

BREASTFEEDING IN FOCUS: WHAT IS PUBLISHED IN WOMEN'S MAGAZINES IN BRAZIL?

AMAMENTAÇÃO EM FOCO: O QUE É PUBLICADO NAS REVISTAS FEMININAS NO BRASIL?

LACTANCIA MATERNA EN FOCO: ¿QUÉ SE PUBLICA EN LAS REVISTAS FEMENINAS DE BRASIL?

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ABSTRACT

Objective: to analyze the contents on breastfeeding carried by women's magazines of national circulation. **Methods:** Documentary, exploratory research, with a qualitative analysis of the data through the Content Analysis method, thematic modality. The data were collected between 2015 and 2016 and it was interpreted in the light of the gender perspective. **Results:** In the 72 published copies in the proposed period, there were 66 occurrences of the subject breastfeeding. From the analysis, five themes emerged, that were the Benefits of breastfeeding: emphasis on the newborn; Maternal labor and breastfeeding in public; Marketing of infant feeding; Health professionals versus family: support for breastfeeding?; and Sexuality and esthetics during breastfeeding. **Conclusion:** Although the magazines pass by a variety of contents that insert breastfeeding, the approach is superficial and random, unsupported by scientific evidence and fraught with stereotypes and myths that may compromise women's choices and the adherence to this practice.

Keywords: Breast Feeding; Mass Media; Child Health; Maternal Health; Nursing.

RESUMO

Objetivo: analisar os conteúdos sobre aleitamento materno veiculados por revistas femininas de circulação nacional. **Métodos:** pesquisa documental, exploratória, com análise qualitativa dos dados pelo método de análise de conteúdo, modalidade temática. Os resultados foram coletados entre 2015 e 2016 e interpretados à luz da perspectiva de gênero. **Resultados:** nos 72 exemplares publicados no período proposto, houve 66 ocorrências do tema aleitamento materno. Da análise emergiram cinco temas: benefícios do aleitamento materno - destaque para o recém-nascido; trabalho materno e amamentação em público; marketing de alimentação infantil; profissionais de saúde versus família - apoio ao aleitamento materno?; e sexualidade e estética durante a amamentação. **Conclusão:** embora as revistas perpassem por variados contextos que inserem a amamentação, a abordagem ocorre de maneira superficial e aleatória, não sustentada pelas evidências científicas e carregada de estereótipos e mitos que podem comprometer as escolhas das mulheres e a adesão a essa prática.

Palavras-chave: Aleitamento Materno; Meios de Comunicação de Massa; Saúde Materna; Saúde da Criança; Enfermagem.

RESUMEN

Objetivo: Analizar los textos sobre lactancia materna publicados en revistas femininas de circulación nacional. **Métodos:** Investigación documental, exploratoria, con análisis cualitativo de datos según el método de Análisis de Contenido, modalidad temática. Los resultados fueron recogidos entre 2015 y 2016 e interpretados desde la perspectiva de género. **Resultados:** En los 72 ejemplares publicados en el período mencionado, el asunto lactancia materna se menciona 66 veces. Del análisis surgieron cinco temas: beneficios de la lactancia materna – con enfoque en el recién nacido; trabajo materno y lactancia materna en público; marketing de alimentación infantil; ¿Profesionales de la salud versus familia - apoyo a la lactancia materna?; sexualidad y estética durante la lactancia. **Conclusión:** Aunque las revistas enfocan varios contextos que incluyen la lactancia materna, el tema se trata de forma superficial y aleatoria, sin evidencias científicas y lleno de estereotipos y mitos que pueden comprometer las opciones de las mujeres y la adhesión a esta práctica.

Palabras clave: Lactancia Materna; Medios de Comunicación de Masas; Salud del Niño; Salud Materna; Enfermería.

