

Chapter 3

Data Analysis

3.1 Analysis of the Interviews

The first method that was used for collecting data for the study is interview. The researcher on the first phase of interview has taken interviews of five Assamese singers Dipen Baruah, Apurba Bezbaruah, Tarali Sarma, Rupam Bhuyan and Dr. Mousumi Saharia through random sampling to know about their views regarding the penetration of cringe pop culture among the audiences. The interviews are discussed in details below:

➤ Interview of Music Personalities Of Assam

When asked about the reason behind the inclination of the audience towards cringe contents, the eminent singer **Dipen Baruah** said “it is shocking that audiences have lost good taste and finds satisfaction in these kinds of contents. I would rather call these contents cheap and only because of a section of audience who only wants temporary entertainment pleasures and has no classical knowledge are viewing and sharing these contents extensively. It is very sad, we must take measures to stop these people who claim themselves to be an artist.”

when asked about the impact of this new genre on the music industry of Assam, he said “ this weird genre is killing the traditional and beautiful music industry of Assam. It is very heart wrenching how these new people are exploiting our industry, not only music but the whole entertainment industry. They turn popular for a section of audience and hence this is how our entertainment industry is portrayed in front of people from different regions of the country and abroad. it is a shame to us as people belonging to this music industry for more than thirty years and also as a people of Assam.” He also added “the internet and the electronic media channels are hugely responsible for making these people famous is what I believe and unless we stop them our industry is under threat. This land had people like Dr. Bhupen Hazarika and

now we have these cringe content creating people who are doing every possible thing to destroy it and that day is no far that these contents will the identity of our music industry.”

When asked how the cringe contents penetration can be stopped, he said “people should understand what cringe contents can do if it survives in the long run. Our future generations might know cringe as the actual genre of entertainment and that day is not very far. The younger generations who are the active internet users and are also the huge population the comprises of cringe content viewers should stop sharing and watching these videos. This will be an immediate step to not encourage the cringe artists and maintain the actual standards of our regional entertainment industry.”

Highlights:

- a) Audiences these days lack good taste.
- b) Cringe contents are killing the traditional music industry.
- c) The electronic regional channels are also responsible to an extent in promoting cringe pop culture in Assam.

➤ When the researcher asked this another veteran star of the assamese music industry, **Apurba Bezbaruah** about the reason behind the inclination of the audience towards cringe contents, he said , “I don’t blame any viewer for watching or sharing cringe contents or for becoming a cringe artist, neither I blame the fans who love the cringe artists. I can only blame the socio economic conditions we are living in today. You know why? Because people are so unhappy these days, there is unemployment, financial problems, relationship issues, health issues to name a few. All this things have made people so stressful and mentally sick that they look for something different to take off their minds and usual entertainment excite them no more. People are all the escaping from the news which make them more depressed, and television is now very less viewed. People stick to their phones and thus this is where cringe is available all the time. Cringe content though for a very short time, takes away their minds off from their monotonous lives and helps them laugh out loud and forget all the stress. This

is where we from the cultural industry is failing and cringe contents are gaining numerous viewers over the internet.”

When asked about the impact of this new genre on the Assamese music industry, he said “the music we created and the artists during those times created are still very popular. People still prefer classics and I don’t think something as temporary as cringe genre can cause any harm to the industry as a whole. People are enjoying it for a very short span of time and it will fade very soon because we also have audiences who have very good taste and prefer good music. But the audiences are also these days “entertainment hungry” and for that they choose certain odd genres to get off their blues. We can save our industry by offering good contents and automatically these cringe contents will fade away. We have many new artists who are doing commendable works and cringe cannot overshadow that.

When asked how the cringe contents penetration can be stopped, he said “cringe content viewing can only be stopped we all have a healthy mind set. Until people are unhappy cringe will always take over and yes also as a person from the music industry we can stop it by offering good contents to the audience so that they do not feel the need to watch this bizarre form of entertainment.”

Highlights:

- a) The socio economic conditions of people are responsible for audience switching to cringe entertainment from regular entertainment.
- b) People watch cringe contents as a source to escape from stress.
- c) If good contents are offered to the audience cringe pop trend will fade.

➤ When asked about the reason behind the inclination of the audience towards cringe contents, the National Award winning singer, **Tarali Sarma** said “ humans always tend to do things which are prohibited. This is exactly the reason why audiences these days are inclining

towards this genre of entertainment, be it cringe music, cringe videos whatever. These cringe contents are like junk food, no matter how much you know that its harmful but still consciously or sub consciously you bend towards it. The entertainment industry we have it like a blend food which people hardly prefer.”

She also added, “cringe entertainment is something which are also allowing the people laugh in between their daily lives which are full of stress, that is also a reason people nowadays are preferring this genre over normal entertainment.”

When asked about the impact of this new genre on the Assamese music industry, Tarali Sarma said “it is getting serious, people acting weird are turning into sensations within no time. People nowadays hum the lyrics of these cringe songs and it is also crossing geographical barriers as you can see how Hero Alom, Taher shah are famous all over creating an impression globally that their respective country has this sort of entertainment industry, likewise cringe stars from Assam, like Rajkumar Thakuria is now facing trolls globally. People from other places might get the impression that our music industry produce this sort of pieces. But as long as our artists don’t stop creating good contents cringe is only temporary laughing element.”

When asked how the cringe contents penetration can be stopped she expressed her opinion saying “it can only be stopped if we have a censor board inspecting over the contents people are releasing over the internet. We need inspection of contents before it is exposed to the huge internet users until than cringe contents can’t be controlled.”

Highlights:

- a) Cringe contents are like junk food.
 - b) People consciously or sub consciously incline towards it.
 - c) Censoring of online contents is the need of the hour.
- When asked about the reason behind the inclination of the audience towards cringe contents, singer **Rupam Bhuyan** said “the cringe artists have a huge viewership irrespective

of the education, contents or social status. I feel people are drawing sadistic pleasure through these contents. The social media and the negative publicity over social media are main reasons for the audiences inclining towards cringe contents these days. These days there are lots of cringe stars from all over the world, they are using their weird compositions and the internet to make themselves popular no matter what.”

When asked about the impact of this new genre on the Assamese music industry, he said “what I feel is that ignorance is the main reason behind the creation of these cringe contents. The cringe artists fail to understand what actually art is and hence they are now posing a serious threat to our regular music industry. True art is underrated by the audience these days and cringe is appreciated and also enjoyed.”

When asked how the cringe contents penetration can be stopped, he gave his opinion saying “it can only be stopped by people avoiding such contents and appreciating true art. Cringe is not an art, it is a result of ignorance. Social media or the internet should be wisely used and cringe contents should not be appreciated.”

Highlights:

- a) People are drawing sadistic pleasure from cringe contents.
- b) Cringe contents are results of negative publicity over the internet.
- c) Cringe artists do not know what art is and hence they create these contents to become popular.

➤ When asked about the reason behind the inclination of the audience towards cringe contents, **Dr. Mousumi Saharia** said, “the reason is simple our audiences have embraced the technological advancement in a very wrong way. It is good we have internet and smart phones but we all should use it wisely and not forget about our roots. In the desperate need of escapism from daily life they have hugely shifted to this genre which a pain to my eyes and ears.”

When asked about the impact of this new genre on the Assamese music industry, she said “this new weird trend has polluted the industry. A friend of mine who have settled in the United States sends me videos of Rajkumar Thakuria telling how much people watch these contents and he himself is a fan of the songs. This how it is polluting our industry, we are loosing our originality and people from other places think this is what the entertainment industry of Assam has to offer to its audiences.” She further added, “cringe is cheap publicity and nothing else, all these artist want is publicity no matter how. And as matter of fact, we all the trained artist are no more wanted by the audience.”

When asked how the cringe contents penetration can be stopped she said “in my opinion this is very temporary genre, and it can only be stopped if our audiences act smart and stop sharing and viewing such contents.”

Highlights:

- a) Audiences should use the internet wisely.
- b) Cringe is watch to escape from daily stress.
- c) Cringe pop culture is polluting the entertainment industry of as is a way of negative publicity used by the cringe artist.
- d) Cringe is very temporary and people must stop sharing these contents over social media.

