Neo-Griceans

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San Diego State
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Table of contents

Grice pure and simple

Grice’s contribution to linguistics

Neo-Griceans

Levinson

Bibliography
Cooperative principle

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.

Grice

Our talk exchanges do not normally consist of a succession of disconnected remarks and would not be rational if they did. They are characteristically, to some degree at least, cooperative efforts; and each participant recognizes in them, to some extent at least, a common purpose or set of purposes, or at least a mutually accepted direction.
<table>
<thead>
<tr>
<th>Maxims</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quantity</td>
<td>Give the most helpful amount of information.</td>
</tr>
<tr>
<td>Quality</td>
<td>Do not say what you believe to be false.</td>
</tr>
<tr>
<td>Relation</td>
<td>Be relevant.</td>
</tr>
<tr>
<td>Manner</td>
<td>Put what you say in the clearest, briefest, and most orderly manner.</td>
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</table>
### Maxims: Features of rational cooperation

**Not necessarily talk exchanges**

<table>
<thead>
<tr>
<th>Category</th>
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<tbody>
<tr>
<td><strong>Quantity</strong></td>
<td>If you are assisting me to mend a car, and at some stage I need four screws, I expect you to hand me four, rather than two or six.</td>
</tr>
<tr>
<td><strong>Quality</strong></td>
<td>I expect your contributions to be genuine and not spurious. If I need sugar as an ingredient in a cake you are assisting me to make, I do not expect you to hand me salt; if I need a spoon, I do not expect a trick spoon made of rubber.</td>
</tr>
<tr>
<td><strong>Relation</strong></td>
<td>I expect a partner’s contribution to be appropriate to the immediate needs at each stage of the transaction. If I am mixing ingredients for a cake, I do not expect to be handed a good book . . .</td>
</tr>
<tr>
<td><strong>Manner</strong></td>
<td>I expect each partner to make it clear what contribution he is making and to execute his performance with reasonable dispatch.</td>
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</tbody>
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Properties of implicature I

1. Cancellability

*He solved some of their problems. In fact, he solved all of them.*

2. Non-detachability: Different ways of saying the same thing will have the same implicature

*try to X, endeavor to X, attempt to X, set oneself to manage to X,*

Two exceptions: manner-related implicature (why?) and conventional implicature. The issue of presupposition (which has been called a kind of conventional implicature) also rears its head with these examples

3. Calculable: An argument from the maxims exists
4. Defeasible: Features of context can block an implicature

5. Reinforcable (Sadock), some but not all, *some but not none
Grice’s influential articles (1957, 1967) . . . In the earlier of these papers, Grice promulgated the idea that ordinary communication takes place not directly by means of convention, but in virtue of a speaker’s evincing certain intentions and getting his or her audience to recognize those intentions (and to recognize that it was the speaker’s intention to secure this recognition). This holds, Grice suggested, both for speech and for other sorts of intentional communicative acts. In his view, the utterance is not in itself communicative, but only provides clues to the intentions of the speaker.

Sadock 2004
1. Invented pragmatics as we now understand it
2. Defined one extremely influential understanding of the relation between pragmatics and semantics
3. Made pragmatics an important and challenging area of study, with connections to multiple subfields of linguistics: lexical semantics, discourse, morphology, historical linguistics, psycholinguistics
Challenge or extend Grice’s original program

1. Atlas
2. Atlas and Levinson
3. Horn
4. Levinson
5. Sperber and Wilson
**R-Principle**

| Say no more than you must, modulo $Q$ | – Can you close the window? (cf. Are you able to close the window?)
|                                      | – I don’t think that $\phi$
|                                      | – I broke a finger.
|                                      | – Sue left Tom and he became very depressed. |

Includes **short-circuited conversational implicature or standardized non-literality**
Horn: $\mathcal{Q}$

<table>
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<tr>
<th>R-Principle</th>
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<tbody>
<tr>
<td>Say as much as you can, modulo Quality &amp; R</td>
</tr>
<tr>
<td>– Jill is in Denver by now.</td>
</tr>
<tr>
<td>– I liked <em>Bridge of Spies</em>.</td>
</tr>
<tr>
<td>– Jill is in the kitchen or in the bedroom. $\Rightarrow$ I don’t know which</td>
</tr>
<tr>
<td>– The kitchen is a mess. $\nRightarrow$ The bedroom isn’t.</td>
</tr>
<tr>
<td>– Jill may be in the kitchen $\Rightarrow$ I don’t know she is in the kitchen</td>
</tr>
<tr>
<td>– Bachelors are unmarried $\nRightarrow$ I don’t know that it’s necessarily true.</td>
</tr>
</tbody>
</table>
Equal economy: $Q$ works

- always, usually, often, sometimes
- and, or
- certain, likely, possible
- cold, cool, lukewarm (missing: warm, hot. Why?)
- excellent, good, OK
- the, a
R-implicata: pre-emption

finger → non-thumb
✓ non-pinky
✓ non-pinky

toe ✓ non-big toe
✓ non-big toe

rectangle → non-square
✓ non-square

triangle ✓ non-equilateral triangle
✓ non-equilateral triangle

Friday → today, tomorrow is not Friday
R implicata: Division of labor

a. He got the machine to stop.  
He stopped the machine.

b. Her blouse was pale red.  
Her blouse was pink.

c. She wants her to win.  
She wants PRO to win.

d. I am going to marry you.  
I will marry you.

e. My brother went to the church.  
My brother went to church.

f. It’s not impossible that you will solve the problem.  
It’s possible that you will solve the problem.

g. That’s my father’s wife.  
That’s my mother.

