

Pragmatics

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1) Cooperation

2) Implicature

Cooperation & implicature

People having a conversation are not normally assumed to be trying to **confuse, trick, or withhold** relevant information.

Yule, 1996, p. 35

Cooperation & implicature

Cooperation & implicature

Man: *Does your dog bite?*

Woman: *No.*

The man reaches down to pet the dog.
The dog bites the man.

Man: *Ouch! Hey, you said your dog doesn't bite.*

Woman: *He doesn't. But that's not my dog.*



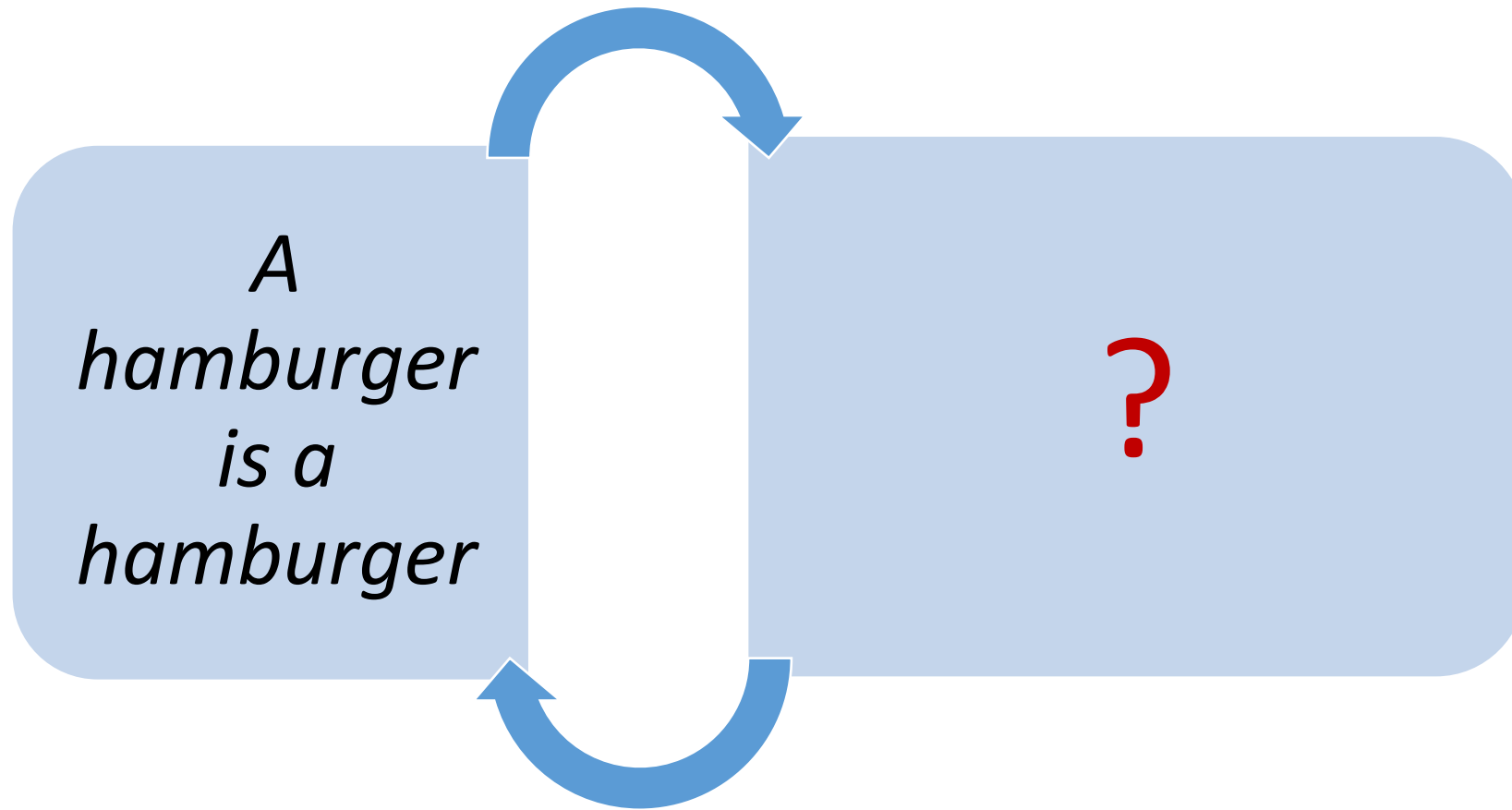
Cooperation & implicature

- (I) a) How do you like the hamburger?
 b) A hamburger is a hamburger.