Findings: the interviews of the above mentioned eminent personalities from the music industry of Assam clearly helps us find two major reasons behind the huge fan base of these cringe artists and their contents. First, people derive sadistic pleasure from these contents and also forget about the stress they are going through for that moment. They enjoy and laugh at the weird contents which are actually not released for humour purpose. People using internet are easily exposed to these contents and hence they escape their monotonous life for the moment they watch these cringe artists performing.

Secondly the cringe contents which are also termed as “junk food” are actual result of negative publicity over the internet and hence censoring of contents over internet is the major need at present. Moreover the artists have also said the cringe contents to be very temporary and if good contents are offered to the audience these cringe contents will fade away in no time. Audiences must use the internet wisely and stop sharing these contents over social media.

➤ Interview of A Cringe Artist of Assam

In the second phase of the interview, the researcher has taken the interview of **Rajkumar Thakuria** who is the sample of the study. Apart from having a huge fan base in the state the Assamese cringe artist is popular across the country, as well as in some other parts of the world. Mr. Rajkumar (as popularly known by his fans) has been facing many trolls over the internet by many people including the famous youtuber Carry Minati who is famous for his trolls and rants on viral videos. He has a huge number of viewers and has a subscriber over Eight lakhs.

When the famous cringe artist, Mr. Rajkumar was asked about what made him turn into a director, actor, singer, lyricist he said “ I always wanted to make films, since I was a kid. I wanted to act, dance, direct, sing. I am very passionate about it. That is the main reason I gave up my bank job and took early retirement so that I can invest my time energy and money into making films.” He further added, “I never thought using a handycam I can make a movie and when I learnt about it I bought a handy cam and started making films. And these days reaching the audience is so easy, you can upload it easily and than the social networking sites does it all for you. It is a cheap process and I am using it to reach my fans.”

When asked about all the criticism he has to undergo he said “no body criticises me, everyone loves me. Wherever I go people run towards me and asks for selfies. I am very popular and so are my songs, and films.”

When asked about what is the reason he thinks that people watches his contents he said, “people love whatever I create. i am very innovative and people love my ideas. My films always carries some social messages, like my first film, *Terrorist Entered my House* depicted the how terrorists are ruining the happy lives of the people, in my another film, *Animal Hunter*, I focused on the issue of rhino poaching, my film *Wonderous Army* depicts the lives of army men. Thus my contents are different and people love me for that.” He further added, “

my fans love my songs more and the reason is I offer them songs in many languages like Assamese, Hindi, English and also in Bengali. My songs like *Dibani Tu Dibani*, *You are a Doctor*, *Naam Tumhara Kya Hain* are very famous all over. This is the reason I have more fans. I also find people comparing me with *Dhichaack Pooja* but I am very different from her. She can only sing and that too in one or two languages but I can speak more languages. My dailouges are also pretty famous and people love it because it is very real .”

When asked, about the trolls and to what extent they bothers him, he said “ it does not bother me. A lot of people love me and I am famous in America too. Trolls are stuffs which haters do. They are jealous of my popularity and so they try to pull me down. But I don’t care. Even I am sure Carry Minati became popular only after he trolled my videos and me. See they use me to become popular and nothing else. Their negative comments does not stop me. I have more projects and I am working on it.”

When asked about does these cringe contents help earn he said, “I dint even have a youtube channel until February, 2018. My contents donot help me earn much. The team I work with generously works for me as I could hardly pay them back anything. I do it because it is my passion not because I can earn. The people who upload my contents are earning more than me. But yes a minimum amount gets into my bank account after I started my own youtube channel this year.”

Highlights:

- a) Rajkumar Thakuria creates contents beacuse he was passionate about making films, acting and also singing.
- b) He expresses his contents to carry social messages and that is the main reason behind having a huge fan base.
- c) He believes that people troll him because they are jealous of his growing fame.
- d) He also claims himself to be multi lingual and hence he reaches audience more easily.

➤ Interview of Film Directors

In the third phase the researcher interviews **Nipon Dholua** who is the director of the film, *Ahi Ase* where he has casted Rajkumar Thakuria. The film released on November 23rd, 2018 with posters which had Rajkumar Thakuria in the front out casting the other actors which also had veteran actor Minu Bania too.

When asked about the reason behind casting Rajkumar Thakuria in the film, director Dholua said, “I personally am very fond of Mr. Rajkumar. The reason is he with whatever he has done, has gained so much popularity all over with so much little resource or infrastructure that is available to him. He has a huge fan base and people are sub consciously turning out to be his fans. The only reason I can find is he offers contents which people find funny and hence they watch and relax. I have friends living abroad. they live a very hectic life nad are mostly alone surving in foreign nations. When over the internet they saw MR. Rajkumar and his contents, all they do in their free time is watch his videos and song. They have turned to be big fans of Mr. Thakuria.”

He further added, “I have seen younger generations are the huge fans of Rajkumar Thakuria. I have just casted him to attract this particular group of younger population to my film. As predicted the posters of my film created huge curiosity among people as they saw Rajkumar Thakuria being the main focus of the posters. And the result is my film has received good response. People out of curiosity visited the theatres just to watch him where he plays the role of a producer who is being ditched by the other team members of a film.”

Highlights:

- a) The director have casted Rajkumar Thakuria because he has a huge fan base over the region.
- b) The younger generation comprises of the maximum fan base population of Mr. Rajkumar, hence casting him in the film has helped attract the audience.

- c) Rajkumar Thakuria has a huge fan following abroad too .
- d) His contents helps people relax .

The researcher interviewed **Kenny Deori Basumatary**, who is director and actor and have gained popularity from their movie *Local Kunfu* and also has a youtube channel named **Heavy Budget** where they upload short humorous videos.

When asked about the opinion about the fan base of contents of the cringe stars , he said, “all these cringe stars are doing is trying every irritating way to become popular. They never focus on content and just like that they release something and judge themselves with the number of views. These cringe artists are no one but untrained classical singers who claims themselves to be singers to be very simple. And to make a good film or a video you need a good concept. Even our team has started with very little infrastructure when we made Local Kunfu but see the response we still get. Good contents will always be appreciated , even after years. But in case of cringe contents they are just in the surface and will fade very soon. Because people temporarily use them to escape boredom and it can never be a form of art. If you use the resources, say the internet, you will survive in the long run.”

Highlights:

- a) Cringe artists never focus on the contents.
- b) Their main aim is to become famous no matter what they give.
- c) Concept is important to make a video or a movie.
- d) Cringe is temporary relaxation to the viewers.

➤ Interview Of Psychologists

In the fifth phase of the interview the researcher has taken the interviews of two psychologists to know about the psychology of both the viewers and the cringe artists. Two psychologists interviewed, are **Sangita Dasa** clinical psychologists and **Dr. Rita Rani Talukdar**, Head of Department Department of Psychology, Gauhati University.

When asked about the reason behind people watching cringe videos psychologists Sangeeta Das said, “People have hugely shifted to cringe content watching when it comes to entertainment. They watch it for no other reason except for fun. They never accept this genre as an art or their contents as creative but only watch them for temporary escapism.”

When asked about the psychology of the cringe artists she said, “according to my view the cringe artists might be suffering from delusional disorder which means in simple language is a state of mind where the person is totally drifted away from the reality. As we can see people mostly mock these artists and highly abuse them but the artist never accept that fact.”

When asked about the audience psychology, she said, “The audiences scroll the contents over social media, for pleasure and entertainment. The cringe contents makes them laugh and for that moment their minds are relaxed.”

Highlights:

- a) Audiences watch cringe to escape from daily monotony.
- b) Cringe artists might suffer from delusional disorder.
- c) Audience relaxes their mind, watching cringe contents.

➤ When asked about the reason behind people watching the cringe videos Dr. Rati Rani Talukdar, said, “The audiences watch cringe videos for refreshment. The cringe contents are watched just to gain sadistic pleasure and nothing except that.”