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INTRODUCTION

Although Brazil is recognized as a world reference in breastfeeding¹ due to the public policies adopted at least 30 years ago, the breastfeeding indicators in the country are lower than that recommended by the *Organização Mundial da Saúde (OMS)* and *Ministério da Saúde (MS)*, and it is showing a tendency towards stabilization.²

Given that the breastfeeding combines bio-psychocultural elements of women's lives and that the decision for the practice is strongly influenced by their experience in society, the improvement of this reality depends on financial and political investments, as well as relevant and significant interventions in their determinants.^{1,3}

Among the influential elements, the mass media stands out, since it exercises great force in the social and cultural dynamics, it is characterized as an important public opinion maker.⁴ It is understood that the critical publicity of health issues promotes their public visibility, whose guidelines evidenced by the media in the day to day of the population incite political discussions on these subjects. When guidelines are placed in public spaces and reach a certain level of media coverage, they begin to attract attention.⁴ Following this logic, the mass media has been identified as a potential medium for developing actions to promote breastfeeding, with proven effects in Bangladesh (India) and Tennessee (USA), where breastfeeding rates have increased after the use of these means in interventions.^{1,5}

The impact of these means on the intention and/or act of breastfeeding depends on the condition of the woman being pregnant or not, as well as the information disseminated and the type of media to which she is exposed.^{5,6} In this sense, the exposure of pregnant women to the marketing of infant formulas through print media was significantly related to the shorter duration of exclusive breastfeeding.^{6,7} Thus, it is essential to emphasize the importance of health professionals, especially nurses, to be attentive to the influence mass media publications have on women, considering it during their care.

In view of the above and considering that women's print media, as part of the general media, is part of the cultural and informative means to which women are exposed when they are breastfeeding or decide to breastfeed, and that this means can influence their life and experiences, this study presents the following research question: How do women's magazines express the topic of breastfeeding? In order to do so, the objective was to analyze the contents about breastfeeding carried by women's magazines of national circulation. It was sought to identify the situations that can compromise the promotion and the support to this experience through an analysis permeated by gender discussions, since these make possible a different look at the female life experiences⁸ and the historical understanding of this naturalized experience as the biological and social role of women.⁹

METHOD

Documentary, descriptive, exploratory research with qualitative analysis of the data based on the theoretical reference of gender. The coverage of this referential is based on the fact that the concept of gender, when transcending the biological, allows us to problematize the cultural values developed from socially constructed meanings and transmitted historically about woman and breastfeeding. The data collection took place between 2015 and 2016 through the identification of contents related to the Breastfeeding topic in all the copies – print and digital media accessed by payment - of the three magazines of great national circulation aimed at the feminine public, published in the period between January of 2014 and December of 2015. The process included searches on all the magazines pages and considering any type of publication (interview, note, advertisement, article, etc.), looking for the term breastfeeding or others belonging to the context, for example: “weaning”, “baby bottle”, “milk formula”, “artificial milk”, among others. After visualization, the material was cut-out and cataloged in relation to the name of the magazine, month of publication, section and type of publication in an instrument of our own authorship created in a word processor. The temporal cut-off was random, considering the feasibility as a project of a scientific initiation. The end of the collection occurred after analyzing all the copies referring to the mentioned period.

The criterion of magazine choice was defined from the object of study and target audience: with a monthly print run of 428,388 copies, Claudia is the largest female brand in Brazil, with a predominantly female public (94.0%), from 25 to 50 years old or older (84.0%), concentrated in classes B and C (80.0%);¹⁰ Nova magazine has a license from Cosmopolitan, the largest women's magazine in the world. With a monthly circulation of 223,805 copies, it has a consumer public characterized by women (87.0%), between 25 and 44 years old (63.0%), belonging mainly to classes B and C (83.0%);¹¹ finally, the Marie Claire magazine, created in 1991 as the first international title published by Editora Globo, is one of the most important women's publications in the world and it is present in 33 countries. In Brazil, it has a print run of 233,000 monthly copies and is directed at women (92.0%) predominantly between 18 and 44 years old (53.0%), concentrated in classes A and B.¹²

The content of this type of media is about fashion, beauty, relationship, career, behavior, health, cooking, decoration, family, among other subjects. Together they have a national monthly print run of almost one million copies, which makes them an important mass media vehicle with a fundamental role in shaping public opinion.

