

1      **IMPACT OF MEDIA AND GLOBALIZATION ON JUVENILE CRIME**  
2      **IN CONTEMPORARY SOCIETY: A STUDY OF ARUNACHAL**  
3      **PRADESH**

4

5      **Abstract**

6      Mass media and globalization play a crucial role in shaping contemporary societies by  
7      accelerating the exchange of ideas, culture, information, and technology. Media platforms  
8      such as the internet and television have significantly contributed to the process of  
9      globalization, bringing about an informational revolution that has transformed social life.  
10     While globalization has led to greater awareness, exposure, and development, it has also  
11     produced several adverse social consequences. In states like Arunachal Pradesh, where tribal  
12     communities traditionally lived in close harmony with nature and maintained strong cultural  
13     values, the impact of media-driven globalization has been particularly profound. The  
14     increasing exposure to dominant global and Western cultures through mass media has  
15     influenced the lifestyles, aspirations, and value systems of young people. This rapid cultural  
16     transition has weakened traditional social controls, community bonds, and indigenous moral  
17     frameworks that once guided juvenile behaviour. As a result, juveniles are increasingly  
18     exposed to violent content, consumerism, substance use, and deviant role models through  
19     media, which may contribute to rising tendencies of aggression, delinquency, and juvenile  
20     crime.

21     This paper examines both the positive and negative impacts of media and globalization, with  
22     special emphasis on their role in influencing juvenile behaviour and contributing to juvenile  
23     delinquency. By focusing on Arunachal Pradesh, the study highlights how the erosion of  
24     traditional culture, language, and craftsmanship - combined with unregulated media exposure  
25     - has created new social challenges for youth in a rapidly globalizing society.

26     **Key Words:** Globalization, Mass Media, Juvenile Crime, Arunachal Pradesh, Youth,  
27     Culture, Development, Social Change.

28     **INTRODUCTION:**

29     The role of media in the process of globalization is both significant and inseparable. Media  
30     functions as a crucial instrument of globalization by enabling mass communication and

31 facilitating the rapid flow of information, culture, ideas, and knowledge across national  
32 boundaries. Through various platforms, media has contributed to the compression of time and  
33 space, allowing the world to be perceived as a “global village” (Lule, 2012). Scholars began  
34 engaging seriously with the concept of globalization in the early 1990s, particularly within  
35 sociology and geography. However, it was later recognized that globalization in its practical  
36 sense is unimaginable without media and communication technologies (Rantanen, 2005).  
37 Globalization broadly refers to the processes through which societies across the world  
38 become interconnected, forming a single global social system, wherein media plays a central  
39 enabling role.

40 Media is often described as the “fourth pillar of democracy,” serving as a mirror to society  
41 and a channel through which information is transmitted to citizens. Ideally, media is expected  
42 to investigate truth and disseminate it responsibly. In India, the origins of mass media can be  
43 traced back to the eighteenth century with the emergence of print media in 1780. Journalism  
44 was once regarded as a profession rooted in public service; however, in contemporary times it  
45 has increasingly assumed a commercial character, prioritizing profit, sensationalism, and  
46 viewership over ethical responsibility (Kureel, 2021). This transformation has significant  
47 social consequences, particularly for juveniles, who are more impressionable and vulnerable  
48 to mediated influences.

49 The expansion of cross-border communication technologies has opened new avenues for  
50 access to global knowledge and cultural exchange. While some scholars celebrate media  
51 globalization for promoting awareness and development, others argue that its effects are  
52 deeply troubling, especially for traditional societies and youth populations (Waistband,  
53 2001). Digital platforms such as YouTube, Instagram, Twitter, and Facebook have  
54 fundamentally altered patterns of information dissemination by weakening the traditional  
55 “gatekeeping” role of media (Himelfarb, 2009). From the perspective of Social Learning  
56 Theory, continuous exposure to media content depicting violence, substance abuse,  
57 aggression, and criminal lifestyles provides behavioural models that juveniles may observe,  
58 internalize, and imitate in real-life situations.