When asked about the psychology of the cringe artists, she said,” firstly the cringe artist think themselves to be creative people. Except that they are attention seekers, they enjoy the

attention they are getting no matter how negative that attention is. They use the social media to get off their loneliness and insecurities. These artists reside in a fantasy world.” She further added, “The cringe artists may be the stage of regression where they move away from the reality. They might be suffering from the psychological issue we call defence mechanism where people look for social approval in their lives and this helps them defend their ego.”

When asked about the audience psychology, she said “humans enjoy poking a fellow human and that’s what the audiences do. They enjoy the cringe contents as they can poke the artists and also abuse them, make fun of them openly over social media which helps them boost their ego. This group consists majorly of youngsters. Moreover audiences derive sadistic pleasure from the contents and thus have hugely tilted to this genre of entertainment.”

Highlights:

- a) Audiences watch cringe for refreshment.
- b) The cringe artist suffer from defence mechanism.
- c) Audiences derive sadistic pleasure watching cringe contents.

3.2 Analysis of the Focus Group Discussion

The second method of data collection used in the study is focus group discussion. It was carried out among college students of three colleges in Guwahati city. The main aim of the discussion was to find out the reason why the group of younger population are fans of cringe artists. As a part of the focus group discussion, videos of Mr. Rajkumar were played so that the members form a clear idea about the topic of the discussion.

➤ In focus group discussion was first carried out among the students of B. Borooah College, Guwahati. The group fifteen students took part in the discussion are students pursuing their graduation and were of the age group of 19-21.

When asked about do they watch cringe videos especially of Rajkumar Thakuria, eleven out of the fifteen students answered positively whereas the rest of the four members of the discussion said that they never intentionally watched the contents but sometimes while scrolling the newsfeed of Facebook, they come across videos, memes and trolls on the cringe stars.

While discussing about what genre do they think these cringe contents fall into the members of the discussion said that all cringe contents fall into the genre of comedy.

On discussing the reason behind their watching and sharing the cringe contents, the members said “we find cringe contents funny. They make us laugh and we enjoy sharing it with our friends. We are fans of Mr.Rajkumar and his songs are what we keep humming all the time. He is funny and after a long tiring day at college we enjoy these stuffs. Almost everyone in our college knows about him and most of us even knows his dance moves.” They also added, “what is wrong with his contents he is offering free entertainment and we all enjoy it fully.”

Findings:

- a) According to the members cringe can be categorised as comedy
 - b) Watching cringe makes them laugh and is a stress buster.
 - c) Cringe contents are free and the members find it no wrong in enjoying it.
- The second focus group discussion was carried among the members of Cotton University. A group of twenty nine students were members of the discussion and the age group was 19-25.

When asked about do they watch cringe videos specially of Rajkumar Thakuria, all the members said yes and they added, “this what most of us do in social media, watch videos of Mr. Rajkumar and also some other cringe artists. Mr. Rajkumar is the most famous cringe star of our state, we share and view his videos. We also have our own fan club named after him. The cringe contents keep popping in our social media home pages and we cant help but watch.”

While discussing about their views about which genre do they think cringe contents fall, majority of the members said cringe contents fall into the genre of comedy while some members were of the view that cringe contents have no particular category they are irritating.

On discussing the reason behind their watching and sharing the cringe contents , the members said “the reason why cringe contents attract us is we have our phones with internet all time , and in one click we get access to internet and social media platforms, thus cringe contents are always available unlike television. Moreover cringe contents are very weirdly funny and we get a temporary relief from all the tensions we face in our daily lives.” The members further added, “cringe is free and most of us stay away from home and television is not available to all of us. the cringe contents are easily available over the internet and we sometimes unconsciously click it and we are there.”

Findings:

a) Cringe contents helps forget about tensions through their contents

b) Easily available to all the internet users.

c) cringe contents are funny and also they are irritating.

➤ The third focus group discussion was carried out among the students of Pragjyotish College, Guwahati. The discussion was carried among twenty two students of the age group of 19-21.

When asked about do they watch cringe videos specially of Rajkumar Thakuria, the members said “we watch videos of Mr. Rajkumar. We know all his song lyrics they are very popular.” Along with Rajkumar Thakuria’s contents the members also watch videos of Hero Alom and Dhinchhaack Pooja. But Mr. Rajkumar tops their favourite list.

While discussing about their views about which genre do they think cringe contents fall, the members of the focus group discussion said “cringe is no different from comedy, we can laugh while watching it so cringe is comedy.”

On discussing the reason behind their watching and sharing the cringe contents, the members expressed their opinions saying “cringe entertains us, even if it stays with us temporarily but cringe is the best source of relaxation. Moreover we can watch it anywhere, anytime unlike television or any other entertainment source. Cringe artist relieves us from a bad mood that is why cringe is popular these days.” They further added “no matter what is the motive of the artists behind these unusual contents we enjoy it because it is funny and we can watch it for free.”

Findings:

a) Mr. rajkumar is the most favourite cringe star of Assam.

b) Cringe is a version of comedy.

c) Relieves from a bad mood.

➤ The fourth group of members of the focus group discussion were students of Gauhati University. A group of twenty eight members took part in the discussion. The group comprised of both day borders and residential students of the age group of 21-25.

When asked about do they watch cringe videos especially of Rajkumar Thakuria, the members said “yes we do watch the contents of Mr.Rajkumar more than any other cringe artist. He is the most famous person currently of the state.” They further added, “Mr. Rajkumar was also invited to our hostels during certain occasion, that is how famous he is and it is only because we all watch his contents extensively.”

While discussing about their views about which genre do they think cringe contents fall, the members of the focus group discussion said that even though they know that cringe is totally a different genre in itself but cringe actually acts as a comedy content which makes them laugh hard.

On discussing the reason behind their watching and sharing the cringe contents, the members said “cringe contents contain humour. They help forget worries for the moment. The reason behind enjoying cringe is to forget the stress. And above that we all can easily watch it because we have more Mbs in lesser price and hence watching cringe is a sort of free entertainment to relieve the mind from stress.”

Findings:

a) Rajkumar Thakuria is famous among the students.

b) Cringe contents are funny

c) Cringe contents are stress busters and also a source of escapism.

d) Cringe contents are free entertainment.

From the focus group conducted it is clear that the cringe artist have more viewers from the younger group of population. The members of the all three colleges who participated in the focus group discussion are of one common view that cringe contents helps them overcome their stress and also relives them from the daily struggles they cope up with. As an outcome of the discussion, it is evident that the members find cringe contents funny and their humorous contents acts as stress busters to them, they also are of the opinion that cringe is no different from comedy as cringe makes its viewers laugh.

The members also share the view that cringe is a source of entertainment which is available to them in just a click. cringe contents are free and hence anytime available over the social networking sites. With the availability of internet connection in one touch from their respectively smart phones they prefer internet as a source of entertainment than other sources. This clearly justifies the theoretical connect that was established in the study, The Uses and Gratification theory where the audiences actively exposes themselves to the media that is available to them. Thus from the focus group discussion conducted among the groups of students of the age group of 19-25 the following points are clear:

- a) Cringe is a popular source of entertainment among the younger population.
- b) Cringe contents are free and are easily accessible in just a click.
- c) Mr. Rajkumar is famous among the youths as a popular cringe artist of Assam.
- d) Cringe contents have the element of humour.
- e) Cringe contents acts as stress busters.

3.3 Analysis of the Content Analysis

Another tool of data collection used in the study by the researcher is the method of content analysis. The researcher analyses the reactions of the viewers who views the contents of Mr. Rajkumar over his YouTube channel for a duration of three months of the year 2018. In this phase of content analysis the researcher have analysed the comments which the viewers have given on the posts of Mr. Rajkumar on his contents which are uploaded by him on his YouTube channel and also on the contents of his fan page over facebook for a duration of three months. The researcher has categorised the comments into categories into abusive , Insulting and Praise for the YouTube content analysis, which is represented in a form of chart and also supported by a pie diagram. The contents of the YouTube channel will be analysed for the duration of three months i.e from September 2018 to November 2018.

