RESEARCH ARTICLE

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

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Manuscript Info	Abstract

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Mass media and globalization play a crucial role in shaping contemporary societies by accelerating the exchange of ideas, culture, information, and technology. Media platforms such as the internet and television have significantly contributed to the process of globalization, bringing about an informational revolution that has transformed social life. While globalization has led to greater awareness, exposure, and development, it has also produced several adverse social consequences. In states like Arunachal Pradesh, where tribal communities traditionally lived in close harmony with nature and maintained strong cultural values, the impact of media-driven globalization has been particularly profound. The increasing exposure to dominant global and Western cultures through mass media has influenced the lifestyles, aspirations, and value systems of young people. This rapid cultural transition has weakened traditional social controls, community bonds, and indigenous moral frameworks that once guided juvenile behaviour. As a result, juveniles are increasingly exposed to violent content, consumerism, substance use, and deviant role models through media, which may contribute to rising tendencies of aggression, delinquency, and juvenile crime.This paper examines both the positive and negative impacts of media and globalization, with special emphasis on their role in influencing juvenile behavior and contributing to juvenile delinquency. By focusing on Arunachal Pradesh,the study highlights how the erosion of traditional culture, language, and craftsmanship – combinedwith unregulated media exposure - has created new social challenges for youth in a rapidly globalizing society.

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Introduction:-

The role of media in the process of globalization is both significant and inseparable. Media functions as a crucial instrument of globalization by enabling mass communication and facilitating the rapid flow of information, culture, ideas, and knowledge across national boundaries. Through various platforms, media has contributed to the compression of time and space, allowing the world to be perceived as a "global village" (Lule, 2012). Scholars began engaging seriously with the concept of globalization in the early 1990s, particularly within sociology and

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geography. However, it was later recognized that globalization in its practical sense is unimaginable without media and communication technologies (Rantanen, 2005). Globalization broadly refers to the processes through which societies across the world become interconnected, forming a single global social system, wherein media plays a central enabling role.Media is often described as the "fourth pillar of democracy," serving as a mirror to society and a channel through which information is transmitted to citizens. Ideally, media is expected to investigate truth and disseminate it responsibly. In India, the origins of mass media can be traced back to the eighteenth century with the emergence of print media in 1780. Journalism was once regarded as a profession rooted in public service; however, in contemporary times it has increasingly assumed a commercial character, prioritizing profit, sensationalism, and viewership over ethical responsibility (Kureel, 2021). This transformation has significant social consequences, particularly for juveniles, who are more impressionable and vulnerable to mediated influences.

The expansion of cross-border communication technologies has opened new avenues for access to global knowledge and cultural exchange. While some scholars celebrate media globalization for promoting awareness and development, others argue that its effects are deeply troubling, especially for traditional societies and youth populations (Waistband, 2001). Digital platforms such as YouTube, Instagram, Twitter, and Facebook have fundamentally altered patterns of information dissemination by weakening the traditional "gatekeeping" role of media (Himelfarb, 2009). From the perspective of Social Learning Theory, continuous exposure to media content depicting violence, substance abuse, aggression, and criminal lifestyles provides behavioural models that juveniles may observe, internalize, and imitate in real-life situations.In addition, Cultural Criminology helps explain how globalized media constructs meanings around crime, deviance, and youth identity. Media representations often glamorize rebellion, risk-taking, and antisocial behaviour, presenting them as symbols of power, success, or modernity. For juveniles undergoing identity formation, such portrayals may normalize deviant behaviour and reduce the perceived seriousness of crime. This cultural framing becomes particularly influential in societies experiencing rapid social change, where traditional norms and moral frameworks are gradually eroding.

The relationship between media, globalization, and juvenile crime can also be understood through Anomie and Strain Theory. Globalization and media-driven consumer culture promote aspirations for material success, status, and lifestyles that remain unattainable for many juveniles due to socio-economic limitations. This gap between socially approved goals and legitimate means generates frustration, strain, and alienation, which may lead juveniles toward delinquent behaviour as alternative modes of expression or achievement.Furthermore, rapid globalization has weakened traditional institutions such as family, community, and indigenous cultural systems that once exercised strong informal social control over juvenile behaviour. Media-driven modernization accelerates this process by displacing collective values with individualism and consumerism. In such contexts, unregulated media exposure intensifies behavioural risks among juveniles, contributing to emerging patterns of delinquency and juvenile crime.Thus, media and globalization function not merely as channels of communication but as powerful social forces that reshape juvenile consciousness, behaviour, and moral boundaries. Understanding their influence is essential for analysing the changing nature of juvenile crime in societies undergoing rapid socio-cultural transformation.

Objectives of the Study:-
The objectives of the study are:
1. To examine the role of media and globalization in shaping juvenile behaviour.
2. analyze how media exposure influences juvenile delinquency and crime.

