Spelling list: Year 7 English Summer Term

audience	The **audience** ignored the speaker.
advertisement	I saw an **advertisement** for a new drink.
advertising	**Advertising** is used to encourage the target audience to buy a product.
demographic	The **demographic** of a product is what type of audience the product is aimed at.
design	Do you like the **design** of this web site?
font	**Font** is the style or look of the letters, numbers and symbols.
formal	Style is the vocabulary and language used; for example, **formal** or informal language, simple or complicated vocabulary.
graphics	**Graphics** are drawings, pictures and designs.
image	A pixel is the smallest part of a digital **image** .
informal	Style is the vocabulary and language used; for example, formal or **informal** language, simple or complicated vocabulary.
purpose	The working use or **purpose** of a design is called the function.
rhetoric	**Rhetoric** is the use of language and structure in a text to persuade.
slogan	A **slogan** is the 'saying' that goes with an advertisement to make it memorable.
structure	The pelvis, or pelvic bone, derived from the Latin word for 'basin', is an anatomical **structure** found in most vertebrates.
target	He shot the **target** with great accuracy.
audience	The **audience** ignored the speaker.

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