In the second part of the content analysis the contents of the Fan page of Rajkumar Thakuria is analysed. Here the researcher has analysed the contents for the duration of three months, from September 2018 to November 2018 and categorised the type of comments into four categories namely abusive, insulting, praise and Mentions. The reactions are also further categorised into categories namely Likes, Haha, love, wow, sad and angry. The analysis is represented in the form of charts.

Name Of The Channel: Rajkumar Thakuria

Link:https://www.youtube.com/channel/UCksF1HJkv-MyL_28O9aFUWQ/feed

Total Subscribers: 25, 668 (As of December 15th 2018)

Month: September 2018

3.3.1 Table for the September 10, 2018

DATE OF UPLOAD	TYPE OF CONTENT	TOTAL NUMBER OF VIEWS	TOTAL NO OF COMMENTS	CATEGORY OF COMMENTS	TITLE OF THE VIDEO
SEPTEMBER 10 th 2018	A video where Rajkumar Thakuria plays the keyboard and sings “polai aah senehi”	20,792	259	ABUSIVE:221 INSULTING:35 PRAISE:3	PRACTISE OF Mr.Rajkumar at home. This is his won song & tune.

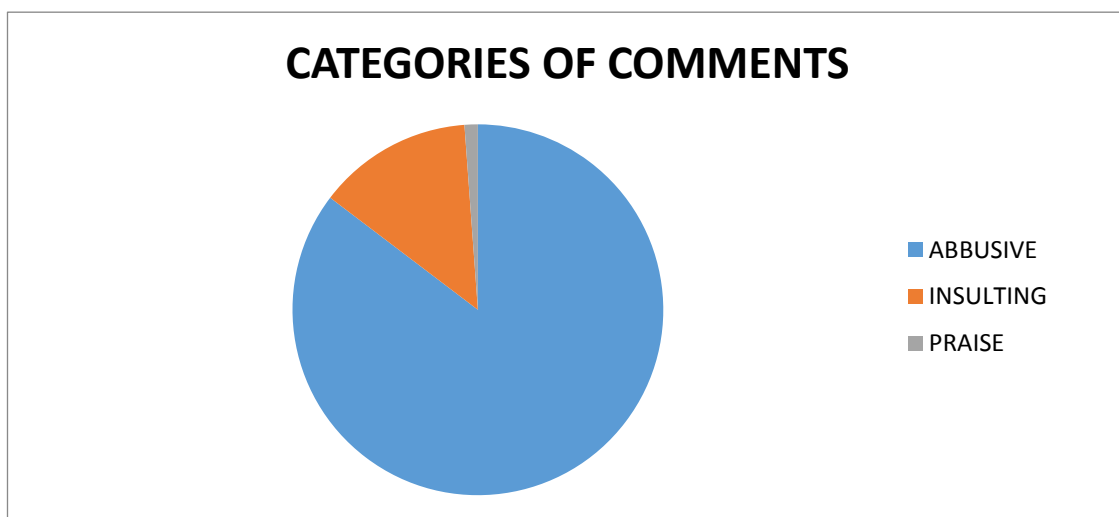


Fig 3.3.1 : Pie representing the comment categories of 10th Sepetember 2018

3.3.2. Table for September 20, 2018

DATE OF UPLOAD	TYPE OF CONTENT	TOTAL NUMBER OF VIEWS	TOTAL NO OF COMMENTS	CATEGORY OF COMMENTS	TITLE OF THE VIDEO
SEPTEMBER 20,2018	A video where Rajkumar Thakuria plays the keyboard and sings “Dikhonoi parole uri gusi jau”	10,592	116	ABUSIVE: 46 INSULTING:52 PRAISE: 18	PRACTISE OF Mr. Rajkumar. This is his won song and tune.

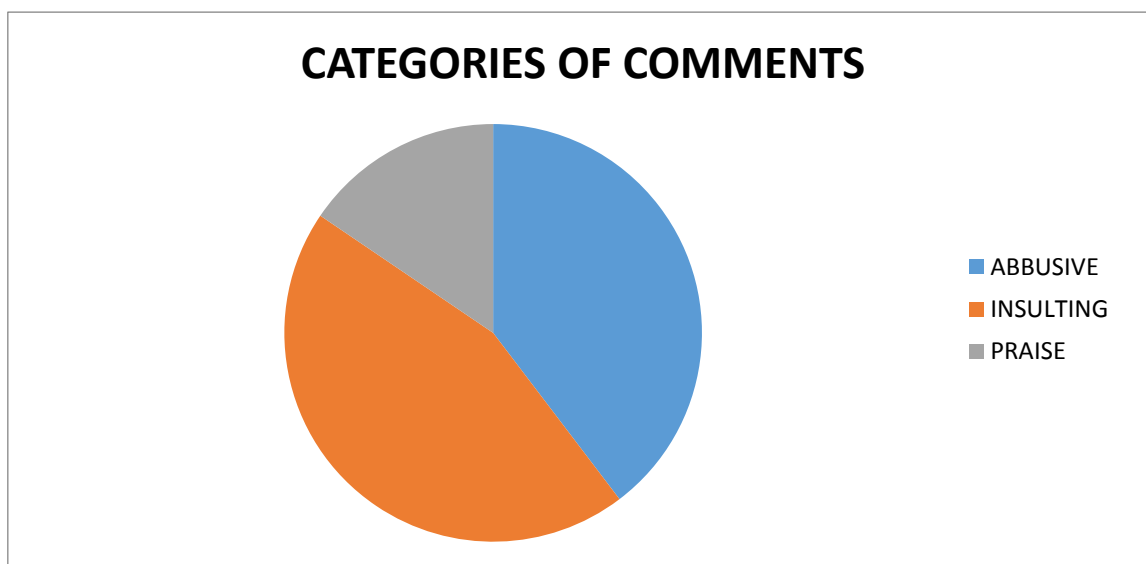


Fig 3.3.2 pie representing the comment categories of 20th September 2018.

3.3.3 Table for September 23, 2018

DATE OF UPLOAD	TYPE OF CONTENT	TOTAL NUMBER OF VIEWS	TOTAL NO OF COMMENTS	CATEGORY OF COMMENTS	TITLE OF THE VIDEO
SEPTEMBER 23, 2018	SHORT MOVIE	46,694	606	ABBUSIVE:408 INSULTING:193 PRAISE:5	Rajkumar meet the Kidnapper 'short movie by Mr. Rajkumar'

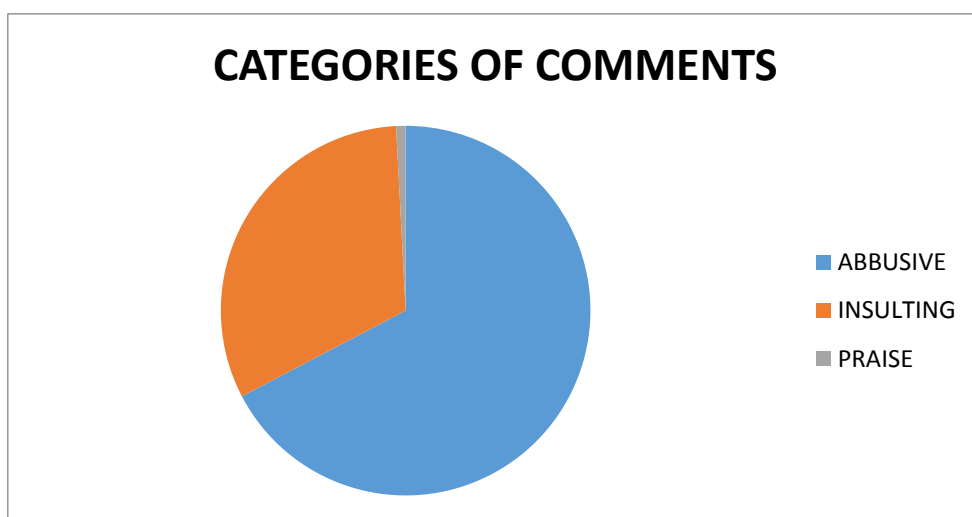


FIG 3.3.3. Pie representing the comment categories of September 23, 2018

3.3.4. Table for September 30, 2018

DATE OF UPLOAD	TYPE OF CONTENT	TOTAL NUMBER OF VIEWS	TOTAL NO OF COMMENTS	CATEGORY OF COMMENTS	TITLE OF THE VIDEO
SEPTEMBER 30, 2018	VIDEO SONG	124,368	1500	ABUSIVE:198 INSULTING:298 PRAISE:4 (only the first five hundred comments were analysed)	Chal chal chal Arunachal (English song)

