted in the backdrop of the immense popularity of two Indian TV talk shows in the recent years viz., *The Kapil Sharma Show* and *Koffee with Karan*. The study aims to look beyond the mere entertainment aspect of these two shows to understand and delve deep into the reasons for their high TRP ratings. The Indian television viewers have always been driven mainly by the basic quests for entertainment and information. As a result, their general behaviour and lifestyle have been greatly influenced by what they imbibe from television. The study has been done under the umbrella of uses and gratification theory and cultivation theory. This research is an attempt to analyse the reach, acceptability, impact and extent of influence of such talk shows on youth audience and hence, university students were chosen for the collection of data.

While interacting with students across different university campuses for the research, their views and opinions regarding these two popular talk shows were collected in addition to the survey questionnaire. The students were quite expressive and were quite clear in their mind. Kapil Sharma, the host of *The Kapil Sharma Show* was liked by the young audiences for his sharp wit and natural humour. His ease of interaction and warm bonhomie with his celebrity guests in his show greatly

impressed the viewers. Due to its immense popularity and wide reach, *The Kapil Sharma Show* has been a much sought after advertisement platform for most film producers, directors and actors for the promotion of their movies – which also translates into higher TRP (television rating point) and commercial success for the show as well.

Needs for social identity, interpersonal contact, parasocial engagement, amusement, escape, and monitoring are among the things that people wish to be satisfied with the rapid emergence of new communication technologies, there is an increasing variety of potential applications and leisure study areas. (Ruggiero, 2000)

The study revealed that besides providing the viewers (university students) with the latest information on new film releases, they also picked up the latest trends in fashion wear and entertainment from the celebrities on the show. Students revealed that during times of stress or illness when they are forced to remain at home, such light-hearted talk shows bring a lot of relief and refresh their minds. Moreover, it's quite easy to view the show across other OTT platforms as well as per the convenience of time and place. The host, Kapil Sharma, is a popular stand-up comedian who has been entertaining viewers since 23rd April 2016 in India and his talk show has successfully completed five seasons till date on popular demand. The talk show was first broadcast by *Sony Entertainment Television*. (IMDb, 2023)

However, the students were not completely comfortable with the content in *The Kapil Sharma Show*. For instance, they found men cross-dressing up as women to be quite demeaning and distasteful. There were elements of forced humour by way of targeting female characters and the poor portrayal of women that did not go down well with them.

Either deliberately or subconsciously, the viewers (students) did seem to pick up the mannerisms, tone and language (certain words) being used in the show while communicating with their friends and family – showing the influence that the host Kapil Sharma, has over his audiences. The students tend to accept the attitude and language of the show's host as 'normal' by today's standards, who in the guise of humour, at times goes overboard and frequently makes fun of his fellow artists with comments such as, "*Ullu kahin ka! Ja dafa ho ja yahan se!*" (You owl, get out of here!) or "*Bakwaas bandh kar, ja nikal ja yahan se!*" (Stop talking nonsense, get out

of here!), etc. Students at times unintentionally imitate the participants on the show and make fun of their friends or behave similarly with other members of their family.

Now that this talk show has reached out to a wider international audience across the globe via Netflix under a new name - *The Great Indian Kapil Show*, such shows might give a poor impression to viewers outside the country. Harris and Karafa in “A Cultivation Theory Perspective of Worldwide National Impressions.”, emphasized that people form impressions of other nations and their people based on little knowledge. They have further emphasized that cultivation theory is especially useful regarding the media's role in forming national impressions. This idea focuses on how people are exposed to repeated patterns of pictures, stories, and messages through media. Most of the time, what people see on TV is what they believe. (Harris, & Karafa, 1999)

Regarding the other TV talk show, *Koffee with Karan*, the university students did admit that it helps in improving their communication skills. The host of the show, Karan Johar, himself is effortlessly witty and suave. He is an established producer and director in the Hindi film industry and has been entertaining viewers through his talk show since 2004. The last season of *Koffee with Karan* was wrapped up in January 2024. The first episode of *Koffee with Karan* was aired on 19 November 2004 on *Star World*. Later it moved to *Disney+Hotstar* as a streaming. (IMDb, 2023). As all the episodes are easily available on OTT channel and YouTube these days, students can watch it whenever they are free. It was found during the interaction that the show is so popular that the majority of the university students have watched all eight seasons of *Koffee with Karan*. They found the format of the show light-hearted, interesting and entertaining. They primarily watch it because of the celebrity film stars who are invited as guests.

