

# Word Choice Questions - Formula

1. *Quote the most important word(s)*
2. Analyse the word(s) in detail – the connotation, associations the word has, sound or tone etc.
3. Discuss the effect of the word.
4. Explain how the word helps you to understand the writer or speaker's ideas/opinions.

You should assume that you are aiming to achieve five ticks per use of word choice formula:

1. Quoting specific word(s)
2. "...has connotations of..."
3. Accurate explanation of connotations
4. Accurate explanation of effect of word
5. Accurate explanation of how the word helps you understand the writer or speaker's opinion

This is where you link your response back to the question/task. It will be easier to complete the word choice formula if you first identify the key words of the question/task.

# Connotation & Denotation

- **Denotation** refers to the literal meaning of a word or the “dictionary definition.” For example, if you look up the word *snake* in a dictionary, you will discover that one of its **denotative** meanings is “any of numerous scaly, legless, sometimes venomous reptiles having a long, tapering, cylindrical body and found in most tropical and temperate regions.”
- **Connotation**, on the other hand, refers to the associations that are connected to a certain word or the emotional suggestions related to that word. The **connotative** meanings of a word exist together with the denotative meanings. The connotations for the word *snake* could include evil or danger.

# DENOTATION VS. CONNOTATION

## LITERAL VS. EMOTIONAL

### WHITE DOVE

#### Defined as:

- A stocky seed or fruit-eating bird with a small head, short legs, pointed tail and a cooing voice
- They are also known to be messengers



#### Associated with:

- Innocence
- Gentleness
- Tenderness
- Peace
- Love
- Harmony
- Tranquillity

Source: <http://www.brackenbird.com/bird-info>