Denotation and Connotation

A word’s denotation is its dictionary definition. But a word can also evoke certain thoughts and feelings. The thoughts and feelings associated with a certain word are called the connotation of the word. Words with the same denotation can have different connotations. Connotations can be positive, negative or neutral.

**DIRECTIONS:** Each pair of phrases includes synonyms with different connotations. Put a + sign on the line next to the one with a positive connotation, and a – on the line next to the one with a negative connotation.

1. A strong reek ______ 6. Spoke with arrogance ______
   A strong aroma ______  Spoke with confidence ______
2. A charismatic leader ______ 7. Ratty clothes ______
   A pushy leader ______  Casual clothes ______
3. Squandered his time ______ 8. An aggressive stance ______
   Invested his time ______  A hostile stance ______
   A reckless plan ______  Lazy attitude ______
5. Energetic dogs ______ 10. Thoughtful response ______
   Rambunctious dogs ______  Calculated response ______