

A Review Study on the Importance and Correlation of Crisis Literacy and Media Communications for Vulnerable Marginalized People During Crisis

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Abstract : In recent times, there has been a notable surge in attention towards diverse literacy concepts such as media literacy, information literacy, and digital literacy. These concepts have garnered escalating interest, spurring the emergence of novel approaches, particularly in the aftermath of the Covid-19 crisis. However, amidst discussions of crises, the domain of crisis literacy remains largely uncharted within academic exploration. Crisis literacy, also referred to as disaster literacy, denotes an individual's aptitude to not only comprehend but also effectively apply information, enabling well-informed decision-making and adherence to instructions about disaster mitigation, preparedness, response, and recovery. This theoretical and descriptive study seeks to transcend foundational literacy concepts, underscoring the urgency for an in-depth exploration of crisis literacy and its interplay with the realm of media communication. Given the profound impact of the pandemic experience and the looming uncertainty of potential future crises, there arises a pressing need to elevate crisis literacy, or disaster literacy, towards heightened autonomy and active involvement within the spheres of critical disaster preparedness, recovery initiatives, and media communication domains. This research paper is part of my ongoing Ph.D. research study, which explores on a broader level the Encoding and decoding of media communications in relation to crisis literacy. The primary objective of this research paper is to expound upon a descriptive, theoretical research endeavor delving into this domain. The emphasis lies in highlighting the paramount significance of media communications in literacy of crisis, coupled with an accentuated focus on its role in providing information to marginalized populations amidst crises. In conclusion, this research bridges the gap in crisis literacy correlation to media communications exploration, advocating for a comprehensive understanding of its dynamics and its symbiotic relationship with media communications. It intends to foster a heightened sense of crisis literacy, particularly within marginalized communities, catalyzing proactive participation in disaster preparedness, recovery processes, and adept media interactions.

Keywords : covid-19, crisis literacy, crisis, marginalized, media and communications, pandemic, vulnerable people

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