Challenging the assumption that what is said bears the truth conditions

a. I haven’t had breakfast. today
b. John and mary are married to each other.
c. They had a baby and they got married. in that order.
d. Robin ate the shrimp and got food poisoning. as a result
e. Everybody solved the riddle. everybody in our pragmatics class.

Bach 1994, Bach 2001

If they got married and had a child, their parents will be pleased, but if they had a child and got married, their parents will not be pleased.
A brilliant observation

<table>
<thead>
<tr>
<th>The bottleneck</th>
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<tbody>
<tr>
<td>Speech articulation is extraordinarily slow and comprehension and inference fast. Design result: Build a system that maximizes inferences. “Linguistic coding is to be thought of less like definitive content and more like interpretive clues.” (Levinson 2000:29)</td>
</tr>
</tbody>
</table>

Levinson chooses an approach which builds in a notion of default interpretation.
Consequences for Gricean program

1. An essential component remains intact: Default interpretation plays the role of what is said.

2. General implicature remains a meaningfully different kind of implicature. GIs are the implicature that go through based entirely on default interpretations, requiring no features of specific contexts.

3. Note: This is certainly not the only approach that could work, given the articulation bottleneck.
Levinson: What do we keep?

<table>
<thead>
<tr>
<th>Maxim</th>
<th>Fate</th>
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<tr>
<td>Quality</td>
<td>Only a background role. Different.</td>
</tr>
<tr>
<td>Relevance</td>
<td>Applies to immediate, “ever-variant” conversational goals. Generates only PCIs.</td>
</tr>
<tr>
<td>Quantity</td>
<td>( Q_1 \Rightarrow Q)-Heuristic</td>
</tr>
<tr>
<td></td>
<td>( Q_2 \Rightarrow I)-Heuristic</td>
</tr>
<tr>
<td>Manner</td>
<td>( M_1 \Rightarrow M)-Heuristic</td>
</tr>
<tr>
<td></td>
<td>( M_4 \Rightarrow M)-Heuristic</td>
</tr>
</tbody>
</table>

**Manner**

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

**Quantity**

1. Make your contribution as informative as required
2. Do not make your contribution more informative than required.
I have $203 (implicates exactly, interaction with manner, doesn’t seem to match his principle ordering)

\[ Q > M > I \]
\[ Q\text{-clausal} > Q\text{-scalar} \]
Some Q-implicates \textbf{not all}, so \textbf{not all} is hardly ever lexicalized.

What are some other examples of lexicalization gaps predicted by Q-implication?

Contraries can never both be true; contradictories can never both be be true and can also never both be false.
Consider the scales on the LHS and RHS of the square, \( \langle \text{Strong}, \text{Weak} \rangle \). Strong entails Weak (going downward):

\[
\langle \text{All}, \text{Some} \rangle \\
\langle \text{No}, \text{Not all} \rangle
\]

Weak Q-implicates Not Strong. \textbf{Some} Q-implicates \textbf{Not all}.

Similarly \textbf{Not all} Q-implicates \textbf{Not no}, i. e., the contradictory of \textbf{No}, which is \textbf{Some}. 
Deontic (Aristotelian) Square

<table>
<thead>
<tr>
<th>Can</th>
<th>Corners</th>
<th>Can’t</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can not</td>
<td>must</td>
<td>mustn’t</td>
</tr>
<tr>
<td>Must</td>
<td>must not</td>
<td>mayn’t</td>
</tr>
<tr>
<td>Permit</td>
<td>may</td>
<td></td>
</tr>
</tbody>
</table>
Other potential lexical sets:
identical/similar/dissimilar/different; complete/partial;
long-term, short-term; permanent/durable;
huge/large; ancient/old;
adore/love/lie; loathe/hate/dislike;
knowing/believing; freezing/cold/cool/lukewarm?;
excellent/good/allright(OK); awful/bad/mediocre; the/a
(Hawkins 1991), Givenness hierarchy (Gundel et al. 1993),
present tense/past tense
<table>
<thead>
<tr>
<th>Cancellation</th>
<th>[ W \text{ and even } S ]</th>
<th>Some and even all of them came.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>[ \text{Not only } W, S ]</td>
<td>Not only some of them came; all of them came.</td>
</tr>
<tr>
<td></td>
<td>[ W \text{ in fact/indeed } S. ]</td>
<td>Some, in fact, all of them came.</td>
</tr>
<tr>
<td>Suspending</td>
<td>[ W, \text{ or possibly even } S ]</td>
<td>Some or possibly all of them came</td>
</tr>
<tr>
<td></td>
<td>[ W, \text{ if not } S ]</td>
<td>Some, if not all of them came. Many, if not most came.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>#Most, if not many, came.</td>
</tr>
</tbody>
</table>
Non-logical/pragmatic scales: *at least, even, etc.*

(1) a. Smoking marijuana is (at least) a misdemeanor in most states.
   b. Smoking marijuana is (at least) a felony in most states.
   c. #? Smoking marijuana is a misdemeanor and in fact it’s a felony in most states.

Contraryness, modification by *at least* does not secure a logical Q-scale.

(2) a. He’s not an Aztecs fan. He’s not even a Chargers fan.
   b. He doesn’t like Rocky IV. In fact, he doesn’t even like Rocky.
   c. He voted for Mitt Romney. He even voted for Donald Trump. (Well, just how conservative is he?)
   d. He can do the round in 72, if not 70. (Golf!)
   e. John can climb hills. (He can’t climb mountains)
1. Grice’s assumptions about what is said don’t quite work.
2. Some reformulation of the maxims seems desirable.
3. Isn’t a principle about rational action what’s called for? (Collaboration not required)
   
   *Do enough; don’t do too much.*

4. Propositional content not determined by the explicit linguistic forms (goes beyond deixis)
5. Implicature still needed
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