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Appendices

Conceptual Terms Used

Behavior	Behavior refers to how one acts or conducts oneself, especially towards others.
Bollywood	Bollywood is used for the popular Indian film industry in Mumbai (Bombay).
Celebrity	Celebrity in this study refers to a famous person, especially in entertainment and sports.
Communication skill	Communication skill means the ability to convey or share ideas and feelings effectively.
Content	Content in this study refers to the interaction between guests in a talk show on various topics and their opinions and expertise. Talk shows often cater to the credibility of one's life experiences as opposed to educational expertise.
Entertainment	The term entertainment means providing or being provided with amusement or enjoyment.
Family	The term family refers to a group of one or more parents and their children living together as a unit.
Fashion	A popular or the latest clothing style, hair, decoration, or behavior.
Hindi cinema	Hindi cinema in the study refers to India's Hindi-language movie industry. The word is often used to describe Indian cinema, but more precisely, it means Hindi movie.

Host	Host in this study refers to the person who presents a television show. A TV talk show host is a TV personality. They may lead their talk show, inviting guests to discuss various topics.
Influence	The capacity to influence the character, development, or behavior of someone or the effect itself. In this thesis, the term influence refers to the influence of TV talk shows on university students.
Lifestyle	The term lifestyle means a way of living or how a person lives.
Objectionable words	Unpleasant or offensive. This study means words used by the talk show hosts or participants cause distaste or disapproval.
OTT platforms	OTT stands for 'over-the-top' and refers to technology (OTT services or platforms) that delivers streamed content via internet-connected devices. In mobile marketing, OTT is often explicitly discussed within the context of video content.
Participants	In this thesis, the term participants refer to the celebrity guests invited by the talk show hosts to participate in the show and interact.
Popular	Liked or admired by many people.
Social etiquette	Social etiquette is an accepted code of conduct displayed regarding interpersonal communication. This ensures the conversational exchange is polite, respectful, and welcoming for all parties involved.
Talk show	The term talk show in this thesis refers to a chat show, especially one in which celebrity guests from Hindi cinema are invited to participate in an interaction.

TRP TRP stands for television rating point or target rating point. It is a metric that informs about a show's success on TV. It is used to evaluate which TV programme has been most viewed on TV.

Undesirable language In this thesis, undesirable language refers to the language used by the talk show hosts and the celebrity guests during their interaction that is not desirable or approved.

University students In this thesis, university students refer to students currently enrolled or studying there.

Value In this thesis, values refer to principles or standards of behavior, one's judgment of what is essential in life.

Images

Image 3 Talk show- ‘The Oprah Winfrey Show’ from USA



Photo Credit: The Guardian (2016)

Image 4 Talk show host: Larry King in CNN Show 2010



Photo Credit: CNN (2020)

Image 5 Talk show - ‘Phool Khile Hain Gulshan Gulshan’ with Tabassum



Photo Credit: The Print (2019)

Image 6 Talk show - ‘Rendezvous with Simi Garewal’



Photo Courtesy: The Indian Express (2017)

Image 7 Talk show- ‘Satyamev Jayate’ with Aamir Khan



Photo courtesy: India TV (2014)

Image 8 Talk show- ‘Koffee with Karan’. The episode with cricketers Hardik Pandya and K L Rahul.



Photo credit: India TV (2019)

Image 9 Talk show- ‘Koffee with Karan’. The episode with actors Ananya Pandey and Vijay Devrakonda.



Photo credit: NDTV movies desk (2022)

Image 10 ‘The Kapil Sharma Show’. Episode of the talk show with actress Hema Malini



Photo courtesy: Bollywood Hungama (2020)

Image 11 ‘The Ranveer Show’ (TRS), also known as Beer Biceps Podcast



Photo credit: Beerbiceps (2022)

Image 12 ‘Curly Tales’. Talk show host and journalist Kamiya Jani with cricketer Virat Kohli



Photo Courtesy: Kamiya Jani (2019)

Image 13 Prime Minister Modi giving away the first-ever National awards for online content creators on March 08, 2024



Photo Credit: Hindustan Times (2024)

