

# Denotation

- The explicit or direct meaning of a word or expression, as distinguished from the meanings associated with it or suggested by it.
- The dictionary definition
- The literal meaning
- objective

# Denotation

- For example, the **denotative** meaning of **CEGEP** is: an acronym for *Collège d'enseignement général et professionnel*, known officially in English as a "General and Vocational College". It refers to the public post-secondary collegiate institutions exclusive to the education system in the province of Quebec in Canada. It is a loanword from French.

# Denotation

- Though a dictionary definition is **objective** because we can all agree on a particular meaning for a word *at a given time*, meanings DO shift and change with time as words go in and out of usage and are used in different ways. (This is why no one today speaks as though they are in a Shakespeare play.)
- In this way, language can be said to be dynamic, not static

# Denotation

- Because the denotation of words changes slowly over time as words go in and out of usage, language can adapt with changes to society.
- This is why so many contemporary words come from technology nowadays, i.e. “friend” (as a verb), #hashtag, LOL, etc.
- Language has been so influenced by technology and social media, that the Oxford English Dictionary’s Word of the Year in 2015 was not actually a word. [Can you guess what it was?](#)

# Connotation

- The associated or suggested meanings of a word or expression.
- Can be positive, negative or neutral and different people may attach different connotative meaning to certain words (as we will see)
- Subjective

# Connotation

- For example, **CEGEP** may have different connotative meanings for different individuals, based on personal experience.
- Does **CEGEP** have a positive or a negative connotation for you? Why?

# Positive or Negative Connotation?

- Love
- Ocean
- Government
- Education
- Essay
- Justin Trudeau
- Donald Trump
- Shakespeare
- Blue

# Literary Analysis

- **Connotation** is key to literary analysis. Because words and expressions have different **connotations** for each of us, we respond to literature in different ways. This is what makes discussing literature interesting.