

# Connotative and Denotative Meaning

**Connotative** and **denotative** meanings are used by authors to convey different emotions in texts.

**Connotative** - Connotative meaning refers to the associations that are connected to a certain word or the emotional suggestions related to that word.

**Denotative** - Denotative meaning is the literal, dictionary meaning of a word.

## Examples:

**Connotative:** "After working long weeks at a feverish pace, the blue team finally won the competition!"

**Denotative:** "I don't know, doctor, my daughter has been feeling feverish all day." For instance, the word feverish is a completely neutral word. Some medical conditions show symptoms of having a fever. Also, feverish contains other associations for most people, meaning to be marked by intense activity or emotion.

**Connotative:** "The crowd was moved by the young child's speech on unity."

**Denotative:** " The students carefully moved the athletic equipment from the old gym into the new gym."

Moved means simply to be taken from one place to another. The connotations often imply a strong emotional pull.