CRINGE POP POPULARITY IN SOCIAL MEDIA: A CLOSER LOOK ON POPULAR ARTIST OF ASSAM

A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF PHILOSOPHY IN MASS COMMUNICATION UNDER GAUHATI UNIVERSITY



SUBMITTED BY

PRIYANKA RAJKHOWA

ENROLMENT NO: PA1718350033

GAUHATI UNIVERSITY REGISTRATION NO: 059422

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DR. ANKURAN DUTTA

HEAD OF DEPARTMENT

DEPARTMENT OF COMMUNICATION AND JOURNALISM
GAUHATI UNIVERSITY

DEPARTMENT OF COMMUNICATION AND JOURNALISM, GAUHATI UNIVERSITY

GOPINATH BORDOLOI NAGAR

GUWAHATI -781014, ASSAM