Exploring connotation

1. Write a definition of the word *black*. Try to include as many uses of the word as you can.

2. Now look in the dictionary and find the definition of ‘black’. How does your definition compare?

<table>
<thead>
<tr>
<th>Negative associations</th>
<th>Neutral associations</th>
<th>Positive associations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. Next, record as many examples of words with the prefix ‘black’ as possible, putting them in the relevant column in the table above.

4. Now look in a thesaurus and find synonyms of ‘black’. Add them to your table.

   Look at your findings, and in pairs, discuss the following questions and make notes of your ideas.

   - What does this tell you about the word ‘black’?
   - What do you think are the social implications of this?
   - Can you think of any historical reasons for the connotations of this word?
   - Where would you put *connotation* on this scale in terms of language? Give your reasons:

   1 - NOT POWERFUL 10 - VERY POWERFUL

5. Now write your own definition of the word *connotation*: