

Example response for Practice task 12

Question 1

The digital media communicates information quite effectively to diverse people on digital media (for example, there is a translating option).

Question 2

The organisation promotes itself and its programs quite well by sharing reviews and comments by people who have used its services.

Question 3

Gaps relate to the use of language (the information is in English), images (not many CALD people represented in the images used) and audio-visual (there is little video content to support people who have limited English literacy).

Question 4

Recommendations for amending gaps include translating some resources, including more images that represent CALD people and filming some information videos.