For the analysis step, it was reflected during the interpretative process about issues that involve the social construction of what is meant to be a mother and to nurse, adopting the Con-

tent Analysis method in the thematic modality. This method consists of:

*[...] discovering the nuclei of meaning that makes up communication whose presence or frequency may mean something to the chosen analytical objective [...] The theme is usually used as a unit of record to study motivations of opinions, attitudes, values, beliefs, tendencies, etc. [...]*¹³

The steps of the content analysis were pre-analysis; codification or material exploitation; treatment of results, inference and interpretation,¹³ having all the magazines been read in full and undergone a content identification; classification of the materials considering which topics were related to breastfeeding and its terms; and grouping into categories which consists of the set of elements or aspects with common or interrelated characteristics - subcategories.¹³ To identify the magazine, it was used the codification: R1 for *Nova Cosmopolitan* magazine, R2 for *Marie Claire* and R3 for *Claudia*.

It is important to emphasize that the research did not require the approval of the Ethics Committee for Research with Human Beings, since this documentary study was about the contents related to the breastfeeding published in documents of public domain.

RESULTS

A total of 72 copies were analyzed, of which 24 were from *Claudia*, 24 from *Nova Cosmopolitan* and 24 from *Marie Claire*. Regarding these copies, 66 publications were identified in which breastfeeding and/or related topics were included, of which six were from the *Nova Cosmopolitan* magazine, 24 from *Marie Claire* and 36 from *Claudia*. At no point the appearances of each term were counted.

These occurrences were related the term "breastfeeding" and others belonging to the context of the following themes: sexuality and aesthetics, changes in the woman's body, contraceptive methods, maternal labor, breastfeeding in public, grandparent's influence, paternal support, duration of breastfeeding, common interurrences, rules and routines for the newborn, mother-child bond, reflexes of breastfeeding for the health and sleep of children and for infants with rare syndromes. In two magazines, the breastfeeding theme received no main focus in any of the observed occurrences. In the other one, it appeared as a primary focus in only three of the 24 occurrences observed, one of them being on the cover of the magazine.

Six categories have arisen from the analysis of all the publications and grouping of the most common terms: 1) benefits of breastfeeding: emphasis on the newborn; 2) maternal labor and breastfeeding in public; 3) nursery food marketing; 4)

health professionals versus family: support to breastfeeding; 5) sexuality and esthetic during breastfeeding; and 6) breastfeeding: pleasures and challenges.

BENEFITS OF BREASTFEEDING: EMPHASIS ON THE NEWBORN

From a number of benefits resulting from breastfeeding, it was noticed in the magazines the binding of contents that related it to: the promotion of bond between mother and child, good health of the child and better sleep quality of the newborn.

Eva nursed until 8 months [...] I consider this period too valuable for the health and affection bonds (R3). In this period the focus is the breastfeeding, which has direct influence on sleep. The baby who nurses sleeps well (R3).

When it comes to dealing with the benefits to the woman, the emphasis is on the esthetic issue, in other words, as a collaborator in the process of weight loss after the childbirth.

I have already recovered my weight without obsession. Only breastfeeding, having a balanced diet and returning to ballet (R2). I have recovered my 59 kilograms due to breastfeeding and good eating habits (R2).

MATERNAL LABOR AND BREASTFEEDING IN PUBLIC

The maternal labor, breastfeeding in public and infant feeding advertising, including breast milk substitutes, were some of the determinants of breastfeeding identified in the magazines analyzed.

The maternal labor arises as a limiting factor of the practice of breastfeeding. It sometimes creates situations in which the woman must decide between keeping breastfeeding or working. On the other hand, there are instances that show us the possibility of conciliation when there are favorable conditions and an inclusive environment for doing so.

