

## Grice: "Logic and Conversation"

### Implicature

A use of language in which something is not *said*, but is conveyed, implied, suggested, etc., by what is said.

'implicate', 'implicatum'

### Conventional Implicature

"He's an Englishman, so he's brave."

"She is poor, but she is honest."

The implicatum (in these cases) is conveyed by the conventional meaning of words like 'but', 'so', etc.

### Conversational Implicature

This depends on features of the conversational situation or context and not just on the conventional meanings of the words used.

The notion of a conversational implicature is defined in terms of the Cooperative Principle.

### The Cooperative Principle (CP)

"Make your conversational contribution such as is required ... by the accepted purpose or direction of the talk exchange in which you are engaged."

#### Quantity

Provide the right amount of information.

1. Be informative.
2. Do not be more informative than is required.

#### Quality

Make it true.

1. Do not say what you believe to be false.
2. Do not say that for which you lack adequate evidence.

#### Relation

- Be relevant

## **Manner**

Be perspicuous:

1. Avoid obscurity.
2. Avoid ambiguity.
3. Be brief.
4. Be orderly.

## **Ways of infringing (failing to fulfill) maxims of the CP**

1. **Violating** a maxim.
2. **Opting out** of the maxim or the entire CP.
3. Facing a **clash** of maxims.
4. **Flouting** a maxim (“*blatantly* failing to fulfill it.”)

## **Conversational implicature defined**

In saying that  $p$ , a speaker  $S$  conversationally implicates that  $q$  if:

1.  $S$  is presumed to be observing the CP,
2. in order to make  $S$ 's saying that  $p$  consistent with (1), one must suppose that  $S$  believes that  $q$ ,
3.  $S$  thinks (and expects the hearer to think that  $S$  thinks) that the hearer is competent to figure out that (2).