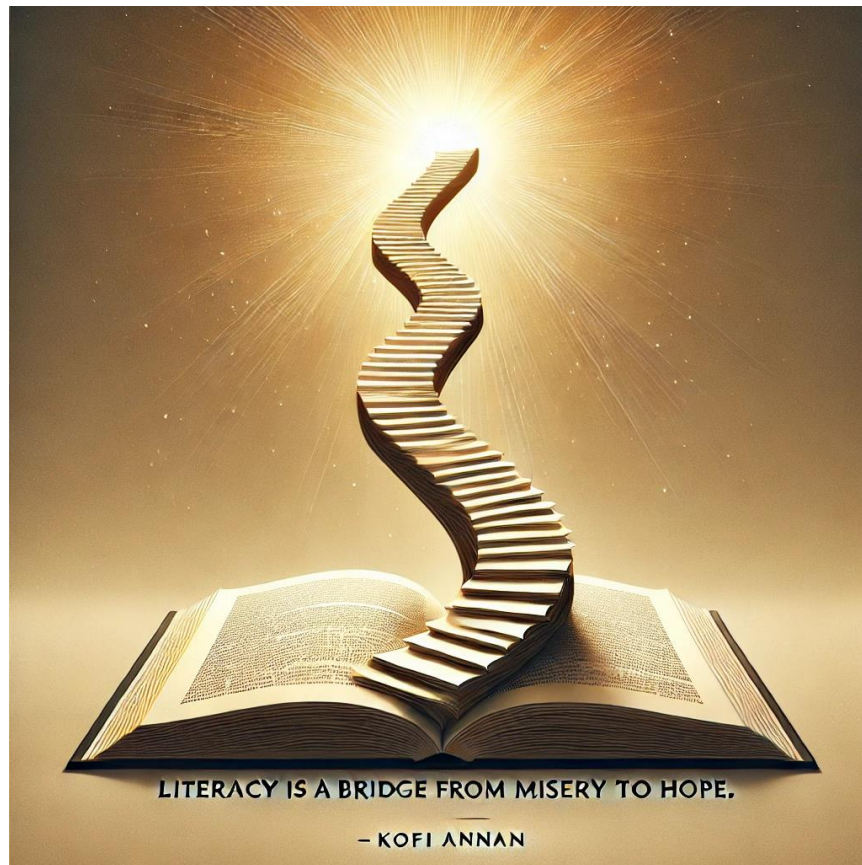


# CMNS 1140: Introduction to Professional Communication

## Assignment 3: UNSDG Project Update Memo & Visual



(Image Credit:  
DALL-E)

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Date of Submission: March 4, 2025

# Memo: Literacy & Numeracy Crisis Project

**To:** Dr. Andrea Sator

**From:** Meharpal Singh

**Date:** 4 March 2025

**Subject:** Final Submission – Audience Analysis & Project Reflection

I'm writing to inform you about my final project submission on the **literacy and numeracy crisis in Canada**, focusing on how it affects young adults. This memo provides an in-depth **audience analysis**, a **personal reflection on my progress and challenges**, and a **list of credible research sources** that support my project. Additionally, I have included a **sample slide** that demonstrates how I will present key information visually.

Research shows that **a significant percentage of Canadian youth struggle with literacy and numeracy**, which affects their education, careers, and decision-making skills. My project aims to **raise awareness among college students (ages 18-25)** by using **concise language, engaging visuals, and real-world statistics** to present the issue effectively. I will structure my presentation to start with the **problem, provide supporting evidence, and conclude with actionable steps** to encourage skill development.

Please review my submission and let me know if any areas need further refinement before my final presentation. I appreciate your time and feedback.

## 1. Audience Analysis

The primary audience for this project is Canadian college students and young adults (ages 18-25) who are actively pursuing higher education or beginning their careers. This group is familiar with digital platforms and visual media, making engaging infographics, statistical charts, and real-world case studies essential for capturing their attention. The presentation follows a logical structure, starting with a clear problem statement, followed by supporting data, and ending with actionable solutions.

I will use accessible language, free from technical jargon, to maintain clarity. The tone will be informative yet persuasive, encouraging dialogue rather than adopting an authoritative stance. Given my peer-to-peer relationship with the audience, I will emphasize the relevance of literacy and numeracy skills in academic success, career readiness, and informed decision-making.

## 2. Personal Reflection

- **Challenges & How I Plan to Overcome Them**

One of the primary challenges has been translating complex academic research into engaging, accessible content. Sources like *Innumeracy in the Wild* by Ellen Peters and Statistics Canada reports offer valuable insights but require simplification for my audience. To overcome this, I will integrate infographics,

charts, and plain language summaries to convey essential information without oversimplifying the content.

- **What I Am Proud of So Far**

I am particularly proud of my research process and the range of high-quality, credible sources I've selected. The project combines psychological studies, government reports, and educational research to provide a balanced perspective on the literacy and numeracy crisis. Additionally, I take pride in using this project as a platform to advocate for greater awareness and action on this important issue.

### 3. Works Cited

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Lane, J., & Murray, T. S. (2019, April 9). Ready or Not: The need to improve this gen literacy. Canada West Foundation. <https://cwf.ca/research/publications/what-now-ready-or-not-the-need-to-improve-this-gen-literacy/#pdf>

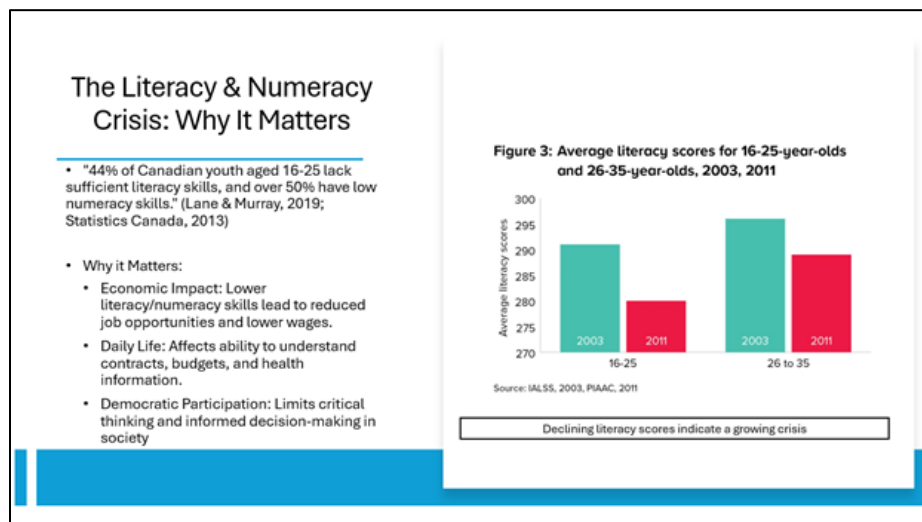
Peters, E. (2020). *Innumeracy in the Wild: Misunderstanding and Misusing Numbers*. Oxford University Press.

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Statistics Canada. (2013). Skills in Canada: First results from the Programme for the International Assessment of Adult Competencies (PIAAC). Government of Canada.

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### 4. Sample Slide



Any feedback on how I can make improvements to the content or structure of my project is greatly appreciated. Thank you for your time.