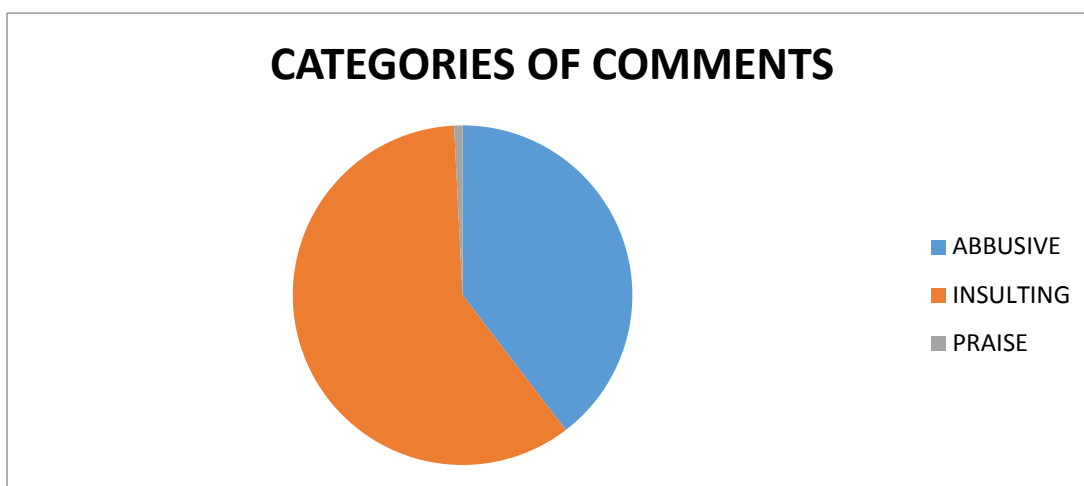


FIG 3.3.4. Pie representing comment categories of September 30th 2018.

Month: October 2018

3.3.5 Table for October 8,2018

DATE OF UPLOAD	TYPE OF CONTENT	TOTAL NUMBER OF VIEWS	TOTAL NO OF COMMENTS	CATEGORY OF COMMENTS	TITLE OF THE VIDEO
OCTOBER 8, 2018	VIDEO SONG	5963	86	ABBUSIVE:9 INSULTING:75 PRAISE:2	Trailer, Ekti Meye, Bangla Song (new video) Mr. Rajkumar

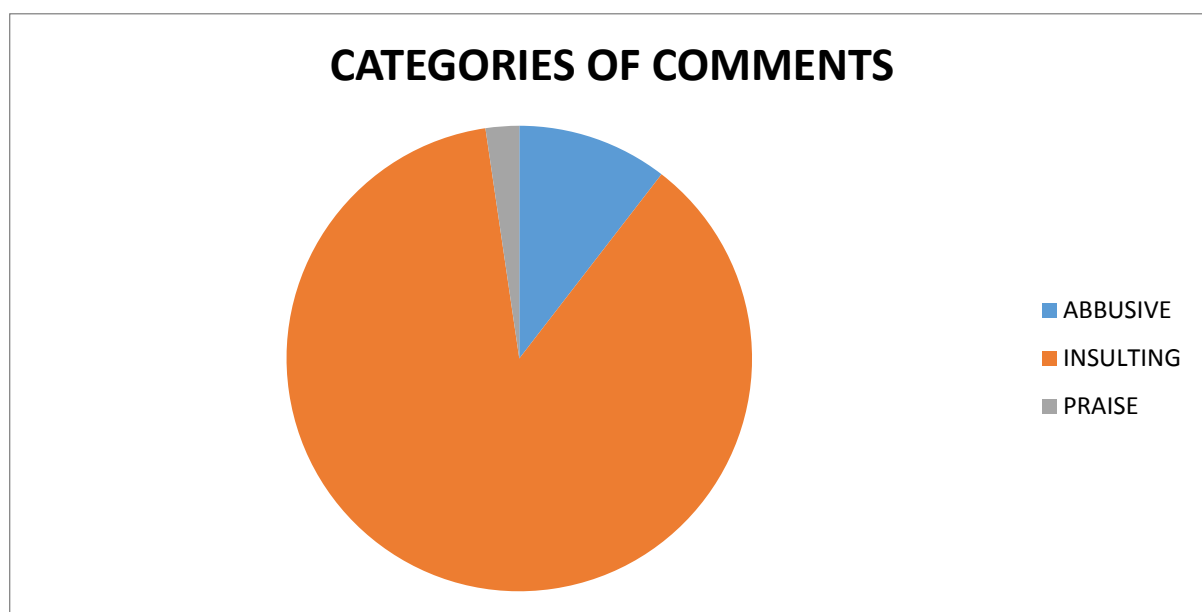


FIG 3.3.5. Pie representing the comment categories of October, 8 2018.

3.3.6. Table for October 12, 2018

DATE OF UPLOAD	TYPE OF CONTENT	TOTAL NUMBER OF VIEWS	TOTAL NO OF COMMENTS	CATEGORY OF COMMENTS	TITLE OF THE VIDEO
OCTOBER 12 2018	VIDEO SONG TRAILER	7979	115	ABBUSIVE:35 INSULTING:66 PRAISE:14	Trailer of Sonitpurar Gabharu (geet) by Mr. rajkumar.

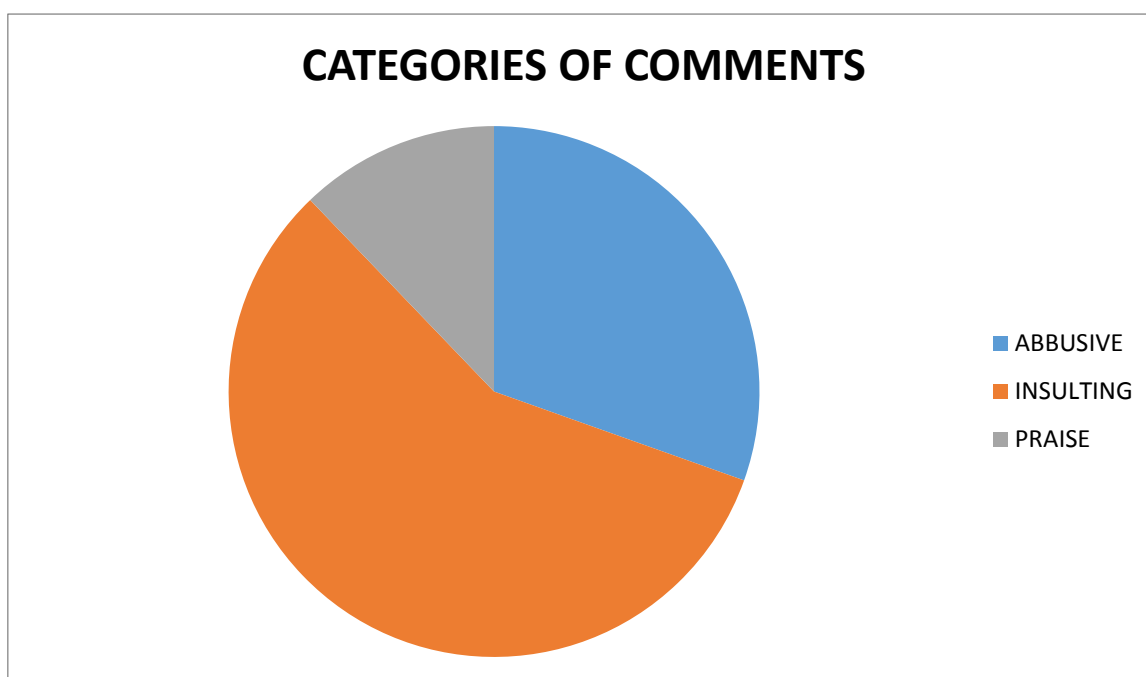


FIG 3.3.6. Pie representing comment categories of October 12, 2018.

