

ABSTRACT: "A Kind of French Trump": Insults and Proper Names

Dominant theories in linguistics assert for decades that proper nouns have no meaning, they are just labels on objects in the world and therefore do not belong in the lexicon. Lexicographers share this view, which explains why proper nouns are excluded from language dictionaries. Since at the same time non-specialists (especially social networks administrators) believe that insults are a purely lexical phenomenon, it seems logical to assume that proper nouns cannot become insults: being semantically empty, they cannot contain the negative semes of insults.

This article is divided into four parts. If we were to focus on the neological dimension, we would say that the first two would be concerned with formal neology. In the first part, we will look at creations based on proper nouns and in the second part at the nicknames that are used for various personalities. The third part deals with the question of antonomasia, i.e. proper nouns that become common nouns by conversion. Finally, in the fourth part, we will see that proper nouns themselves can be used in an insulting way in different contexts: the semes that have an insulting power can be contextual but also sociolectal.

KEYWORDS: *proper nouns, insults, semantics, genres*