When Yasmin was born, I was on an intense and crazy moment of work. I took only 15 days of leave [...] But my daughter had difficulties in breastfeeding. I was stressed, I suffered and so did she. One day I will explain myself. "Mom made a high bet, made commitments that she thought she would be able to handle, but it didn't work. Forgive me, daughter?" (R2).

A few months after Antonio was born, I had the opportunity to work with Luiz. I said: "I want to take part!

What can you give me to make things easier?" [...] They promised me flexibility of time and a place to get the milk. I accepted it! (R2).

The discussion on breastfeeding in public was a unique moment in which issues related to breastfeeding received primary focus within one of the magazines (*Marie Claire* magazine/October 2015). With the photo of an actress breastfeeding her daughter, the magazine has launched the online campaign "#medeixa" (leave me alone), seeking to fight the society impositions on the women's choices. The boycott made through social networks to the photos of mothers breastfeeding their children, and the protests made by feminists in favor of breastfeeding in public were also a subject of discussion in that same edition.

Breastfeeding in public, wearing a cleavage, doing topless, giving birth at home: it is your choice! (R2). In order to defend the right of the U.S. Armed Forces mothers to breastfeed without constraints, the photographer Tara Ruby put together ten women in uniforms with their babies and clicked the moment they breastfed [...] What turned her photo into news, however, was the fact that Facebook, inexplicably, censored it (R2).

NURSERY FOOD MARKETING

Ads concerning nursery food were identified in eight moments – three in *Marie Claire* and five in *Claudia*. Out of the eight ads identified, three were commercials for breast milk substitutes. It should be highlighted that all of them respected the *Norma Brasileira de Comercialização de Alimentos para Lactentes e Crianças de 1ª Infância, Bicos, Chupetas e Mameadeiras* (NBCAL – Brazilian regulation for infants and children's food, pacifiers and bottles commercialization).

HEALTH PROFESSIONALS VERSUS FAMILY: SUPPORT TO BREASTFEEDING?

Concerning the breastfeeding determinant factors, the health professional was pictured as an influencer in the breastfeeding practice, especially in supportive and guidance moments.

By the time I had Antônio, the doctor taught me how to breastfeed every three hours. With Alice, everything changed, the guidance was: whenever she cries, breastfeed her. And any time she wants. I spent the night awake (R3). [...] People would tell me that it would be very difficult for her to be nurse again. But there was a doctor who supported me. That gave me strength. Finally, someone was trusting me! (R3).

Concerning the influence of the family in the breastfeeding practice, the *Claudia* magazine discusses the inter-regional conflicts that exist in children's education, showing breastfeeding and the pacifier as the most controversial subjects between mothers and grandmothers.

Breastfeeding – mothers in general give too much credit to breastfeeding and, frequently, aim to prolong it up to the second year of the child. Grandmothers, since the beginning, advise to offer the babies water and teas. Around three months old, they encourage the introduction of fruits and other supplementary food, similar to what they did with their children. Pacifier – mothers try to avoid them the most. Grandmothers are fond of pacifiers and defend that they should be introduced to the baby still in the maternity center (R3).

By bringing the "word of the experts" on the subjects, the magazine also states:

Pacifier – Recent studies show that it can cause orthodontic, speech-language, respiratory and even overweight issues. Furthermore, the need for suction can be resolved through breastfeeding. Grandmothers, however, are right when they argue that the pacifiers can calm down. Therefore, if used with temperance, when it comes to help a baby dealing with a crying crisis, it is fine to appeal to the pacifiers (R3).

During breastfeeding, the fatherly support was discussed in an article published by *Marie Claire* about the dilemmas surrounding the paternity leave, in which a father who benefited from thirty days off work described how he helped his wife.

The baby used to wake up every three hours to breastfeed and then it would go back to sleep. I understood that, during that phase, I had to focus on the basic needs of the baby and my wife. I used to bring water when Ana was breastfeeding and change diapers (R2).

The need for male engagement when it comes to breastfeeding was also brought up by *Marie Claire* on a note in the MC News section:

It is the time for Brazil now. After launching it in New York [...] the UN brings to the country the HeforShe campaign to discuss gender equity from a male perspective. The idea is to engage men in the fight against injustices, such as wage inequality and harassment around breastfeeding (R2).