3.3.7. Table for October 20, 2018

DATE OF UPLOAD	TYPE OF CONTENT	TOTAL NUMBER OF VIEWS	TOTAL NO OF COMMENTS	CATEGORY OF COMMENTS	TITLE OF THE VIDEO
OCTOBER 20, 2018	TRAILER OF VIDEO SONG	10,223	133	ABBUSIVE: 67 INSULTING: 61 PRAISE: 5	Trailer of Nafrat Chorke (hindi geet) lyrics, tune, singer Mr.Rajkumar

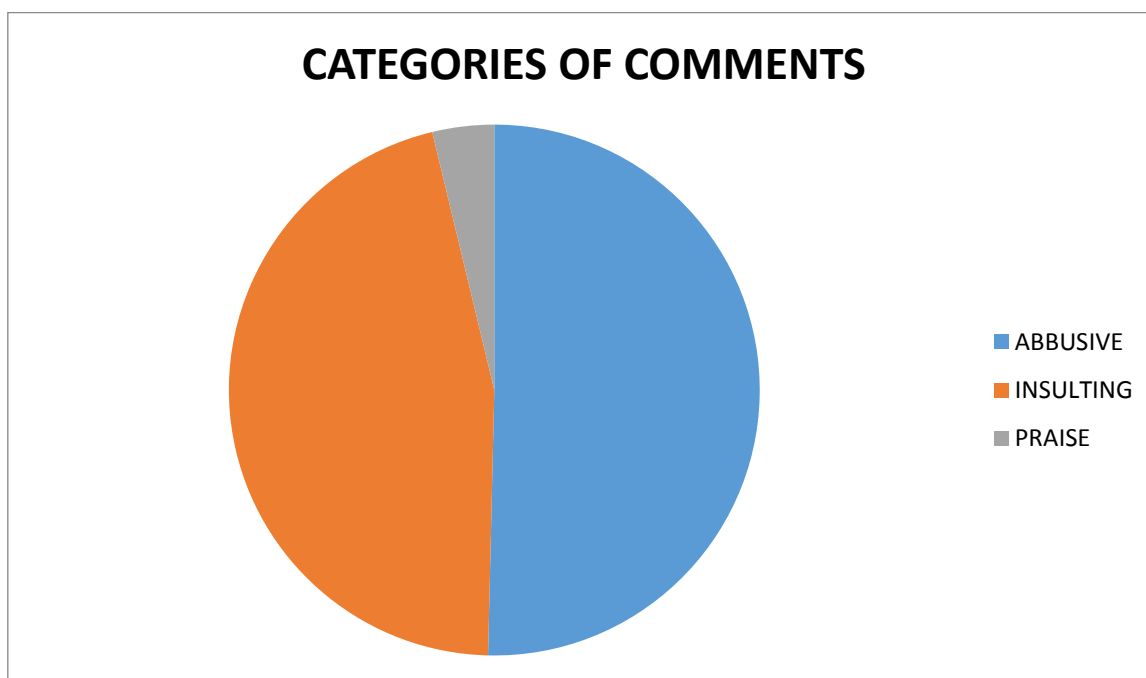


FIG 3.3.7. pie rrepresenting the comment categories of October 20,2018.

Month : November, 2018

3.3.8. Table for November 1, 2018

DATE OF UPLOAD	TYPE OF CONTENT	TOTAL NUMBER OF VIEWS	TOTAL NO OF COMMENTS	CATEGORY OF COMMENTS	TITLE OF THE VIDEO
NOVEMBER 1, 2018	VIDEO SONG	19,152	411	ABBUSIVE:206 INSULTING:203 PRAISE:2	Sonitpuror gabhoru, Assamese Song. Lyrics. Tune. Singer, Mr.Rajkumar

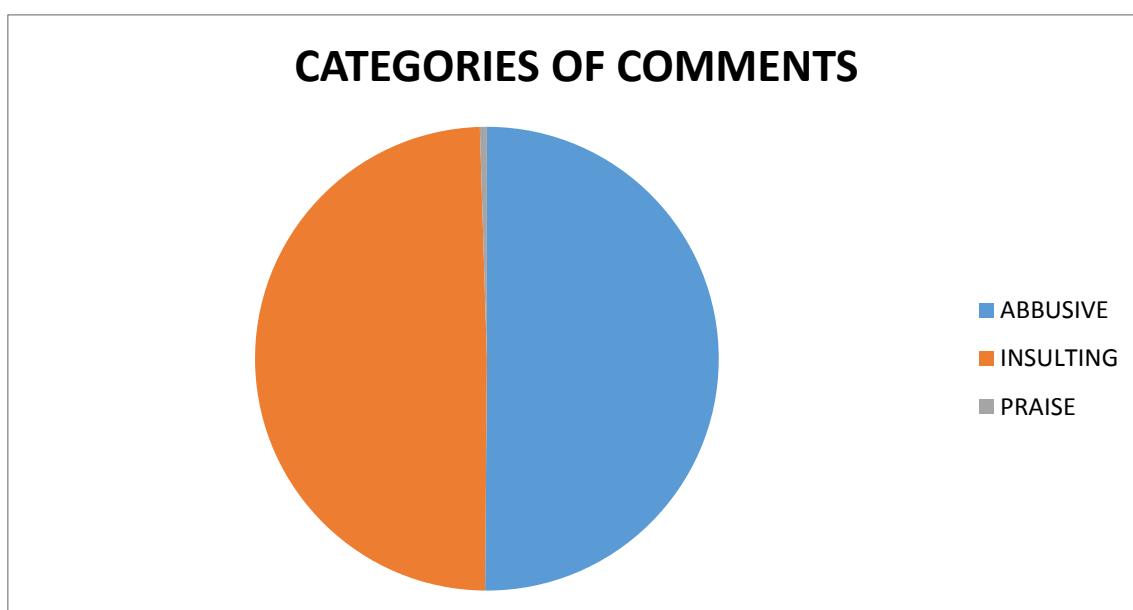


FIG 3.3.8. pie representing the comment categories of November 1 , 2018.

3.3.9. Table for November 12, 2018

DATE OF UPLOAD	TYPE OF CONTENT	TOTAL NUMBER OF VIEWS	TOTAL NO OF COMMENTS	CATEGORY OF COMMENTS	TITLE OF THE VIDEO
NOVEMBER 12,2018	VIDEO SONG	29,375	486	ABBUSIVE:243 INSULTING:239 PRAISE:4	Nafrat chorke- hindi song- lyrics, tune, singer, Mr.Rajkumar

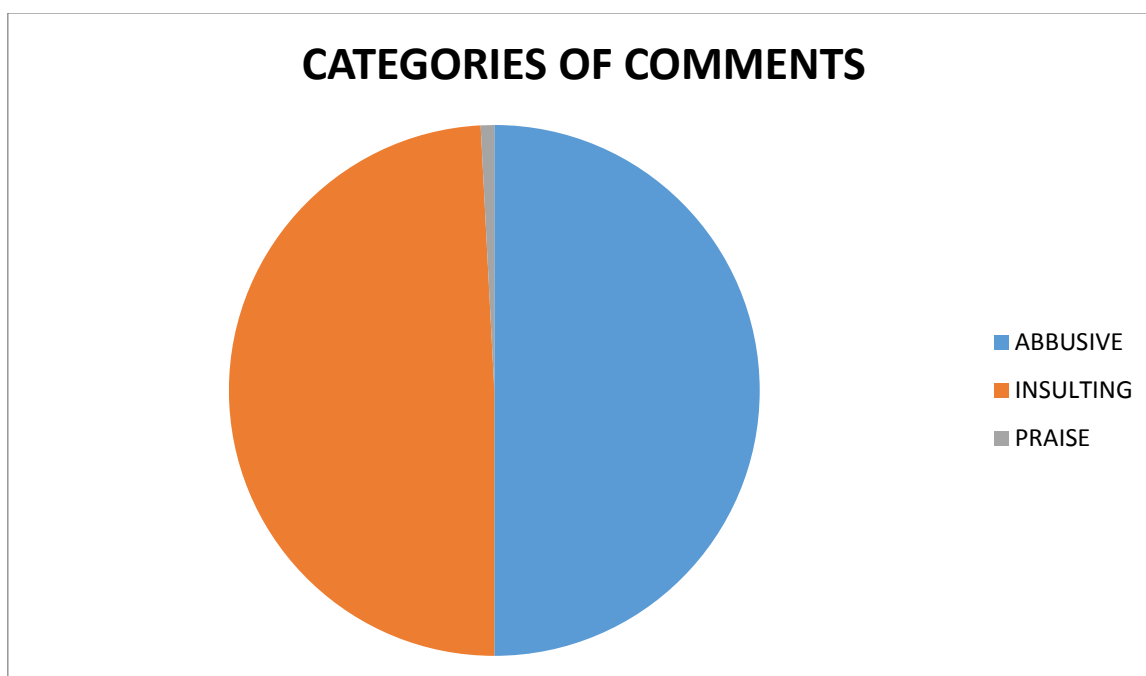


FIG 3.3.9 pie representing categories of comments of November 12, 2018.