Methodology of the study:-
The study is **descriptive and analytical** in nature. It is primarily based on **secondary sources of data,** including books, journals, research articles, government reports, and credible online sources related to media, globalization, and juvenile crime. The study also draws theoretical support from established criminological theories such as Social Learning Theory, Cultural Criminology, and Strain Theory to analyze the influence of media and globalization on juvenile behaviour.

Impact Of MediaandGlobalization:-
In the contemporary world, globalization has influenced almost every aspect of human life, including communication, journalism, economy, culture, and social relations. Over the last three decades, globalization has significantly transformed the media landscape across the world, leading to a rapid expansion of both print and digital

media. Media has become one of the primary channels through which globalization operates, reshaping political, cultural, and economic boundaries. Global communication, particularly interactive digital media, has created new social spaces that allow individuals - especially youthto form communities based on shared interests rather than geographical proximity (Manjappa, 2014). These transformations have had both constructive and adverse implications for society, particularly for juveniles.

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

Media has also played a crucial role in highlighting global and national social issues such as human rights violations, gender injustice, child abuse, terrorism, and environmental degradation. Increased media coverage has created social awareness and encouraged collective action. Movements amplified through mass and social media have brought issues of injustice to public attention, strengthening democratic participation and legal awareness. Such exposure has the potential to promote social responsibility among juveniles by sensitizing them to issues of justice, equality, and human dignity.Furthermore, globalization-driven competition has improved the quality of goods and services, encouraging efficiency and innovation. This competitive environment has contributed to economic growth and employment opportunities, indirectly influencing the socio-economic conditions of families and juveniles.

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

Moreover, globalization-driven aspirations often remain unattainable for many juveniles due to socio-economic inequalities. This gap between expectations and reality generates frustration and strain, which may manifest in delinquent behaviour, substance abuse, theft, cybercrime, and other forms of juvenile crime. The dissolution of stable national and cultural identities, coupled with constant media influence, thus creates new social risks for juveniles in rapidly transforming societies. Overall, media and globalization function as powerful social forces that shape juvenile behaviour both positively and negatively. While they provide opportunities for education, awareness, and development, they simultaneously weaken traditional social controls and promote values that may encourage deviance. In societies undergoing rapid cultural transition, the unchecked influence of globalized media can contribute to behavioural disorders, identity crises, and rising juvenile delinquency. Therefore, understanding the dual impact of media and globalization is essential for addressing the emerging challenges of juvenile crime.

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

Despite government initiatives and cultural organizations working to promote traditional dances, folk songs, and native languages, the influence of modern music, global entertainment, and popular culture continues to dominate youth preferences. This cultural shift has significant implications for juveniles. As traditional norms, moral values, and community-based controls weaken, juveniles increasingly turn to media as a primary source of identity formation and social learning. Exposure to globalized media content that promotes materialism, instant gratification, and aggressive behaviour may contribute to behavioural conflicts, identity crises, and a decline in respect for traditional authority structures, thereby increasing juveniles' vulnerability to delinquent behaviour.At the same time, globalization also presents opportunities for cultural preservation and youth empowerment if strategically utilized. Arunachal Pradesh has immense potential to promote its traditional handicrafts and handmade products in international markets, which could generate employment and strengthen cultural pride among the youth. If tribal folk songs, dances, and indigenous art forms are globalized through media platforms in a culturally sensitive manner, they can help preserve identity rather than erode it. The global popularity of Punjabi music and South Korean K-pop culture illustrates how media globalization can reinforce, rather than dilute, cultural identity.However, attributing all cultural change solely to media and globalization would be an overstatement. Change is a constant feature of human civilization, and societies inevitably evolve over time. The extent to which global media undermines local culture largely depends on the resilience and adaptability of that culture. For juveniles in Arunachal Pradesh, the challenge lies in balancing global exposure with cultural rootedness. Strengthening cultural education, regulating media exposure, and reinforcing traditional value systems are therefore essential to prevent cultural disintegration and reduce the social conditions that contribute to juvenile delinquency.

Conclusion and Suggestions:-

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

To mitigate the negative impacts, media literacy education should be promoted among juveniles to enable critical understanding of media content. Regulatory mechanisms must ensure responsible dissemination of digital and social media content accessible to young audiences. Strengthening family, community, and tribal institutions is essential to reinforce traditional moral values and informal social control. At the same time, media should be strategically utilized to promote indigenous culture, traditional arts, folk music, and local craftsmanship, thereby fostering cultural pride and identity among youth. Youth-oriented educational, cultural, and skill-development programs can further provide constructive alternatives to delinquent behaviour.A balanced and inclusive approach that integrates

cultural preservation, responsible media engagement, and youth empowerment is crucial. Such an approach can help societies harness the benefits of media and globalization while minimizing their adverse effects on juveniles, ultimately contributing to social harmony and the prevention of juvenile crime.

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