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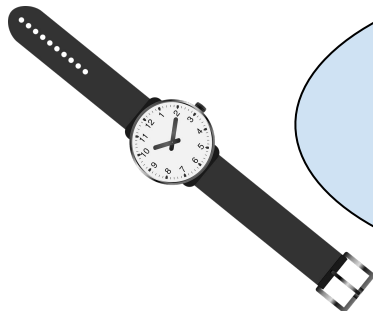
CONNOTATION

Most everyone understands how to look up the definition of a word, but to use a word skillfully, it helps to understand a thing called *connotation*. Connotation refers to the emotions or associations connected to a word. We often group connotation into positive, negative, or neutral.

In Canadian culture, for example, the word *fat* is usually understood to have a negative connotation when describing a person, while the word *heavy* is more often seen as neutral.

Context can be very important when deciding whether the connotation of a word is positive, negative, or neutral. Consider the word *cheap*. We are all happy when gasoline is cheap, but you might not be happy if someone gives you a cheap watch.

In a previous exercise, you and your classmates found all the examples of a particular part of speech (N, V, Adj., etc.) in a text. Now, using a sheet of paper divided into three columns, choose a few of those words and decide for yourselves whether each term usually has a positive, negative, or neutral connotation.



Hey, that's
cheap!

