

Connotation

Denotation

Diction

Style

Mood

Tone

set of ideas and emotions associated with a word in addition to its explicit meaning

dictionary meaning of a word, independent of other associations that the word may have

the distinctive way in which an author uses language

the manner in which we express words

**The speaker's or narrator's attitude towards the subject.
*Spoken or written***

The general feeling or atmosphere that a piece of writing creates within the reader. *felt*