SEXUALITY AND ESTHETICS DURING BREASTFEEDING

The female sexuality during breastfeeding was presented in the "intimate consultation" column (Nova Cosmopolitan magazine) in the form of a reader's doubt about the reduction of the vaginal lubrication, caused by the hormones involved in breastfeeding. In the Claudia magazine the subject was inserted in the advertisement of a product.

I gave birth to a baby, a few months ago, and after the quarantine, when sex is permitted, I felt that my lubrication disappeared and I am having trouble to have sex. Is this normal? (R1).

In response, the columnist gynecologist answers:

[...] From the physical point of view, there is the production of a hormone called prolactin during breastfeeding. It inhibits the ovulation and hence the production of estrogen and testosterone by the ovaries. Therefore, the woman feels less desire and the lubrication slows down (R1).

The representation of the mother who, as a nursing mother, stops being a woman and starts to exercise the exclusive function of feeding the child was observed in an interview of an actress (Marie Claire magazine).

I nursed my son up to 8 months, and during that phase you are no longer a woman. You are a breast, you are a mother, and that is all. Gradually, I got rid of the clothes of pregnant women, changing the breastfeeding bra for new lingerie and this process helped me to find myself as a woman (R2).

The questions related to aesthetic beauty patterns emerged in the figure of the dissatisfied woman with the flaccid breast after breastfeeding (Claudia and Marie Claire magazines), in the indication of aesthetic procedures and in dietary guidelines during pregnancy.

Taryn Brumfitt, a 36-year-old Australian woman, underwent an abdomen plastic surgery – which has expanded too much in three pregnancies – to put silicone and raise her sagging breasts after breastfeeding. It was so ugly, that is how she saw herself (R3).

Who does not want to spend the nine months beautiful and healthy and regain the shape after the childbirth? The "Guia da Grávida em Forma" (The Pregnant Women's Guide) provides 14 special classes, menus for

gestation and breastfeeding, a food substitution chart and super useful tips for this phase (R1; R3).

BREASTFEEDING: PLEASURES AND CHALLENGES

Between interviews and testimonials sent by readers to the magazines, it is observed a relationship between satisfaction and the duration of breastfeeding.

As I always desired motherhood, I have enjoyed all my pregnancies and I have felt a great satisfaction in breastfeeding. No wonder, Marina only stopped breastfeeding at the age of two; and Flora with one and a half years old (R3). [...] Today, I am proud to say that both were breastfed until 6 months despite all the challenges (R3).

However, the association of breastfeeding (especially in the first pregnancy) with the maternal suffering is represented by alterations in sleep, dark circles and stress resulting from the newborn crying and feeding.

The image of the first-time, stressed-out mother, full of dark circles and their biological clock messed up by the newborn crying and feeding at dawn was far away [...] (R2).

Another image portrayed is the need to set strict rules and schedules on the newborn's routine, as something to promote an easier first maternity (Marie Claire).

The actress from São Paulo ensures that since the birth of her son, she has established strict rules and schedules in the routine of the baby. This made the arrival of the first child for her and her husband [...] more calmly (R2).

DISCUSSION

The positive effects of breastfeeding reach mother and child by strengthening the affective bonds, providing intimacy, generating feelings of security in the child, and self-confidence and fulfillment in the woman.¹⁴ In addition to offering protection against childhood infections and malocclusions, reducing overweight and diabetes, increasing the intelligence and reducing the mortality in children under five years old, it reduces the risk of breast and ovarian cancer, type 2 diabetes, in addition to increasing the interval between pregnancies. These benefits are important for achieving many of the sustainable development goals by 2030.¹⁴

The retraction of the benefits related to aesthetics has been evidenced, with little dissemination of the others, which may make it even more difficult for women to adhere to breast-

feeding. It is still possible to emphasize that the hegemonic discourses about breastfeeding, carried by hygienists (and by the media), translate a veiled form of pressure on women to practice breastfeeding, not only because of the real benefits to the child, but above all in the name of maintaining the social cohesion, placing the responsibility for the family unit on women, while men enjoys more availability for other social obligations.⁹ Thus, the issues of gender stereotypes and the duality between the feminine and the maternal that exist in the social feminine identity are essential for the construction of effective strategies for the promotion, protection and support of breastfeeding.