Questionnaire

Dear Sir/Ma'am,

I, Florence Handique Rabha, take this privilege to conduct a survey on the topic, *Influence of talk shows with Celebrities of Hindi Cinema on University Students in Assam: A study of two most popular Indian talk shows among selected population* for the partial fulfillment of the degree of Doctor of Philosophy in Mass Communication at The Royal School of Communications and Media under The Assam Royal Global University, Guwahati. This questionnaire is meant only for academic purposes and shall not be used for commercial objectives. Information gathered through this questionnaire will be binding on the researcher in terms of privacy and secrecy under the prevalent law of the land. Filling up the questionnaire might take about ten minutes. Please tick only one out of the given options in the bracket. I would be glad if you also share your valuable suggestions and inputs at the end of the questionnaire.

Demographic Profile of the Respondent

Full Name (optional):
.....

Email (mandatory): **ID**

Name of the institution:

- (i) The Assam Royal Global University, Guwahati []
(ii) Assam University, Silchar []
(iii) Tezpur University []
(iv) Gauhati University []
(v) Dibrugarh University []

Current Academic Status:

- (i) Graduation [] (ii) Post Graduation []
(iii) Post Graduation Diploma [] (iv) PhD []

Gender:

- (i) Female [] (ii) Male [] (iii) Others []

Age Group in Years:

- (i) 18-20 [] (ii) 21-23 []
(iii) 24 -26 [] (iv) 27 and above []

PART-I

To analyse two most popular talk shows- ‘The Kapil Sharma Show’ and ‘Koffee with Karan’ featuring celebrities from Hindi Cinema.

1. How frequently do you watch the above two talk shows in a month?

- a) Once in a month []
b) Twice in a month []
c) Thrice in a month []
d) Four times in a month []
e) Five times and above in a month []

2. How much time do you spend watching talk-show(s) in a day?

- a) 1- 30 minutes []
b) 31 – 60 minutes []
c) 61- 90 minutes []
d) 91- 120 minutes []
e) 121 minutes and above []

3. You watch a talk-show because you like:
- a) The host []
 - b) The content []
 - c) The guest(s) []
 - d) The format []
 - e) All the above []
4. You watch ‘Koffee with Karan’ and ‘The Kapil Sharma Show’ because it has celebrity guests (successful people) from:
- a) Sports []
 - b) Bollywood (film actors & directors) []
 - c) South (film actors & directors) []
 - d) Music world []
 - e) Politicians []
5. Rate the content of the talk shows- ‘Koffee with Karan’ and ‘The Kapil Sharma Show’ in the scale of 1 to 5. (5 being the most liked and 1 being the least).

Factors	Scale 1	Scale 2	Scale 3	Scale 4	Scale 5
Koffee With Karan					
The Kapil Sharma Show					

6. Rate the following factors on ‘The Kapil Sharma Show’ that you watch on different platforms according to you on a scale of 1 to 5 (5 being the most watched and 1 being the least).

Factors	Scale 1	Scale 2	Scale 3	Scale 4	Scale 5
Television					
Over The Top (OTT)					
Podcast					
YouTube					
Live Show					

7. Rate the following factors on 'Koffee with Karan' that you watch on different platforms according to you on a scale of 1 to 5 (5 being the most watched and 1 being the least).

Factors	Scale 1	Scale 2	Scale 3	Scale 4	Scale 5
Television					
Over The Top (OTT)					
Podcast					
YouTube					
Live Show					

PART - II

To study contents of these talk shows in terms of entertainment, information and influence.

- The talk-show 'Koffee with Karan' and 'The Kapil Sharma Show' improve your sense of fashion and dressing style.
 - strongly agree []
 - agree []
 - neutral []
 - disagree []
 - strongly disagree []
- You learn social etiquette when you watch 'Koffee with Karan' and 'The Kapil Sharma Show'.
 - strongly agree []
 - agree []
 - neutral []
 - disagree []
 - strongly disagree []
- 'Koffee with Karan' and 'The Kapil Sharma Show' influence you to change your lifestyle.
 - strongly agree []
 - agree []
 - neutral []
 - disagree []
 - strongly disagree []
- You feel happy and satisfied after you watch the talk-show 'Koffee with Karan' and 'The Kapil Sharma show'.