From the content analysis of the contents of the official youtube channel of Rajkumar Thakuria, the researcher finds that, out of all the comments of the contents of the taken duration of time i.e. from September 2018 to November 2018 the total number of comments praising the contents are very less in compared to the other two categories of comments which are, abusive and insulting. The conclusion that can be drawn from the analysis of the contents is that even though the uploaded contents have large number of viewers yet the viewers donnot take the cringe contents seriously. People abuse and insult the contents and mock the artist for creating them.

➤ The researcher have also analysed the contents of the fan page page of Rajkumar Thakuria. As there are more than three fan pages of Rajkumar Thakuria over Facebook so the researcher has chosen the most active fan page based on the frequency of uploads and number of members. In this analysis the researcher analyses the types of contents uploaded by the fan page admin and also the types of reactions the contents get. Moreover the comments of the contents are analysed and categorised in the categories namely, abusive, insult, praise and mentions. The analysis is conducted for the duration of three months i.e. from the month of September 2018 to November 2018.

The main aim of the content analysis is to find out the reactions of the viewers and the members of the fan page.

In the latter part of the analysis the researcher has interviewed the admin of the fan page and also interviewed ten members of the fan page through convenience sampling.

Name Of The Page: Mr. Rajkumar Fan Club

Link: <https://www.facebook.com/Mrrajkumarfans/>

Total Likes: 9,161

Total Follows: 9417 (as per December, 2018)

Month: September 2018

3.3.10. Table for September 2018

DATE OF UPLOAD	TYPE OF POST	TOTAL NO OF REACTIONS	TYPE OF REACTION	TOTAL NO OF COMMENTS	TYPES OF COMMENTS	SHARES
SEPTEMBER 7, 2018	Photograph of Mr. Rajkumar with four other people	673	LIKES: 407 HAHA: 233 LOVE: 20	55	ABUSIVE: 32 INSULT: 14 PRAISE: 2 MENTIONS: 7	118
SEPTEMBER 14, 2018	Meme of Mr. Rajkumar	211	LIKES: 103 HAHA: 106 LOVE: 2	16	ABUSIVE: 5 INSULT: 8 PRAISE: 0 MENTIONS: 3	129

SEPTEMBER 14,2018	Meme with actor Rajnikant	205	LIKES:116 HAHA:80 LOVE:6	10	ABUSIVE:0 INSULT: 3 PRAISE :0 MENTIONS: 7	47
SEPTEMBER 22, 2018	Meme of Mr. Rajkumar , where he is depicted as a contestant of the show Kaun Banega Corepati	258	LIKES:136 HAHA:120 LOVE:1	9	ABUSIVE:0 INSULT: 6 PRAISE:2 MENTIONS: 1	78
SEPTEMBER 27,2018	The admin updated the profile picture of the fan page with a picture of Mr. Rajkumar	489	LIKES:391 HAHA:45 LOVE:29 WOW:23 SAD:1	36	ABUSIVE:5 INSULTS:26 PRAISE:2 MENTIONS:3	5
SEPTEMBER 27,2018	Poster designed by a fan on Mr. Rajkumar's upcoming song "chal chal	423	LIKES:277 HAHA:85 LOVE:44 WOW:13	69	ABUSIVE:18 INSULT:25 PRAISE:7 MENTION	85

	Arunachal”		SAD:3 ANGRY:1		S:19	
SEPTEMBER 28,2018	Promotion of tshirts with Mr.rajkumar's photo printed on it.	496	LIKES:269 HAHA:180 LOVE:31 WOW:12 SAD:2 ANGRY:2	459	ABUSIVE:0 INSULT:0 PRAISE:150 MENTIONS 309	275

Month: October, 2018

3.3.11. Table For October, 2018

DATE OF UPLOAD	TYPE OF POST	TOTAL NO OF REACTIONS	TYPE OF REACTION	TOTAL NO OF COMMENTS	TYPES OF COMMENTS	SHARES
OCTOBER 1, 2018	Photograph of Mr.Rajkumar wishing him on his birthday	401	LIKES:330 HAHA:12 LOVE:47 WOW:11 SAD:1	44	ABUSIVE:12 WISHES:25 INSULTS:2 MENTIONS:5	44
OCTOBER 1, 2018	Video of Rajkumar Thakuria's song "chal chal Arunachal"	727	LIKES:357 HAHA:289 LOVE:44 ANGRY:18 WOW:11 SAD:9	380	ABUSIVE:28 INSULTS:109 PRAISE:13 MENTIONS:230	282
OCTOBER 2, 2018	Meme of Rajkumar Thakuria. A collage with six other bollywood actor.	254	LIKES:169 HAHA:67 LOVE:12 WOW:4 SAD:1 ANGRY:1	178	ABUSIVE:56 INSULT:61 PRAISE: MENTIONS:2	30
OCTOBER 10, 2018	Photograph of Mr.rajkumar.	392	LIKES:250 HAHA:101 LOVE:24 WOW:15 SAD:2	64	ABUSIVE:15 INSULT:40 PRAISE:3 MENTIONS:6	21

OCTOBER 16,2018	A photograph of fried chicken bucket, named Raku Fried Chicken, specialist in leg pieces.	201	LIKES:105 HAHA:82 LOVE:10 WOW:2 SAD:2	23	ABUSIVE:12 INSULT:6 PRAISE:0 MENTIONS:5	38
OCTOBER 19, 2018	Meme of Rajkumar Thakuria with yogi Aditya Nath	330	LIKES:155 HAHA:166 LOVE:6 WOW:1 SAD:1 ANGRY:1	19	ABUSIVE:5 INSULT:7 PRAISE:0 MENTIONS:7	90
OCTOBER 19,2018	Photograph of the blue car of Mr.Rajkumar.	770	LIKES:514 HAHA:153 LOVE:27 SAD:66 WOW:9 ANGRY:1	45	ABUSIVE:15 INSULT:13 PRAISE:12 MENTIONS:5	28
OCTOBER 23,2018	Meme of Rajkumar Thakuria with Yogi Aditya Nath	337	LIKE:154 HAHA:172 LOVE:10 ANGRY:1	22	ABUSIVE:3 INSULT:10 PRAISE:0 MENTIONS:9	118
OCTOBER 27,2018	Meme of Rajkumar Thakuria with famous singers of bollywood and Assam.	485	LIKES:251 HAHA:197 LOVE:25 WOW:10 SAD:1	13	ABUSIVE:7 INSULT:4 PRAISE:0 MENTIONS:2	89

