I. Administration
   A. RE #3 returned soon
   B. Reading for next week – Martinich, on the Handouts page
   C. Questions?

II. Debate over meaning between formalists and informalists:
   A. Formalists see the divergences as a problem with natural language—a sign that natural language should be "cleaned up" and improved so that science can have a firm foundation.
   B. Informalists think that language is important for many purposes beyond science and that interpretation and logic need not conform to the severe standards that are insisted on by the formalists.

III. Grice argues that there really are no divergences—that the issue on which these two sides take a stand is grounded in a mistake.
   A. The mistake is that inadequate attention is paid to the conditions governing conversation.
   B. When these conditions are identified, it will be clear that the divergences are themselves only explicable in light of the conventional meanings, along with other factors.

IV. Grice distinguishes what is said from what is implicated. What is said is a technical term used to refer to the truth condition of the utterance, whereas what is implicated is used to talk about aspects of meaning which go beyond the truth condition. There is conventional and non-conventional implicature, and Grice focuses on one type of non-conventional implicature: conversational implicature.
   A. Cooperative Principle (CP): make your conversational contribution such as is required, at the stage where it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged.
   B. Under this are found several more detailed maxims to which you must
conform if you wish to act in accordance with the CP. (Note that these are all *regulative rules*.)

1. **Quantity**: (Concerns the provision of information in conversation)
   a. Make your contribution as informative as is required for the current purposes of the exchange.
   b. Do not make your contribution more informative than is required.

2. **Quality**:
   a. Try to make your contribution one that is true.
   b. Do not say what you believe is false.
   c. Do not say that for which you lack adequate evidence.

3. **Relation**: Be relevant.

4. **Manner**:
   a. Be perspicuous.
   b. Avoid obscurity of expression.
   c. Avoid ambiguity.
   d. Be brief.
   e. Be orderly.

C. **Conversational Implicature**: A person who in saying that p has implicated that q, may be said to have *conversationally implicated* that q iff

1. He is observing the maxims, or at least the CP.
2. He is aware or thinks that q is required to make his saying as if to say p is consistent with this presumption.
3. Speaker thinks that it is within the competence of the listener to work out that the supposition mentioned in (2) is required.