

Connotations and Denotations

Connotations

The connotations of a word are the feelings or ideas associated with it.

Denotations

The denotation of a word is its literal meaning.

Example 1: strange, different, unique

Denotation: not the same

Negative Connotation	Neutral Connotation	Positive Connotation
strange	different	unique

Example 2: hyperactive, active, energetic

Denotation: busy doing something

Negative Connotation	Neutral Connotation	Positive Connotation
hyperactive	active	energetic