

**From:** [M-W's Word of the Day](#)  
**To:** [Warneke, Jeremy \(CB\)](#)  
**Subject:** [MARKETING] Insouciance - plus, Questions from Word Matters Listeners  
**Date:** Sunday, January 24, 2021 5:16:16 AM



## WORD OF THE DAY

January 24, 2021



# insouciance

*noun* | in-SOO-see-unss

### Definition

: lighthearted unconcern : **nonchalance**

Scroll down for more about *insouciance*

 **TRENDING NOW:** [inaugurate](#) [inauguration](#) [impeach](#) [insurrection](#) [SEE ALL](#) 

PEOPLE ARE READING



**Questions from  
Word Matters  
Listeners**



**The Words of the  
Week - 1/22/2021**



**The Difference  
Between 'Hoard'  
and 'Horde'**



**On 'Feign,' 'Feint,'  
and 'Faint'**

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WORD GAMES AND QUIZZES: WEEKLY CHALLENGE



**Slippery Words Quiz—Changing with the  
Times**

Do you know these earlier meanings of words?

[PLAY NOW](#)

Nailed this quiz? We have plenty more to try! [TAKE ME THERE](#)

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## Did You Know?

Don't worry; be *insouciant*. Perhaps your mind will rest easier if we explain that English speakers learned *insouciance* (as well as the adjective *insouciant*) from the French around the early 1800s. The French word comes from a combination of the negative prefix *in-* and *soucier*, meaning "to trouble or disturb." *Soucier*, in turn, traces to *sollicitus*, the Latin word for "anxious." If it seems to you that *sollicitus* looks a lot like some other English words you've seen, you're on to something. That root also gave us *solicit* (which now means "to entreat" but which was once used to mean "to fill with concern or anxiety"), *solicitude* (meaning "uneasiness of mind"), and *solicitous* ("showing or expressing concern").



## Examples of INSOUCIANCE

"Perhaps coming home hadn't been such a great idea after all. Instead of her mother's *insouciance* rubbing off on Liv, she'd just sunk further into the mires of misery as she realised that the weight of the world was resting squarely on her shoulders."  
— [Clare Naylor, \*Dog Handling\*, 2002](#)

"... the idea of French style as we understand it today hasn't been built on craftsmanship. Rather, it's been built on a philosophy: one that proclaims the character, *insouciance* and authenticity of its wearer. A prime example of it in action? On the big screen, in Jean-Luc Godard's [New Wave](#) films." — [Faye Fearon, \*InsideHook\*, 4 Dec. 2020](#)

## Test Your Vocabulary

Fill in the blanks to complete an adjective meaning "nonchalant": p \_ c \_ c \_ r \_ n \_ e.

[VIEW THE ANSWER](#)



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MORE WORD FUN:

**WORD GAMES**

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**WORDS AT PLAY**

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