- a) strongly agree []
- b) agree []
- c) neutral []
- d) disagree []
- e) strongly disagree []

5. Rate the following factors on the following TV talk shows that help to improve communication skills according to you on a scale of 1 to 5 (5 being the most helpful in improving communication skills and 1 being the least).

Factors	Scale 1	Scale 2	Scale 3	Scale 4	Scale 5
Koffee With Karan					
The Kapil Sharma Show					

6. Rate the following factors on the purpose of watching ‘Koffee with Karan’ and The Kapil Sharma Show’ according to you on a scale of 1-5 (5 being the most and 1 being the least).

Factors	Scale 1	Scale 2	Scale 3	Scale 4	Scale 5
Education					
Information					
Relieving stress					
Entertainment					
Utilizing free time					

PART-III

To evaluate the influence of these talk shows on values, behaviour, and language.

1. ‘Koffee with Karan’ and ‘The Kapil Sharma Show’ influence you to change your behavior while talking to your family and friends.

- a) strongly agree []
- b) agree []
- c) neutral []
- d) disagree []
- e) strongly disagree []

2. ‘Koffee with Karan’ and ‘The Kapil Sharma Show’ help you to understand what is acceptable and what is not acceptable in life.

- a) strongly agree []

- b) agree []
- c) neutral []
- d) disagree []
- e) strongly disagree []
3. The talk-show, 'Koffee with Karan' and 'The Kapil Sharma Show' provide direction for changing society.
- a) strongly agree []
- b) agree []
- c) neutral []
- d) disagree []
- e) strongly disagree []
4. The language used in 'Koffee with Karan' is not suitable for our society.
- a) strongly agree []
- b) agree []
- c) neutral []
- d) disagree []
- e) strongly disagree []
5. The language used in 'The Kapil Sharma Show' is not suitable for our society.
- a) strongly agree []
- b) agree []
- c) neutral []
- d) disagree []
- e) strongly disagree []

PART-IV

To find possible ways and means to make talk shows socially relevant.

1. The conversation of the talk-show, 'Koffee with Karan' and 'The Kapil Sharma Show' 'inspire you to become successful and famous.
- a) strongly agree []
- b) agree []
- c) neutral []
- d) disagree []
- e) strongly disagree []

2. The participants of 'Koffee with Karan' use objectionable words or undesirable language.
- a) strongly agree []
 - b) agree []
 - c) neutral []
 - d) disagree []
 - e) strongly disagree []
3. The participants of 'The Kapil Sharma Show' use objectionable words or undesirable language.
- a) strongly agree []
 - b) agree []
 - c) neutral []
 - d) disagree []
 - e) strongly disagree []
4. You watch 'Koffee with Karan' with your family including children.
- a) Yes []
 - b) No []
5. You watch 'The Kapil Sharma Show' with your family including children.
- a) Yes []
 - b) No []
6. You feel comfortable when you watch 'Koffee with Karan' with other members of your family.
- a) strongly agree []
 - b) agree []
 - c) neutral []
 - d) disagree []
 - e) strongly disagree []
7. You feel comfortable when you watch 'The Kapil Sharma Show' with other members of your family.
- a) strongly agree []
 - b) agree []
 - c) neutral []

- d) disagree []
- e) strongly disagree []
8. The talk show, 'Koffee with Karan' and 'The Kapil Sharma show' add value to your life/education?
- a) strongly agree []
- b) agree []
- c) neutral []
- d) disagree []
- e) strongly disagree []
9. The content of 'Koffee with Karan' and 'The Kapil Sharma Show' is socially relevant.
- a) strongly agree []
- b) agree []
- c) neutral []
- d) disagree []
- e) strongly disagree []
10. The content of talk-show, 'Koffee with Karan' and 'The Kapil Sharma Show' relates to your life.
- a) strongly agree []
- b) agree []
- c) neutral []
- d) disagree []
- e) strongly disagree []
11. The content of the talk-show, 'Koffee with Karan' and 'The kapil Sharma Show' can be made better in quality.
- a) strongly agree []
- b) agree []
- c) neutral []
- d) disagree []
- e) strongly disagree []

