

A Preliminary Study of Literature Review on Health and Media Literacy in the Year 2015 Until 2020

ABSTRACT

Media literacy is the ability of individuals to understand, investigate, create, communicate, and think critically hence, media literacy should take part in accommodating health information in the evolving world. The globalization has captured the importance of media that not only educate and deliver information at the end of our fingertips but also as a powerful medium to influence. The objective of this article is to review the previous studies regarded of the level of media literacy and health the influences women particularly when making decisions on their postpartum practices after childbirth during the postpartum period. This articles also attempts to review whether food choices that are made to consider health factors or to rely heavily on local community traditions. This paper is a preliminary study of six years research related to the topic chosen. The literature research was restricted to studies published in English and Malay from 2015 to 2020. In order to understand about the media literacy and health of women, the past six years of research have conveyed that women do rely on internet, magazine, and radio for nutrition, dietary knowledge, and postpartum practices while simultaneously practicing old beliefs carried by the elderly of the family. Notably, social media and the general media play a significant role in providing information for mothers or women in general in regards to health communication retrieval and women are in no doubt have high media and health literacy when it comes to antenatal and postnatal. The relationship between media literacy influencing health and postpartum practices were consistent as majority of studies agrees that mass media influence mothers' pre and postpartum period regardless demography, income and educational level.