However, the students are of the opinion that the content of the show can be improved by removing or controlling gossip, frivolous content and use of slang language. They confessed that at times the language and the words used by the host and the guests in some of the episodes are unacceptable as they were loaded with double meanings. Such episodes became very controversial and thereby got higher TRP ratings. Hence, during the survey, it was not surprising to find what a group of students of BA JMC (second semester) were discussing about one particular episode

of *Koffee with Karan*, (episode four of season seven available on YouTube). The two celebrity guests in that episode were popular Indian film actors Ananya Panday and Vijay Deverakonda. (Image 9, page no-156). 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). Such open conversation on topics that are supposed to be confined to close and private circles, are yet to find wider acceptance in our present-day society. While most of the viewers feel uncomfortable, some regular viewers find it normal to use words like “hot”, “sexy” and “bitchy”. Talking about their dating and sex lives openly with their friends is also accepted as normal in their day-to-day life just as the host of the show, Karan Johar, discusses with his celebrity guests, maybe, to gain more TRP for his show. Therefore, the students do not feel comfortable watching the show with other members of the family and children at home.

4.6 Conclusion

Researchers in different parts of the world have tried to study the influence of popular talk shows on students’ behaviour and communication skills. Studies have found that talk shows influence the students in both positive and negative ways. Talk shows are comparatively less expensive programs that can be produced and broadcast by any television and OTT channel for viewers with less preparation and time. Celebrity talk shows attract more viewership, and they are aired during prime time between 8 PM to 10 PM (night) during the weekends when they can be watched by the entire family together at home. Much research has been conducted in terms of influence of talk shows on students across the globe but there has been hardly any research - specifically on the university students of Assam, India.

Cultivation Theory by George Gerbner and the Uses and Gratification Theory were tested to check the influence of the two highly popular talk shows with celebrities from Hindi cinema on university students. The Uses and Gratification Theory is attributed to researchers Jay G. Blumler and Elihu Katz. The theory originated, however, with the research of Harold Laswell. As the talk shows are available in television channels, YouTube and OTT channels, students watch the talk shows on a regular basis to gain information about various aspects of life of their

favorite celebrities from Hindi cinema and sometimes from the world of sports. Knowingly or unknowingly, young students tend to imitate the behaviour and language of the participants in the talk shows, specifically the celebrity talk show hosts and the invited celebrity guests who interact with each other.

The study was conducted with a sample population of 595 university students from five selected universities of Assam, viz., Dibrugarh University, Tezpur University, Assam University, Gauhati University and The Assam Royal Global University. Data was collected by using the close ended survey as a tool. Frequency distribution and chi-square test were used to analyze the data.

The questionnaire included questions on the two highly popular talk shows, namely 'Koffee With Karan' and 'The Kapil Sharma Show', with celebrities from Hindi cinema and their influence on university students. The survey analyzed that the students watch both the talk shows primarily for entertainment and to relieve their stress. The talk shows help university students to learn about social etiquette, fashion, style and acquire general information about the life of celebrities. Thus, university students use media to satisfy their needs and derive happiness by watching these popular talk shows. Hereby, the talk shows are influencing the university students of Assam in a positive way.

The study found that there is an association between the students watching the talk shows and improvement in their communication skills. Students are also aware that the participants of the talk shows sometimes use undesirable language, and they are still okay with that. By broadcasting talk shows with repetitive use of undesirable words and language it is cultivated in young minds that use of such words or language is a reality of life and is acceptable in society. Proper measures like face-to-face interaction and counselling should be conducted by faculty members of the universities to keep a check on the words and language being used by the university students on campus. Appropriate steps to increase media literacy and awareness among students regarding what is acceptable and what is not acceptable would help in the development of society.

Research by statisticians has revealed that availability, repeat viewing, and channel loyalty all predict which programme viewers would pick above others (Goodhardt et al., 1987; Webster & Wakshlag, 1983). In research on programme and

channel selection (Heeter, 1989), 23% of respondents could not identify the channels they typically viewed. This supports this point of view. Some scholars say that most viewers should pay more attention to the content or channels they watch, but most people choose what is shown on TV (Rosenstein and Grant, 1997).

The present study reveals that university students don't feel comfortable to watch 'Koffee With Karan' with other members of the family. The results also point out that the university students find a change in their behaviour while talking to their friends and family after watching these two popular talk shows. Hence, there is a need that the producers, host and the participants of the talk shows take necessary steps to reduce and control the use of objectionable words and language as it is widely watched by the university students with other members of the family including children.