Suggestion Galore:

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List of Publications

1. Rabha, F. H. (2024). Influence of Television Reality Shows On Students Of Assam: An Analysis, GMEC, ISBN 978-81-971809-2-7 (in GCEC book on conference proceedings released in April 2024).
2. Rabha, F. H., & Singh, N. R. (2022). Facebook as an agent to tackle climate change with reference to university students in Assam. *Indian Journal of Social Science and Literature. IJSSL*. ISSN: 2583-0643, 1(5), Pp. 11-23; Bhopal, India.
3. Rabha, F. H. & Chanda, R. (2022). Importance of Television Talk shows in Classroom Lectures: An analysis using 'EK Mulakat' as Reference. 1(4). ISSN: 2583-0651 (Online). *Indian Journal of Mass Communication and Journalism (IJMCJ)*.

Influence of Television Reality-Shows on Students of Assam: An Analysis

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Abstract

TV Reality Shows have become very popular among the viewers in India during recent years. Most viewers watch these shows for entertainment or information. Roadies, Kaun Banega Crore Pati, Indian Idol, Nach Baliye etc are some of the well-known Indian TV Reality Shows. This paper will focus only on TV Reality-Show, Bigg Boss (Hindi). During the lockdown in 2020-2021, it was observed that students tend to watch more shows on television or OTT platforms. This research study will try to investigate the influence of 'Bigg-Boss' on undergraduate university students of Assam, particularly on their behaviour and communication style. The study will also try to find out what kind of educational or social value the show is adding to the lives of students in Assam.

Keywords: TV Reality-Show, Bigg Boss, Influence, Students, Communication Style, Educational Value.

Introduction

A TV Reality-Show is a type of entertainment program that is based on ordinary persons which shows them in normal, unedited, unrehearsed and non-scripted situations that they encounter in the course of their lives. The content of a reality show is spontaneous and presented while it is happening, i.e., it is a real-time programme shown 'live' to viewers. The USP of reality television shows is that it has to be based on real-life situations and daily issues – that can be a mix of both information and entertainment. It can also include drama and documentary. (Hill, 2005)

A reality TV show can highlight and cover any subject that affects human beings - such as any individual talent or skill, performance, success & failure, relationship issues, competitions & challenges, and any other situation that the scriptwriters can imagine. The content of typical reality

television shows appears factual and 'as-it-is' or news-like. Participants are expected and encouraged to be free and bold in expressing their raw emotions. They compete, dispute, argue, misbehave, fight, abuse, cry, laugh, make fun of the failures of others, plot and conspire.

Origin of tv reality shows

Reality television shows had their origin in the late 1940s - when a show named the Candid Camera was first broadcast. However, they became immensely popular only in the recent decades. For instance, Survivor (debut year 2000) was one of the first popular reality TV shows that marked the arrival of this genre in the current television landscape (Rowen, 2000). In India viewers had their first glimpse of TV reality show in 1992 with The Bournvita Quiz Contest (BQC) hosted by the well-known Quiz Master, Derek O'Brien. It first began as a live show in various cities and then went on air as a radio show. Soon BQC became India's first reality TV show to feature on private channels viz., ZEE TV and Indian Television. Then came the popular Sansui Antakshari in 1993 which was hosted by Annu Kapoor – again on ZEE TV. It became the first Indian singing reality show that ran till 2006. Later on, it re-appeared in different versions on Star One (now defunct) and SAB TV with the same host after 2006.

In India, ZEE TV did play an important role in bringing about domestic home-grown reality shows rather than adapting international reality shows for Indian TV. "Sa Re Ga Ma Pa" came in the year 1995 which was hosted by Sonu Nigam. Then in the year 2000, Star Plus hit the jackpot when it aired "Kaun Banega Crorepati" with Amitabh Bachchan. It was an adaptation of "Who Wants to Become a Millionaire" which went on to become India's favorite and most watched reality show. KBC's unmatched popularity made it the most successful reality show in Indian television. It also changed the fortune of superstar Amitabh Bachchan – catapulting him to heights of unprecedented popularity and stardom besides making everybody, from even Bollywood, to sit up and take notice of the small screen. Before this, television in India was much under-rated and underestimated.