59 In addition, Cultural Criminology helps explain how globalized media constructs meanings  
60 around crime, deviance, and youth identity. Media representations often glamorize rebellion,  
61 risk-taking, and antisocial behaviour, presenting them as symbols of power, success, or  
62 modernity. For juveniles undergoing identity formation, such portrayals may normalize

63 deviant behaviour and reduce the perceived seriousness of crime. This cultural framing  
64 becomes particularly influential in societies experiencing rapid social change, where  
65 traditional norms and moral frameworks are gradually eroding.

66 The relationship between media, globalization, and juvenile crime can also be understood  
67 through Anomie and Strain Theory. Globalization and media-driven consumer culture  
68 promote aspirations for material success, status, and lifestyles that remain unattainable for  
69 many juveniles due to socio-economic limitations. This gap between socially approved goals  
70 and legitimate means generates frustration, strain, and alienation, which may lead juveniles  
71 toward delinquent behaviour as alternative modes of expression or achievement. Furthermore,  
72 rapid globalization has weakened traditional institutions such as family, community, and  
73 indigenous cultural systems that once exercised strong informal social control over juvenile  
74 behaviour. Media-driven modernization accelerates this process by displacing collective  
75 values with individualism and consumerism. In such contexts, unregulated media exposure  
76 intensifies behavioural risks among juveniles, contributing to emerging patterns of  
77 delinquency and juvenile crime.

78 Thus, media and globalization function not merely as channels of communication but as  
79 powerful social forces that reshape juvenile consciousness, behaviour, and moral boundaries.  
80 Understanding their influence is essential for analysing the changing nature of juvenile crime  
81 in societies undergoing rapid socio-cultural transformation.

## 82 **Objectives of the Study**

83 The objectives of the study are:

- 84 1. To examine the role of media and globalization in shaping juvenile behaviour.
- 85 2. analyze how media exposure influences juvenile delinquency and crime.

## 86 **Methodology of the study**

87 The study is descriptive and analytical in nature. It is primarily based on secondary sources of  
88 data, including books, journals, research articles, government reports, and credible online  
89 sources related to media, globalization, and juvenile crime. The study also draws theoretical  
90 support from established criminological theories such as Social Learning Theory, Cultural

91 Criminology, and Strain Theory to analyze the influence of media and globalization on  
92 juvenile behaviour.

93

#### 94 **IMPACT OF MEDIA AND GLOBALIZATION**

95 In the contemporary world, globalization has influenced almost every aspect of human life,  
96 including communication, journalism, economy, culture, and social relations. Over the last  
97 three decades, globalization has significantly transformed the media landscape across the  
98 world, leading to a rapid expansion of both print and digital media. Media has become one of  
99 the primary channels through which globalization operates, reshaping political, cultural, and  
100 economic boundaries. Global communication, particularly interactive digital media, has  
101 created new social spaces that allow individuals - especially youth to form communities based  
102 on shared interests rather than geographical proximity (Manjappa, 2014). These  
103 transformations have had both constructive and adverse implications for society, particularly  
104 for juveniles.

#### 105 **Positive Impact of Media and Globalization**

106 In the era of media globalization, the world has increasingly become an integrated global  
107 market. Globalization has influenced diverse sectors such as culture, education, politics,  
108 economy, science, and technology. Through the integration of economies, societies, people,  
109 and technologies, globalization has facilitated development and modernization across nations.  
110 The global flow of media content has enabled cultural exchange and exposure to diverse  
111 lifestyles, ideas, and values, contributing to greater awareness and cultural diversity. For  
112 juveniles, media globalization has expanded educational opportunities by providing access to  
113 information, online learning platforms, and global knowledge resources. Exposure to  
114 international ideas has encouraged innovation, skill development, and broader worldviews  
115 among young people. Underdeveloped and developing regions have benefited from  
116 technological advancements, industrial growth, and improved access to scientific knowledge  
117 that were previously limited to developed countries.