Regarding the intervening factors of exclusive breastfeeding, the findings of the magazines are similar to previous studies, since there are citations in the magazines that denote as interference in the success or not of breastfeeding the return to work, family and health related issues, as well as social behavioral patterns.^{1,15} An attempt to articulate the decision to breastfeed to social determinants is evident, however, a more in-depth discussion is needed on how they could become advocates of this practice and on the importance of both a maternal determination and a support network for the maintenance of this practice. By superficially portraying the social determinants, the magazines miss the opportunity to discuss the context of gender inequality, marked by a lack of support and information, which includes the early weaning, with consequent artificial feeding.¹⁶

The maternal labor has been registered as one of the main reasons for the early weaning,^{1,9,15} especially due to the lack of environmental conditions, distance between the work place and the residence and the non-compliance with laws, such as the maternity leave,^{1,15} resulting in suffering, guilt and insecurity of the women about the fulfillment of their maternal function.³ In view of this, the imminent character of the development of interventions that assert the rights of the working woman to be able to breastfeed stands out,¹ which was not highlighted in the magazines, perpetuating the image that the work alone is a limiting factor to breastfeeding, failing to explore the role of society and the employer in maintaining the maternal breastfeeding.

The public breastfeeding is expressed in magazines as a woman's and child's right. Although this practice is culturally represented as the ideal, the act of breastfeeding in public is linked to many taboos related to the sexuality and objectification of the female bodies, which ends up creating constraints for women, limiting their mobility in maternal breastfeeding.^{1,16}

Another factor to consider as an influencer to the practice of breastfeeding is the marketing to breast milk substitutes found in magazines.

There is evidence that the increase in its propagation weakens the promotion of breastfeeding and is related to the decrease in the indexes of this practice.⁷ The exposure of pregnant

women during the prenatal care to information on milk substitutes in magazines was associated with the shortest expected duration of exclusive breastfeeding.⁶ Although the superiority of the human milk is unquestionable, the early weaning with a consequent supply of milk substitutes is frequent,¹⁷ an important source of profit for its producers and distributors, which in 2014 handled 44.8 billion dollars.¹ It should be emphasized that the advertisements published by the journals followed NBCAL,^{17,18} which controls the indiscriminate advertising of foods and child-care products that compete with breastfeeding.¹⁷ However, the use of pacifiers, a risk factor associated with the interruption of the maternal breastfeeding,¹⁵ remained unsolved, which may put the mother/family in doubt about using it or not.

On the structural determinants of breastfeeding, the family and the health workers now are represented as supporters, as breastfeeding limiters. This duality is recognized in the literature,^{1,3} since, in the case of family, at the same time they provide support, they disseminate habits and beliefs that may negatively interfere in the breastfeeding practice; while in the case of professionals, the interference depends on the way they manage difficulties. An integrative review showed that, in the daily practice of care, health professionals tend to go back to the biological body, based on the needs of the child, omitting other advantages for the woman, as well as the possible difficulties that may occur during breastfeeding. This approach supports the culture that the breastfeeding is innate to the female figure, inherent in love to the children and absent from the male participation.

Regarding the man, what was found in the media is restricted to the paternity leave, important, but not the only thing. It is clear the need to extend the paternity leave as a strategy to strengthen the practice of breastfeeding as a way to make a fairer division in raising the child, in addition to improving the current situation of the woman on the labor market. It is an important step to break the paradigm of the man provider and the housewife, following towards the equal responsibility in the care of the children.⁹ However, men need to be brought on by the important parental role and encouraged to break the classic sexual division in which the woman/mother is assigned the role of the newborn care.