Need for the study

A report by the Broadcasters Research Audience Board (BARB), UK, mentions that youngsters in the age group of 16-24 years watch about 2.8 hours of television daily on average. Chawla (1986) - as summarized by Nair & Thomas (2012) - has mentioned that children consist of a large chunk of the audiences for all television programmes. And over weekends, reports indicate that this TV viewing time goes up to four hours a day. [Khurana (1987) as summarized in Abrol (1993)]

Then according to the National Readership Survey (NRS) of 2010,

Facebook as an Agent to Tackle Climate Change with Reference to University Students in Assam

Florence Handique Rabha, N. Rohinkanta Singh



Abstract: The world is living in crucial times of climate change with an adverse impact on our planet. It is therefore vital for everyone to understand the implications of being ignorant of the causes of climate change. The need for increasing awareness is greater now than ever before, and the best means available for this is through extensive use of social media. The proliferation of social media tools in this information age is tremendous. The effect of popular social media platforms like Facebook and its patterns of usage by university students need to be investigated. The global outreach of various platforms of digital media is unparalleled. Social media could be a desirable platform to fight against all the odds in climate change. This study investigates the usage patterns of Facebook as an agent to tackle climate change amongst the university students in Assam. The study is exploratory in nature and executed through a quantitative research methodology. The data is collected by employing survey method with close ended questionnaire as its research tool. This study analyses the opinions drawn from 100 university students studying in various universities in Assam. The data has been taken through snowball sampling technique and measured with Likert Scale. It is pertinent to understand the level of awareness of the university going students about climate change. Perhaps, this is high time to analyse the usage patterns of Facebook by university students and spell out the rationale behind its effectiveness in fighting against climate change.

Keywords: Awareness, Climate Change, Digital Media, Facebook, Information Age and Social Media.

I. INTRODUCTION

Today's generation has been facing continuous threats of climate change and its impact is tremendous. In general parlance, climate change refers to long-term shifts in temperatures and weather patterns. These shifts may be natural, but since the 1800s, human activities have been the main drivers of climate change, primarily due to the burning of fossil fuels like, coal, oil, and gas, which produces heat-trapping gases. As greenhouse gas emissions blanket the Earth by trapping the sun's heat, thereby leading to global warming and climate change.

The world is now warming faster than at any point in recorded history. The primary human activities of burning fossil fuels have fundamentally increased the concentration of greenhouse gases within the Earth's atmosphere and resulting in the warming up of our planet. Natural drivers, without human intervention, would push our planet toward a cooling period. Scientists attribute the global warming trend (observed since the mid-20th century) to the expansion of the greenhouse effect – due to which the atmosphere traps the heat radiating from the Earth. Certain gases in the atmosphere block heat from escaping. Long-lived gases that remain semi-permanently in the atmosphere and do not respond physically or chemically to changes in temperature are described as factors forcing climate change. Gases such as water vapour, that respond physically or chemically to changes in temperature, are seen as feedbacks. Warmer temperatures over time are changing weather patterns and disrupting the usual balance of nature. This poses many risks to human beings and all other forms of life on Earth. In fact everyone can help limit climate change. From the way we travel, to the electricity we use and the food we eat, we can make a difference. The topic of climate change has been widely discussed recently in different disciplines by researchers. Social media platforms such as Facebook, Instagram and Twitter have given the opportunity, space and freedom for the common public to share information, ideas and opinions to tackle issues of climate change. Since the last decade, Facebook has been one of the most popular forms of soft power tools and methods for influencing social opinion. As such, it provides vast inputs for discussion and helps to increase awareness regarding the adverse impact of climate change among the youth (Mavrodieva, Rachman, Harahap & Shaw, 2019). This study aims to (1) Assess Facebook as a powerful platform to spread awareness on climate change, (2) Analyze its influence on the knowledge of students on climate change (3) Investigate whether increased public awareness could influence the students to engage more in bringing about changes related to climate change issues in society.

