

# Denotation / Connotation

We all respond to words with both our minds and emotions. Sometimes we understand or remember a word's dictionary definition, called its **DENOTATION**. Other times we respond emotionally to associations a word may have. These are called **CONNOTATIONS**. Denotative words are usually connotatively neutral, making them suitable for informing, explaining, or clarifying. Other language forms, like poetry or personal essays, use connotative words to elicit an emotional response from a reader or listener.