118 Media has also played a crucial role in highlighting global and national social issues such as  
119 human rights violations, gender injustice, child abuse, terrorism, and environmental  
120 degradation. Increased media coverage has created social awareness and encouraged

121 collective action. Movements amplified through mass and social media have brought issues  
122 of injustice to public attention, strengthening democratic participation and legal awareness.  
123 Such exposure has the potential to promote social responsibility among juveniles by  
124 sensitizing them to issues of justice, equality, and human dignity. Furthermore, globalization-  
125 driven competition has improved the quality of goods and services, encouraging efficiency  
126 and innovation. This competitive environment has contributed to economic growth and  
127 employment opportunities, indirectly influencing the socio-economic conditions of families  
128 and juveniles.

## 129 **Negative Impact of Media and Globalization:**

130 Despite its benefits, media and globalization have also produced several negative  
131 consequences, particularly affecting traditional societies and younger populations. The  
132 continuous transformation of media landscapes has intensified cultural homogenization and  
133 contributed to the dominance of global commercial media (Chakravarty, 2006). One of the  
134 most significant concerns is the emergence of cultural and media imperialism, where  
135 dominant cultures overshadow indigenous traditions, languages, and value systems. For  
136 juveniles, excessive exposure to globalized media content often leads to the erosion of  
137 traditional norms and moral values that once regulated behaviour. Media frequently promotes  
138 consumerism, material success, violence, substance use, and unrealistic lifestyles, which can  
139 influence juvenile attitudes and aspirations. The attraction toward foreign cultures and  
140 lifestyles may create identity confusion among juveniles, distancing them from their cultural  
141 roots and community-based moral frameworks. The weakening of family structures,  
142 community bonds, and informal social control due to rapid globalization further increases  
143 juveniles' vulnerability to deviant influences. As traditional authority systems decline, media  
144 increasingly becomes a primary agent of socialization. Unregulated access to digital media  
145 exposes juveniles to violent imagery, explicit content, and antisocial behaviour, which may  
146 normalize aggression and criminal tendencies.

147 Moreover, globalization-driven aspirations often remain unattainable for many juveniles due  
148 to socio-economic inequalities. This gap between expectations and reality generates  
149 frustration and strain, which may manifest in delinquent behaviour, substance abuse, theft,  
150 cybercrime, and other forms of juvenile crime. The dissolution of stable national and cultural  
151 identities, coupled with constant media influence, thus creates new social risks for juveniles

152 in rapidly transforming societies. Overall, media and globalization function as powerful  
153 social forces that shape juvenile behaviour both positively and negatively. While they provide  
154 opportunities for education, awareness, and development, they simultaneously weaken  
155 traditional social controls and promote values that may encourage deviance. In societies  
156 undergoing rapid cultural transition, the unchecked influence of globalized media can  
157 contribute to behavioural disorders, identity crises, and rising juvenile delinquency.  
158 Therefore, understanding the dual impact of media and globalization is essential for  
159 addressing the emerging challenges of juvenile crime.

160 In the case of Arunachal Pradesh, media and globalization have brought about profound  
161 socio-cultural transformations. Traditionally, the people of the state lived in close harmony  
162 with nature and maintained strong commitments to their indigenous culture, animistic belief  
163 systems, community-oriented social life, and rich traditions of craftsmanship. However, with  
164 the advent of modernization and westernization through media and globalization, tribal  
165 society has undergone rapid and far-reaching changes. These shifts are visible in the  
166 transition from animistic belief systems to Christianity, from collective community values to  
167 increasing individualism, and from indigenous lifestyles to modern consumer-oriented  
168 practices. Globalization poses serious challenges to the survival of traditional craftsmanship,  
169 which forms an essential part of the intangible cultural heritage of the region (International  
170 Bamboo and Rattan Organisation, 2015). The spread of dominant Western culture through  
171 mass media has led to the gradual decline of indigenous ways of living, weakening interest  
172 among younger generations in traditional skills, folk arts, and local products. As a result,  
173 ethnic identities, tribal homogeneity, and indigenous cultural expressions are increasingly  
174 marginalized under the homogenizing idea of a “global village” (Raju, 2006). Critics often  
175 describe this process as an extension of Western capitalism and neo-colonial influence, which  
176 threatens the preservation of cultural identity in its original form (Nayak, 2011).