Needs for social identity, interpersonal contact, parasocial engagement, amusement, escape, and monitoring are among the things that people wish to be satisfied with the rapid emergence of new communication technologies, there is an increasing variety of potential applications and leisure study areas. We live in the information age, where computers have become a big part of our personal and social lives. (Ruggiero, 2000)

The results clearly state that there is a relationship between availability of these talk shows in various media platforms and students watching the shows. The majority of university students watch the talk shows on YouTube followed by television and OTT channels. Actions to include conversation on related topics in these popular shows that would inspire and add value to the life and education of the students would help in the all-round development of the university students. The present study indicates that the current talk shows don't guide university students, nor do the talk shows add any value to their education. University students agree that content wise both the popular talk shows can be made better in quality. Popular talk shows have the potential to be used for the benefit of the students in the teaching – learning process with the inclusion of topics related to the aspirations and life of the young viewers.

4.7 Suggestions

- It is necessary to implement certain rules and regulations in the educational institutions to monitor what the students are watching on internet. It is important for the faculty members to keep a watch on university students in campus so that they don't indulge in viewing such popular talk shows with celebrities from Hindi Cinema during their spare time that would adversely influence and change their behaviour towards their friends and family.
- Implementation of effective strategies to enhance media literacy and awareness among university students regarding what is socially and morally acceptable and what is not acceptable would contribute to societal development significantly. University students, due to their impressionable age intentionally or unintentionally imitate inappropriate behaviour and undesirable language or words used by their favourite celebrity while they watch them interacting with the host in the talk shows. Appropriate actions like face-to-face interaction and counselling may be implemented by the faculty members of the universities to keep a check on the communication and language being used by the university students on campus.
- It is crucial that the producers, host and the participants of these talk shows make conscious efforts to reduce and control the use of inappropriate words and language as it is widely viewed by the university students with other members of the family including children. Repetitive use of such derogatory words in these popular talk shows can adversely affect the attitude of the university students as they watch these shows on a regular basis. They need to be more gender sensitive.
- Both the popular talk shows have the potential to be used for the benefit of the students in the teaching – learning process with the inclusion of topics related to the aspirations of the young viewers. Talk shows on internet hosted by popular and National award-winning hosts and creators with motivational content such as Ranveer Allahbadia's "Beerbiceps" and Kamiya Jani's "Curly Tales" may be added in the curriculum of the university students. (Images 11 & 12, p.no-157) The results of this current study have revealed that there is a relationship between viewing talk shows and improvement in communication

skills among university students. Moreover, students learn about social etiquette, new trends in fashion and feel entertained, which is also required for relieving stress. After watching such interesting talk shows where a lot of information is shared during the conversation, students would feel inspired. These factors contribute towards nation building.

- According to the bureau report of THE HINDU published online, on March 08, 2024, Prime Minister Modi gave away the first-ever National awards for online content creators. PM acknowledged creators' significant contribution in nation-building. (THE HINDU, 2024). The awardees include Ranveer Allahbadia (Beerbiceps) and Kamiya Jani of 'Curly Tales' among many others. (Beerbiceps, 2024, Curly Tales, 2024). (Image 13, p.no-158) Ranveer's podcast – "Beerbiceps" features talk shows with Bollywood stars, athletes, entrepreneurs, and all kinds of motivational celebrities. He has garnered a huge fan following in his capacity as a content creator. Through his YouTube channel he hosts and showcases talk shows on productivity, fitness, mental health, and success mantras. (Beerbiceps, 2022). Kamiya Jani is the founder of 'Curly Tales'. Her videos showcase talk shows on food, travel & lifestyle. She showcases the beauty of India in her videos on YouTube which inspires the youth of the country. (Curly Tales, 2024). Celebrities from Hindi Cinema and other celebrities are invited as guests on her talk shows. The inclusion of such talk shows available on the internet in the daily routine and curriculum of university students will make teaching-learning in classrooms more interesting and vibrant.

4.8 Limitations and Future scope of the study

- The study was conducted in the selected five universities of Assam. A further study may be conducted with the inclusion of all the universities of Assam. Future aspects of adding talk shows to the curriculum of university students may also be conducted.
- The study focused on talk shows with celebrities from Hindi Cinema only. Future studies on talk shows on various news channels with politicians and

influential figures viewed by students may broaden the horizon and scope of such shows in academics.

- The study was about the perspective of university students only. A comparative study on the perspective of educators and students may give a deeper insight into the influence of such talk shows in educational institutions.
- The present study focused on the influence of talk shows primarily on the communication and behaviour of university students. Further studies may be carried out on the influence of popular talk shows with celebrities on mental health and parasocial relationships of students.

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