I. Administration
   A. Reading for next week – Zwicky & Sadoeck, Wasow; see also Sennet on SEP
   B. 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. Divergences
   A. Grice argues that there really are no divergences—that the issue on which
      these two sides take a stand is grounded in a mistake.
   B. The mistake is that inadequate attention is paid to the conditions governing
      conversation.
   C. 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. Gricean Pragmatics
   A. 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.
   B. 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.

C. 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.
V. Grice on Ambiguity

A. ...