Expressions like “queer”, “dyke”, “nigger” all exemplify the phenomenon of linguistic appropriation. Each has been used conventionally and dominantly as a term of deep derogation, and each has come to acquire a new conventional non-derogatory use. Recent work on the appropriation of slurring terms (Bianchi, Anderson) suggests that there is a single linguistic model that ought to account for all instances of appropriation. In this paper, I argue that there may well be many varieties of appropriation of slurring terms, and that two primary types are dominantly exemplified. One I refer to as pride appropriation, the other as insular appropriation. I’ll suggest a model for thinking about various varieties of appropriation and will suggest that an expressionist semantics of slurs can naturally explain them.