Regarding the stereotypes of gender, sexuality and breastfeeding, from the doubts of the readers on the corporal modifications during breastfeeding, it was identified that there is a lack of the topic sexuality in the repertoire of health professionals in the management of breastfeeding, which treat the female breast, a symbol of motherhood, as something that is exclusive of the child, excluding from this scenario the sexuality of the puerperal woman who, besides breastfeeding, is also a woman.¹⁹ This can be explained by the preservation of the appreciation of the breast as a food source and not as an eroticized part of the body,¹⁶ which limits the approach of breastfeeding to an

exclusively technical issue, excluding larger dimensions such as the postpartum sexuality. Therefore, it is essential that there is a comprehensive approach to the woman who, as an active subject in the breastfeeding process, needs to be considered beyond the maternal role.¹⁹

Finally, the relationship between the motivation to breastfeed and the duration of this practice,¹³ as well as the overcoming of obstacles along the way, refers to the need to recognize the singularities in the breastfeeding process, understanding that each woman experiences breastfeeding in a particular way, influenced by the desires, values and conditions of her life context.²⁰ Although breastfeeding is socially recognized as intrinsic to the female figure,⁹ its practice is surrounded by difficulties and challenges that demand, on the part of the woman, support and professional support anchored in the understanding of the unique character of this experience.²⁰ An approach to breastfeeding is recommended as a social practice influenced by the internal and external environment of each woman, highlighting the way of thinking, feeling and living in relation to breastfeeding. The expanded understanding, based on the gender perspective, shows that this practice is not innate, requiring encouragement, learning and support.

FINAL CONSIDERATIONS

Broadly speaking, breastfeeding was approached in a superficial way by the magazines, eventually in the speech of mothers, famous people or not, while relating their experiences to maternity and breastfeeding, or in discussions about the most variable subjects of the women's daily life. It has been observed the propagation of the benefits of breastfeeding, ads from other kinds of milk and articles propagating non-recommended standards for breastfeeding, such as controlling the interval and duration of feeding, therefore rising the need of the means of communication to deliberate on not compromise the efforts made to promote, protect and support the breastfeeding.

Rarely, the breastfeeding was discussed as a collective social responsibility, and on the magazines it sounded evident it was a lonely practice, full of blame and suffering. The image of the nursing woman, asexual, totally apart from everything in favor of her offspring, and even then, who takes the individual responsibility for the success or lack of success of the breastfeeding.

This makes evident the need for a change in the way care is provided to those women, this new caregiving model should surpass the biomedical model, making relevant the discussions that embrace the reproductive and sexual rights, besides the exercise of maternity, inside the social sphere.

Analyzing one of the determinants of breastfeeding not densely explored in other researches, this study describes results that favor the discussion, as well as the development of

politics for the means of communication as a tool to propagate good breastfeeding practices. Due to the low fraction of mass media analyzed (only 3 magazines), it is suggested the performance of new studies to approach the rest of the medias.

It is also suggested that the women's magazines show breastfeeding as a right and not a duty, in order to establish even more solid and respectful relations between this practice and the reproductive health of women, assuring informed choices.

The contributions of this study to nursing and to health are considered a reflection on the role of the media in the sanitary defense system, which should be anchored in principles of ethics, citizenship and social control. It is necessary to be aware that the way this information is written can induce certain ideologies that only meet the interests of groups and corporations. The advertisement about infant feeding is an example. It occurs without considering the scenarios of gender inequalities, which include the lack of family, labor and community support for breastfeeding; it covers a sexualization of the female breasts and, on the other hand, labels them as maternal breasts, which may limit the possibilities of women breastfeeding in public. It cannot be forgotten that History has already shown a decline in this practice in the 70s, which coincided with the peak of marketing practices and the sale of artificial milk "fed" by the action of health professionals who encouraged the use of infant formulas. In this sense, the nurse professional should be able to consider the socio-cultural aspects that are within the practice of breastfeeding, with a broadened look, directed to the opinions and beliefs built by the previous contacts with the media.

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