A. Awareness Campaign on Climate Change and Facebook

The first issue addressed in this study is on how to make students aware of climate change followed by an assessment of the awareness level of their own behaviour towards climate change. The students not only need to be aware of the subject but also need to be aware of the various ways in which they can respond to the related challenges. In order to persuade more people, the first thing a student needs is to have a clear story to tell with a very concrete action connected to it.

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Importance of Television Talk-Shows in Classroom Lectures (An analysis using ‘EK Mulakat’ as Reference)

Florence Handique Rabha, Rahul Chanda



Abstract: Teachers in classrooms constantly face a variety of challenges. Poor communication skills, lack of vocabulary, poor grammar, and lack of motivation among students can hamper the teaching and learning process. To deal with these issues, teachers use a variety of methods and teaching materials. This study was conducted to evaluate how teachers can use TV talk shows in their classes to inspire the students. This research study was carried out to understand if talk shows are an effective tool which could be used in classroom lectures. The findings show that using TV talk shows can often excite classes into enthusiastic collaboration in real. Exposing students to visual images of TV talk-shows are more effective than readings alone. They cannot act as substitutes for instructors but can complement readings and lectures. If properly introduced and discussed, TV talk-shows can stimulate inquisitiveness, willingness to learn more and provide frameworks for analysis. However, the focus is on how teachers can make their sessions more interesting and productive by integrating this teaching tool.

Keywords: TV Talk-shows, Teaching Tool, Classroom, Teachers, Students, Communication

I. INTRODUCTION

The role of a teacher in promoting learning processes is crucial. It has been analyzed according to different frameworks. For example, the **Theory of Didactic Situations** (by G. Brousseau, 1997), defines the teacher as a didactical engineer. The teacher designs and constructs the situation in any classroom and the students follow that design. Similarly, a talk or chat-show is a genre of TV or radio programming that is structured around the act of spontaneous conversation. A talk-show is distinguished from other TV programs by certain common attributes. (Erler, 2010) In a talk-show, one person/guest (or a group) discusses various topics put forth by the talk-show host. This discussion can be in the form of an interview or a simple conversation on various topics viz., social, political, art and culture, lifestyle or religious issues and events.

The personality of the host shapes the tone of the show, which also defines the “**trademark**” of the show. (Erler, 2010) A common feature or unwritten rule of talk-shows is that it must be based on “**fresh talk**” - talk that is spontaneous or has the appearance of spontaneity.

II. HISTORY OF TALK SHOWS

Talk-shows have been broadcast on TV since the earliest days of the medium. Joe Franklin, an American radio and TV personality, hosted the first TV talk-show in 1951 on WJZ-TV (later WABC-TV) and moved to WOR-TV (later WWOR-TV) from 1962 to 1993. (Hinckley, 2010) NBC's *The Tonight Show* is the world's longest-running talk-show; having debuted in 1954, it continues to this day. The show underwent some minor title changes until settling on its current title in 1962, and despite a brief foray into a more news-style program in 1957 and then reverting that same year, it has remained a talk show. Ireland's *The Late, Late Show* is the second-longest running talk-show in television history, and the longest running talk-show in Europe, having debuted in 1962.

According to Ilie, C. (2006) Talk shows *Encyclopedia of Language and linguistics*, the participants in a talk-show comprise of both experts and common people who have an interchange of views between them.

It is monitored by the talk-show host (generally a media personality) through stimulation, guidance and facilitation of the roles and contributions of the participants (viz., for information exchange, confrontation and entertainment).

The topic of the program could be of social, political or personal concern. The selection of topics and participants usually leads to confrontation and conflicting opinions which generate interest and raise the popularity of the talk-show.

III. TALK SHOWS IN INDIA

The Indian television industry has produced some remarkable talk-shows that have left a lasting impression in the minds of the viewers. They have played a vital commercial role by increasing the popularity and TRPs of TV channels and thereby, contributed to the revenue generation process.

A few of the popular TV talk-shows in India, that have catered to the masses since inception, are *Satyamev Jayate*, *Seedhi Baat*, *Movers & Shakers*, *Koffee with Karan*, *Comedy Nights with Kapil*, *Jeena Isi Ka naam hai*, *Rendezvous with Simi Garewal*.

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