

Name _____



Meaning Matters

Directions: For each word pair, both words share a similar **denotation**. Analyze how their **connotations** change reader impact. Answer each question briefly and precisely.

For each pair:

- Circle the word with the **more positive or neutral connotation**.
- In one sentence, explain how the connotation would affect a reader's perception.

1. **assertive / aggressive**

More positive or neutral: _____

Explanation: _____

2. **economical / cheap**

More positive or neutral: _____

Explanation: _____

3. **confident / arrogant**

More positive or neutral: _____

Explanation: _____

4. **persistent / stubborn**

More positive or neutral: _____

Explanation: _____

5. **selective / exclusive**

More positive or neutral: _____

Explanation: _____