177 Despite government initiatives and cultural organizations working to promote traditional  
178 dances, folk songs, and native languages, the influence of modern music, global  
179 entertainment, and popular culture continues to dominate youth preferences. This cultural  
180 shift has significant implications for juveniles. As traditional norms, moral values, and  
181 community-based controls weaken, juveniles increasingly turn to media as a primary source  
182 of identity formation and social learning. Exposure to globalized media content that promotes  
183 materialism, instant gratification, and aggressive behaviour may contribute to behavioural

184 conflicts, identity crises, and a decline in respect for traditional authority structures, thereby  
185 increasing juveniles' vulnerability to delinquent behaviour.

186 At the same time, globalization also presents opportunities for cultural preservation and youth  
187 empowerment if strategically utilized. Arunachal Pradesh has immense potential to promote  
188 its traditional handicrafts and handmade products in international markets, which could  
189 generate employment and strengthen cultural pride among the youth. If tribal folk songs,  
190 dances, and indigenous art forms are globalized through media platforms in a culturally  
191 sensitive manner, they can help preserve identity rather than erode it. The global popularity of  
192 Punjabi music and South Korean K-pop culture illustrates how media globalization can  
193 reinforce, rather than dilute, cultural identity. However, attributing all cultural change solely  
194 to media and globalization would be an overstatement. Change is a constant feature of human  
195 civilization, and societies inevitably evolve over time. The extent to which global media  
196 undermines local culture largely depends on the resilience and adaptability of that culture.  
197 For juveniles in Arunachal Pradesh, the challenge lies in balancing global exposure with  
198 cultural rootedness. Strengthening cultural education, regulating media exposure, and  
199 reinforcing traditional value systems are therefore essential to prevent cultural disintegration  
200 and reduce the social conditions that contribute to juvenile delinquency.

## 201 **Conclusion and Suggestions**

202 Media and globalization have become powerful forces shaping social life, cultural values, and  
203 behavioural patterns across the world. While these processes have contributed significantly to  
204 development, awareness, and global connectivity, they have also generated complex social  
205 challenges, particularly for juveniles. The rapid expansion of globalized media has weakened  
206 traditional social institutions, disrupted indigenous cultural systems, and exposed juveniles to  
207 consumerism, violence, and deviant lifestyles. These influences, combined with socio-  
208 economic inequalities and identity conflicts, increase the vulnerability of juveniles to  
209 delinquent behaviour. In the context of Arunachal Pradesh, the interaction between traditional  
210 tribal society and global media culture has resulted in profound socio-cultural transformation.  
211 The gradual erosion of indigenous values, declining interest in traditional craftsmanship, and  
212 shift toward individualism have affected community-based social control mechanisms that  
213 once regulated juvenile behaviour. However, globalization and media need not inevitably  
214 lead to cultural disintegration or juvenile crime if guided responsibly.

215 To mitigate the negative impacts, media literacy education should be promoted among  
216 juveniles to enable critical understanding of media content. Regulatory mechanisms must  
217 ensure responsible dissemination of digital and social media content accessible to young  
218 audiences. Strengthening family, community, and tribal institutions is essential to reinforce  
219 traditional moral values and informal social control. At the same time, media should be  
220 strategically utilized to promote indigenous culture, traditional arts, folk music, and local  
221 craftsmanship, thereby fostering cultural pride and identity among youth. Youth-oriented  
222 educational, cultural, and skill-development programs can further provide constructive  
223 alternatives to delinquent behaviour. A balanced and inclusive approach that integrates  
224 cultural preservation, responsible media engagement, and youth empowerment is crucial.  
225 Such an approach can help societies harness the benefits of media and globalization while  
226 minimizing their adverse effects on juveniles, ultimately contributing to social harmony and  
227 the prevention of juvenile crime.

