

The slide features a dark blue background with decorative geometric patterns on the left and right sides. These patterns consist of overlapping, stylized arrow-like shapes in yellow, magenta, cyan, and grey, pointing towards the center. The main title is centered in the upper half of the slide.

Grice - Logic and Conversation

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Introduction:

Formalists vs. Informalists

- Formalists

- “The proper course is to conceive and begin to construct an ideal language, incorporating the formal devices, the sentences of which will be clear, determinate in truth value, and certifiably free from metaphysical implications; the foundations of science will now be philosophically secure” (41)

Informalists

- “The philosophical demand for an ideal language rest on certain assumptions that should not be conceded; these are, that the primary yardstick by which to judge the adequacy of a language is its ability to serve the needs of science, that an expression cannot be guaranteed as fully intelligible unless an explication or analysis of its meaning has been provided, and that every explication or analysis must take the form of a precise definition that is the expression/assertion of a logical equivalence.” (42)

Grice's View

- Refutation of formalist and informalist theories
 - Divergence between logic of formal language propositions and logic of natural language utterance, broadly speaking, do not exist
 - Combination of both is what gives utterances meaning

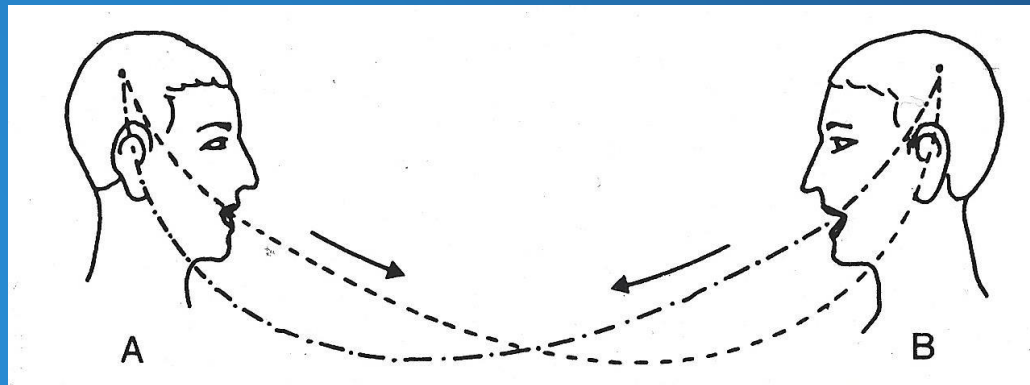


Image from: Saussure, F. (1916). *Course in general linguistics*

Cooperative Principle

- “...formulate a rough general principle which participants will be expected to observe, namely: Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged.” (45)

Implicature

- A and B are talking about their mutual friend C, who recently started work at a bank
 - A asks B how C is getting along at his new job
 - B responds: “Oh quite well, I think; he likes his colleagues, and he hasn’t been to prison yet.” (43)

Conversational Implicatures

- Divided into 4 maxims
 - Quantity
 - Quality
 - Relation
 - Manner

Maxim of Quantity

1. “Make your contribution as informative as is required (for the current purposes of the exchange).”
2. “Do not make your contribution more informative than is required.” (45)

Maxim of Quality

- Summarized broadly in one supermaxim
 1. “Try to make your contribution one that is true”
- Two submaxims
 1. “Do not say what you believe to be false.
 2. “Do not say that for which you lack adequate evidence.” (46)

Maxim of Relation

1. “Be relevant.” (46)



Maxim of Manner

- Relates to how something is said, not what is said
 - Summarized in supermaxim “Be perspicuous” (Lucid)
- Four submaxims
 1. “Avoid obscurity of expression.
 2. “Avoid ambiguity.
 3. “Be brief...
 4. “Be orderly.” (46)

Flouting Maxims

- One can flout (blatantly disregard) maxims to implicate certain meanings (conversational implicature)
- “Oh quite well, I think; he likes his colleagues, and he hasn’t been to prison yet.” (43)



Flouting Maxims (cont)

- “to calculate a conversational implicature is to calculate what has to be supposed in order to preserve the supposition that the Cooperative Principle is being observed”
(58)

Flouting Maxim of Quantity

- “War is war” (52)
 - Flouts first submaxim “Make your contribution as informative as is required.” (45)
- Examples of flouting second maxim less common

Flouting Maxim of Quality

- Irony
 - ‘X is a fine friend’ (53)
 - “A must be trying to get across some other proposition than the one he purports to be putting forward.”

Flouting Maxim of Quality (cont)

- Metaphor

- “Examples like *You are the cream in my coffee* characteristically involve categorical falsity” (53)
 - “Do not say what you believe to be false.” (46)
 - Possible to combine both irony and metaphor

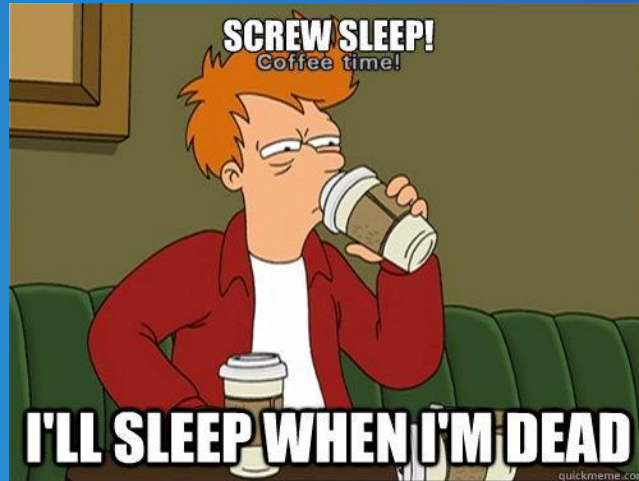
Flouting Maxim of Quality (cont)

- Meiosis

- “Of a man known to have broken up all the furniture, one says *He was a little intoxicated.*”
(53)

Flouting Maxim of Quality (cont)

- Hyperbole
 - I can sleep when I'm dead
 - Technically speaking, no, you can't



Flouting Maxim of Manner

- Obscurity
 - A and B communicating information that is to be kept from the present third party, C
- Failure to be succinct

Flouting Maxim of Relation

- “A says *Mrs. X is an old bag*. There is a moment of appaled silence, and then B says *The weather has been quite delightful this summer, hasn't it?*”
 - “Be relevant” (46)

FLOUT
SOME
MAXIMS

