

Chapter 4

Findings and Conclusion

4.1 Findings

The researcher has carried out three methods of data analysis, interview method, Focus group discussion method and content analysis method. The analysis was carried out to fulfil the mentioned aims and objectives of the study and also to answer the research questions formed in the beginning of the study. The analysis which was carried out in the chapter 4 helped the researcher find the following important findings which are mentioned below:

➤ Findings From The Interview Of Singers:

- a)** Cringe contents are responsible for the degradation of the Assamese entertainment as well as the music industry.
- b)** The contents are projecting the entertainment industry of the region in a wrong way to the world audiences.
- c)** Cringe contents are very temporary, as people watch them for temporary relaxation.
- d)** Cringe contents are results of negative publicity over the internet.
- e)** the socio economic condition of the people at present is so stressful that people rely on these sort of entertainment to escape from stress.
- f)** Censoring of online contents is the need of the hour.
- g)** People consciously or sub consciously incline towards it.
- h)** Audiences must stop sharing these contents over social media.

➤ **Findings From The Interview of cringe artist**

- a) Creates contents because he is following his passion.
- b) He can reach more audience because he is multilingual.
- c) Audience love him is what he believes.
- d) Ignores the fact that people mock him.

➤ **Interview of film director**

- a) Rajkumar Thakuria has a huge fan base and that is why he was casted in the movie by director Dholua.
- b) According to the director, The younger generation are the population which comprises of Thakuria's fans.
- c) The director believes that Rajkumar's contents helps people relax for a while.

➤ **Interview of film director and actor**

- a) Cringe artist never focuses on the content which they create.
- b) Cringe is a result of negative publicity, but it is very temporary.

➤ **Interview of Psychologists**

- a) The psychologists say people watch cringe to derive sadistic pleasure, which is deriving pleasure from the humiliation of other fellow human being.
- b) Cringe artists are may be suffering from delusional disorder and defence mechanism.
- c) According to the psychologists, people watch it for temporary relaxation from stress and boredom.

➤ **Findings From the Focus Group Discussion**

- a) The group of young students find cringe contents are humorous.
- b) They also call cringe contents as free source of entertainment and also stress buster.
- c) According to them cringe is always available over the social media platforms and it is a quick source to get over bad mood, though at times they are irritating.

➤ **Findings From the Contents Analysis**

• **Findings From The Analysis of the YouTube Channel of Rajkumar Thakuria**

a) The number of abusive and insulting comments outnumber the comments categorised under Praise.

b) People mock the contents.

• **Findings From The Content Analysis of the Facebook Fan Page of Rajkumar Thakuria**

a) Viewers mostly react to the reactions like and Haha in the contents uploaded by the fan page.

b) The comments are mostly abusive and insulting.

• **Interview of The Fan Page Admin**

a) The admin started the fan page because of the huge fan following of Rajkumar Thakuria.

b) People enjoy the memes which are very funny.

c) Although people abusive the cringe artist or his memes but still they scroll and react to the contents.

d) The youngsters are mostly the members of the fan page.

• **Interview of 10 Fan Page Members**

a) Contents of the page are funny.

b) Followers find the contents of the page relaxing.

c) The followers are fans of the cringe star Rajkumar Thakuria.

4.2 Conclusion

The contents which is cringe worthy are the most trending contents available over social media, specially the songs. Cringe, is the genre which has undoubtedly taken the social media by storm. This genre which is most popular among the younger group of people is the new medium for entertainment irrespective of their unusual nature and evoking of the prominent elements of cringe like, irritation and embarrassment among its audiences.

The researcher in the study finds out reasons why audiences these days are so much into this genre of cringe pop. People enjoy cringe contents, share them over social media platforms and make these cringe artists internet sensation within a day. The reason behind this huge fan base and pull towards this genre is to get a temporary relief from daily stress and boredom. People watch the cringe songs and these contents become an escapism source. The contents no matter how serious they are intended to be yet the viewers find them hilarious, which is why they watch them over and over and enjoy them.

Another reason the study finds out that people also derive sadistic pleasure (which in the study is defined as a pleasure derived by the audience watching the humiliation of others) watching these cringe artists. People mock, abusive and insult the contents mostly over the social media and also continue to view them. The reason is that social media provides a space to express the views and abusing the cringe artist, provides relaxation to the viewers and also boosts up their ego. People enjoy making fun of people and this gives them self-satisfaction and some level of confidence.

Coming to the cringe artists perspective, there are people who admire them for doing what they want and their self-confidence, at the same time some find their contents and them as pain in their ears and a torture to their eyes. But from the analysis conducted in the study some facts are evident, which says the cringe artist never are concerned with the contents they release all they want is fame in whichever way it is possible. They seek attention from the

masses , and social approval, where from they derive confidence. They are may be totally drifted away from the reality and they mostly reside in an imaginary space.

The popularity of cringe is a matter of surprise and shifting of audience from mainstream entertainment to this genre is happening widely. Audiences are using this genre of cringe as a source of escapism from the monotony and stress and also watching the cringe stars gives them the self-confidence. This can be related to the theory of uses and gratification which, the researcher has based the study on.

The trolls on these cringe artists are very popular too, and these trolling pages and channels are subscribed and liked by the cringe pop fans. The cringe artists who act bizarre boosts up the confidence level in individuals. The artist uses the cringe contents to gain popularity no matter what and how different their contents are from the mainstream entertainment contents or the comedy contents.

Despite providing temporary relief to the audience through its contents, cringe contents is the new favourite entertainment genre among the audience no matter how embarrassing and irritating the contents or the artist are. It is evident from the analysis carried out during the study that audiences are escaping from the boredom and stress through this new genre and its contents are relaxing and which is why the songs or other kinds of cringe contents are receiving huge fan base. Social media has served to be the best and no cost platform for these artist as well as the audiences.

4.3 Scope of Further Research

The researcher while carrying out the study had the limitation of time period which is why the study was conducted with a very small number of samples.

The researcher in the study has taken one cringe artist as a sample for the study, based on popularity. Whereas for further research a study can be conducted with more than one cringe artist as a sample for the study. A comparative study on contents of different cringe artist of Assam can be carried out. Certain areas of study were found out during the study, which were different from the aims and objectives formulated for the study.

In the study the researcher has analysed only the contents of Rajkumar Thakuria, whereas for further study a comparative analysis among different cringe artists of Assam can be done to know the difference in their contents and also analyse the comments the artist receive. A detailed study on the history of cringe pop and the role of internet can also be a topic for further research. Another area of further research can be, penetration of cringe pop in Assam and study the popularity among the younger generation. The psychological aspect of both cringe pop artist and the audience can also be studied in details along with the comparison of cringe content and mainstream comedy contents over internet. A further study can be also done on the popularity of troll pages and channels on cringe artists over social media. A study geographical popularity of region due to popularity of cringe artist and their contents can be a topic of further research. These are some of the areas which unfolded to the researcher during the study fulfilling the aims and objectives and also answering the research questions of the present study