

2.6.1 Connotation and denotation (All students)

Driveway Safety – connotation and denotation

Words and images operate through denotation and connotation. Denotation refers to the dictionary or literal meaning of a word; connotation refers to the associated feelings or attitudes we have to certain words, if you, like their contextual and cultural associations. The connotations associated with how people speak, look and behave depict social codes and stereotypes. Complete the grid to analyse how connotation and denotation operate in the advertisement.

Dialogue or Image	Denotation	Connotation
'The bell goes in twenty minutes.'		
Close-up shots on hands		
Newspaper		
'Dad, can you bring his bag please?'		
'See you, soldier'.		
Sound of footsteps		
Response to children's behaviour		

