

Connotations and Denotations

Connotations

The connotation of a word is a feeling or an idea associated with the word.

Denotations

The denotation of a word is its literal meaning.

Examples

Denotation

Not the same

Negative Connotation	Neutral Connotation	Positive Connotation
Strange	Different	Unique

Denotation

Busy doing something

Negative Connotation	Neutral Connotation	Positive Connotation
Hyperactive	Active	Energetic