228

229

230

231

232

233

234

235

236

237

238

239

240

241

242

243

244 **References:**

245 Chakravarty, P. (2006). *Media, globalization and cultural transformation*. New Delhi, India:  
246 Sage Publications.

247 Christian, J. T. (2013). *The development of international law by the International Court of  
248 Justice*. Oxford, UK: Oxford University Press.

249 Cooper, C. (1950). *The dynamics of family life and child development*. New York, NY:  
250 Harper & Brothers.

251 Debatewise.org. (n.d.). *Role of family environment in child development*. Retrieved from  
252 <https://www.debatewise.org>

253 George, D. (2020). Social media movements and global justice: The rise of #MeToo and  
254 Black Lives Matter. *Journal of Social Change*, 12(2), 45–60.

255 Himelfarb, S. (2009). *Media and the transformation of global communication*. Washington,  
256 DC: Center for Strategic and International Studies.

257 Hope, T. (2016). Peer influence and juvenile delinquency. *Youth Justice Review*, 8(1), 23–38.

258 International Bamboo and Rattan Organisation. (2015). *Traditional craftsmanship and  
259 sustainable livelihoods in Northeast India*. Beijing, China: INBAR.

260 Jin, D. Y. (2021). *New media, globalization, and cultural power*. London, UK: Routledge.

261 Jones, E. (1922). *Child psychology and parental influence*. London, UK: Macmillan.

262 Kulkarni, P. (2016). *Root causes of juvenile crime in India: A study of observation homes in  
263 Bangalore*. Bangalore, India: Department of Women and Child Development & UNICEF.

264 Kureel, R. (2021). Media ethics and commercialization of journalism in India. *Indian Journal  
265 of Media Studies*, 5(2), 67 - 78.

266 Loeber, R., & Stouthamer-Loeber, M. (1984). Family factors as correlates and predictors of  
267 juvenile conduct problems and delinquency. In J. Shoemaker (Ed.), *The social causes of  
268 delinquency* (pp. 29 - 58). New York, NY: Springer.

269 Lule, J. (2012). *Globalization and media: Global village revisited*. Cambridge, UK: Polity  
270 Press.

271 Mamoria, C. B. (1965). *Social problems and social disorganization*. Allahabad, India: Kitab  
272 Mahal.

273 Mama, A. (2017). Drug abuse and juvenile crime in Arunachal Pradesh. *North East Social  
274 Research Journal*, 4(1), 89 -102.

275 Manjappa, S. (2014). Media globalization and cultural identity. *International Journal of  
276 Communication Studies*, 6(3), 112–125.

277 Mirrlees, T. (2013). *Global entertainment media: Between cultural imperialism and cultural  
278 globalization*. London, UK: Routledge.

279 Nayak, P. (2011). Globalization and cultural identity in tribal societies. *Indian Journal of  
280 Sociology*, 42(1), 55 -70.

281 Poduthase, H. (2012). Parenting styles and juvenile delinquency. *Indian Journal of  
282 Criminology*, 40(2), 101 -115.

283 Ponzetti, J. J. (2003). Parenting and delinquency: A comparative study. *Journal of Family  
284 Studies*, 9(2), 221 -234.

285 Radhika, M. (2017). Media globalization and economic integration. *Journal of Global  
286 Studies*, 10(1), 33 - 48.

287 Raju, S. (2006). Globalization and marginalization of indigenous identities. *Economic and  
288 Political Weekly*, 41(18), 1812 -1818.

289 Rantanen, T. (2005). *The media and globalization*. London, UK: Sage Publications.

290 Sharma, A. (2016). *Drug abuse among children in conflict with law in Delhi*. New Delhi,  
291 India: Delhi Commission for Protection of Child Rights.

292 Vito, G. F. (2017). Juvenile drug abuse and crime trends. *Journal of Criminal Justice*, 45(3),  
293 210–224.

294 Waistband, J. (2001). Media globalization and cultural anxiety. *Global Media Journal*, 3(2),  
295 15–28.  
296 (Verify author spelling if possible)

297

298

299

300

301

302

UNDER PEER REVIEW IN IJAR