



IS YOUR AUDIENCE UNDERSTANDING YOUR MESSAGE?



According to **UNESCO** data, 84.1% of adults worldwide are LITERATE.

That means that 5.98 billion people are categorized as LITERATE!

BUT HOW ARE COUNTRIES DEFINING **LITERACY**?

In **Jamaica** and **Hong Kong**, amongst others, anyone who has ever *attended school* is counted as literate.

Some use lower ages like **Albania**, where it is measured starting at *age 9* and **Argentina** where it is measured at *age 10*.

UNITED KINGDOM

In some places like the **United Kingdom**, anyone who has *completed at least five years of schooling* is counted.

ALBANIA

ETHIOPIA

HONG KONG

ARGENTINA

In **Ethiopia**, similarly to many other countries, literacy is defined as *a person who is 15 and older*.

People who self identify as literate are also counted.

WE ARE MAKING GREAT STRIDES IN IMPROVING **LITERACY**, BUT **ORAL LEARNING** IS STILL THE NORM.

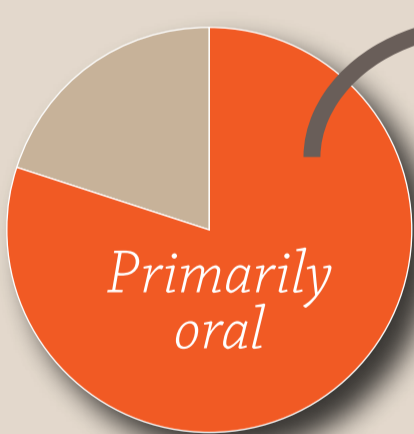
$\frac{1}{3}$ of the world's people **cannot read** the language they speak.



Every year there are *20 million* new **functionally non-literate** people in the world.

It is estimated that even though many people may be classified as literate, *5.7 billion people* (80% of the world) are **primarily oral communicators**. They prefer, rely on, and learn through oral methods.

BOTH/AND - That means that almost the same percentage of people who are labeled as LITERATE are also **PRIMARILY ORAL** communicators.



What should the *relative emphasis* on **literate methods** and **oral methods** be in your mission activity?

Have you been disproportionately investing in literate methods?

Source: UNESCO Institute for Statistics <http://www.uis.unesco.org/FactSheets/>, "The Extent of Orality" Orality Journal Vol 1. #1, The World Factbook, <http://www.oralleadersinitiative.org/>, "A Literate's Guide to the Oral Galaxy" Orality Journal Vol 2. #2



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