			ANGRY:1			
OCTOBER 28,2018	Meme where Rajkumar Thakuria is lifting a tractor.	464	LIKES:262 HAHA:174 LOVE:18 WOW:5 SAD:4 ANGRY:1	17	ABUSIVE:2 INSULT:11 PRAISE:0 MENTIONS:4	41
OCTOBER 29,2018	Meme on Rajkumar Thakuria where two bollywood actors laugh at him telling what people can do if they have money.	228	LIKES:135 HAHA:89 LOVE:3 SAD:1	6	ABUSIVE:1 INSULT:4 PRAISE:0 MENTIONS:1	30
OCTOBER 29,2018	A photograph of a castle named “raku Mahal”	454	LIKES:228 HAHA:184 LOVE:27 WOW:12 SAD:2 ANGRY:1	44	ABUSIVE:9 INSULT:5 PRAISE:2 MENTIONS:29	77
OCTOBER 3,2018	Rajkumar Thakuria’s face photoshopped into Monalisa’s painting termed as “Rakulisa”	534	LIKES:265 HAHA:242 LOVE:17 WOW:3 SAD:1 ANGRY:6	38	ABUSIVE:4 INSULT:6 PRAISE:5 MENTIONS:23	135

Month: November, 2018

3.3.12 Table for November, 2018

DATE OF UPLOAD	TYPE OF POST	TOTAL NO OF REACTIONS	TYPE OF REACTION	TOTAL NO OF COMMENTS	TYPES OF COMMENTS	SHARES
NOVEMBER,6 2018	Meme on Rajkumar Thakuria, where he blasts a bomb.	386	LIKES:225 HAHA:151 LOVE:9 WOW:1	6	ABUSIVE:0 INSULT:2 PRAISE:0 MENTIONS:4	60
NOVEMBER,7 2018	Edited photograph of Rajkumar Thakuria, where he has blonde hair	357	LIKES:217 HAHA:109 LOVE:15 WOW:10 SAD:4 ANGRY:2	31	ABUSIVE:8 INSULT:7 PRAISE:4 MENTIONS:12	17
NOVEMBER 10,2018	poster of the film "ahi ase:	216	LIKES:149 HAHA:49 LOVE:14 WOW:2 SAD:1 ANGRY:1	16	ABUSIVE:2 INSULT:11 PRAISE:2 MENTIONS:1	22
NOVEMBER 14,2018	Meme of Rajkumar Thakuria with Sonia Gandhi	163	LIKES:79 HAHA:79 LOVE:4 ANGRY:	2	MENTIONS:2	23

			1			
NOVEMBER 14,2018	Meme on people reacting to the poster of the film “Ahi Ase”.	245	LIKES:117 HAHA:103 LOVE:22 WOW:2 SAD:1	5	MENTIONS:5	53
NOVEMBER 14,2018	A person showing the photograph of Rajkumar imprinted in his heart.	403	LIKES:139 HAHA:227 LOVE:21 WOW:10 SAD:5 ANGRY:1	39	INSULTS:21 MENTIONS:18	192
NOVEMBER 17,2018	A newspaper headlined as “Grammy for rajkumar”	204	LIKES:116 HAHA:70 LOVE:12 WOW:3 SAD:3	6	ABUSIVE:2 INSULT:4	19
NOVEMBER 17,2018	Postal stamps with Rajkumar’s photo on it, which says one can reach Mars using it.	185	LIKES:103 HAHA:74 LOVE:3 WOW:3 SAD:2	9	INSULTS:2 MENTIONS:7	18
NOVEMBER 21,2018	A meme of Rajkumar Thakuria with a tiger	413	LIKES:164 HAHA:237 LOVE:9	30	INSULTS:21 MENTIONS:9	219

			SAD:2 WOW:1			
NOVEMBER 22,2018	Meme comparing Rajkumar Thakuria with two Bollywood singers	204	LIKES:111 HAHA:61 LOVE:29 WOW:1 ANGRY:2	11	ABUSIVE:2 INSULT:5 PRAISE:2 MENTIONS:2	41
NOVEMBER 23,2018	Photograph of a fan getting a tattoo of Rajkumar Thakuria's face.	476	LIKES:231 HAHA:192 LOVE:27 WOW:22 SAD:3 ANGRY:1	101	ABUSIVE:20 INSULT:15 PRAISE:7 MENTIONS:59	116
NOVEMBER 27,2018	Photo of Mr.Rajkumar.	833	LIKES:646 HAHA:95 LOVE:72 WOW:15 ANGRY:3 SAD:2	39	ABUSIVE:5 INSULT:7 PRAISE:7 MENTIONS:20	17
NOVEMBER 28,2018	Photo of Rajkumar's new car	230	LIKES:175 HAHA:30 LOVE:18 WOW:7	6	ABUSIVE:3 MENTIONS:3	1
NOVEMBER 28,2018	Photo of Rajkumar singing.	390	LIKES:263	18	INSULTS:12 PRAISE:2	17

			HAHA:76 LOVE:35 WOW:14 SAD:2		MENTIONS: 4	
NOVEMBER 30.2018	Photograph of Rajkumar.	811	LIKES:505 HAHA:224 LOVE:58 WOW:18 SAD:6	120	ABUSIVE:20 INSULTS: 57 PRAISE :10 MENTIONS: 33	115

The content analysis of the duration of three months, gives a clear picture of the viewers reactions on the posts of the fan page. Out of all the reactions available over facebook the contents mostly receives the reactions of Like and Haha (the reaction to contents which one finds funny), followed by the reaction of Love which denotes that the viewers love the memes which are mostly uploaded in the page. The reactions like Angry, sad and Wow are very minimum.

In case of the comments the number of abusive and comments insulting Rajkumar are higher than comments categorised under the category of praise and mentions. The viewers abuses the contents and also insults the cringe artist in the comment section. A very small section of viewers praise Rajkumar and rest of the fan page members mentions their friends in the comment section.

When the reasearcher asked the admin of the fan page “Mr. Rajkumar Fan Club” about what made him start the page , he said “I along with two other friends of mine started this fan page three years back. The only reason we created it is because of the growing popularity and craze of Rajkumar Thakuria among the fans specially the group of younger population. Our page

has around 9000 members and we upload contents frequently. Rajkumar Thakuria is a superstar among the fans and people hugely view his videos. I myself is a huge fan of him.” He further added, “we mainly focus on creating memes of Rajkumar and people love that. It makes them laugh just as the contents of Rajkumar does.”

When asked about the reactions of the members, he said “people mostly react as like and the laughing sign. This is what cringe is all about, it anyways makes you laugh. Rajkumar’s memes which our page posts receive likes and laughter mostly and also people love sharing the memes from their accounts. Members also mentions their friends , in a comment sections and they laugh together with friends.” He also added, “if receive messages from fans requesting more memes. We have even designed t-shirts with Rajkumar’s photo printed on it. After we have just uploaded the design on the page, we received more than 250 orders in just one day. This is the craze among the fans I am talking about.”

- The researcher has also interviewed 10 members of the fan page using the method of convenience sampling, where the 10 respondents were randomly chosen.

The respondents expressed their views as they love the memes of Mr.rajkumar which the page shares very frequently. They also love the fact how creative the admin is to upload witty contents which makes them laugh and also share the contents from their respective accounts.

A respondent of the age of 21 years said, “I am a huge fan of Mr.Rajkumar, and that is the first reason I have joined the page. Secondly the contents of the page are very funny and as we all share different memes , and it has become a new trend over social media , sharing the memes of Rakumar is something we all can relate to.”

Another respondent who is a student said, “I am very impressed by the talent of the admin of the page. Their hilarious contents helps forget the tensions for the moment and just as the contents of Rajkumar are funny so is the page , that is the reason I personally love the page. I even mention my friends in the memes and also share it.”

Another respondent said, “every time i log into facebook I find a meme on Rajkumar and this is so relaxing unlike the other posts. I like this page more than I like Rajkumar Thakuria. I find his contents irritating but this page makes me laugh.”

Another member of the fan page said, “the page is the platform we can express our views regarding Mr.Rajkumar, very openly. We can comment and also share. We can react according to the posts. The memes created by the fan page are very funny. At the same time the videos of Rajkumar are irritating, to some whereas some find them funny. We get the liberty to express our views.”

Thus, from the interview of the respondents, it is evident that the reason they have liked and followed the page is for the funny memes that the page offers which they can related to and also forget about the regular stress they deal with, moreover the page offers them the liberty to express their views on the contents of the cringe star, Rajkumar Thakuria.