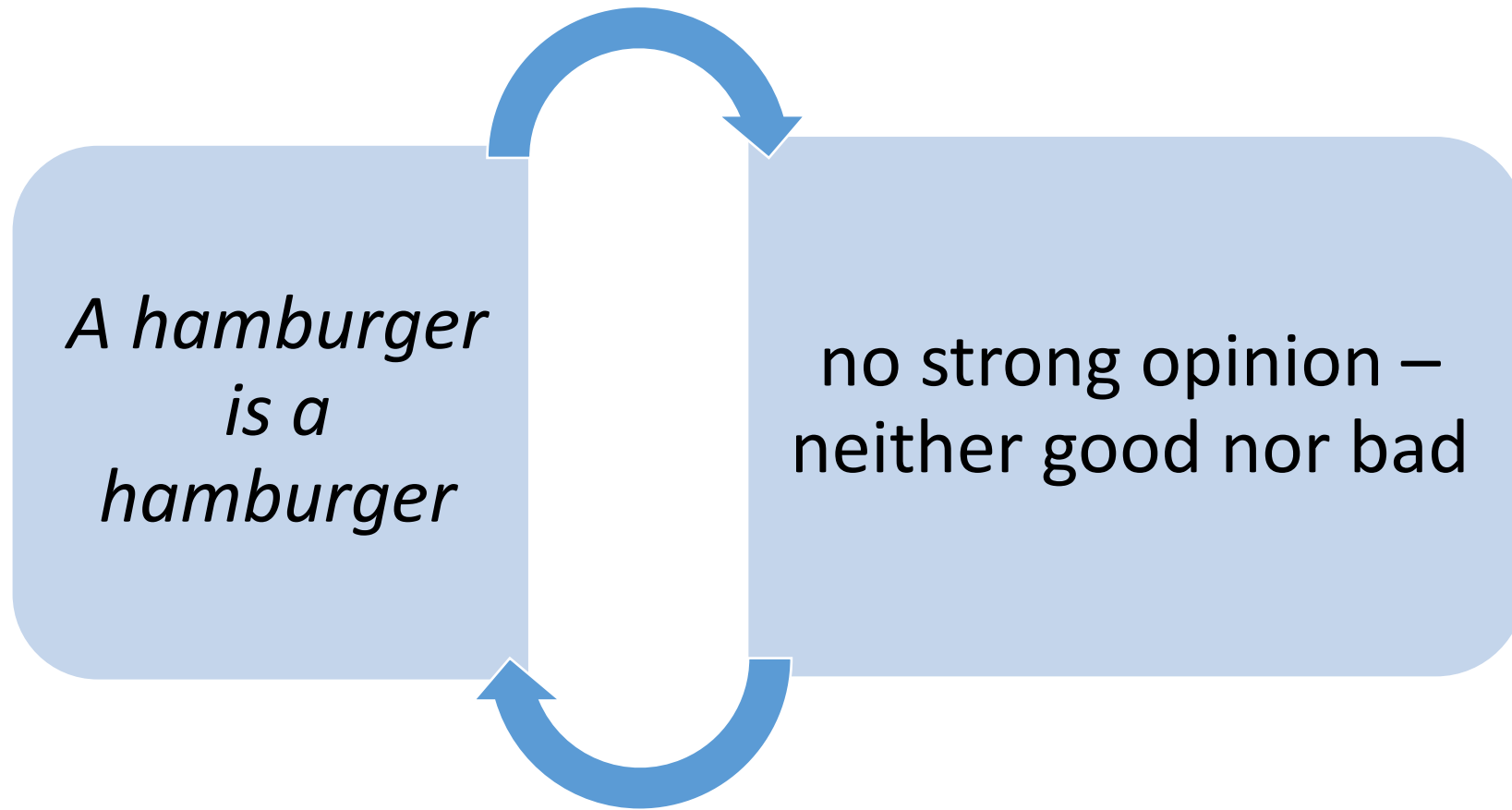
tautology

does b) want to communicate **more** than is said?

Cooperation & implicature



Cooperation & implicature



Cooperation & implicature

More is communicated
than is said

Cooperation & implicature



*I'm
cold*

?

Cooperation & implicature



I'm cold

Why for Christ's
sake did you not
fix the damn
heater, Paul!

Cooperation & implicature



*I'm
cold*

?

Cooperation & implicature



*I'm
cold*

Let's go
home, Paul!

Cooperation & implicature

- **Cooperative Principle** is one set of rules for conversation

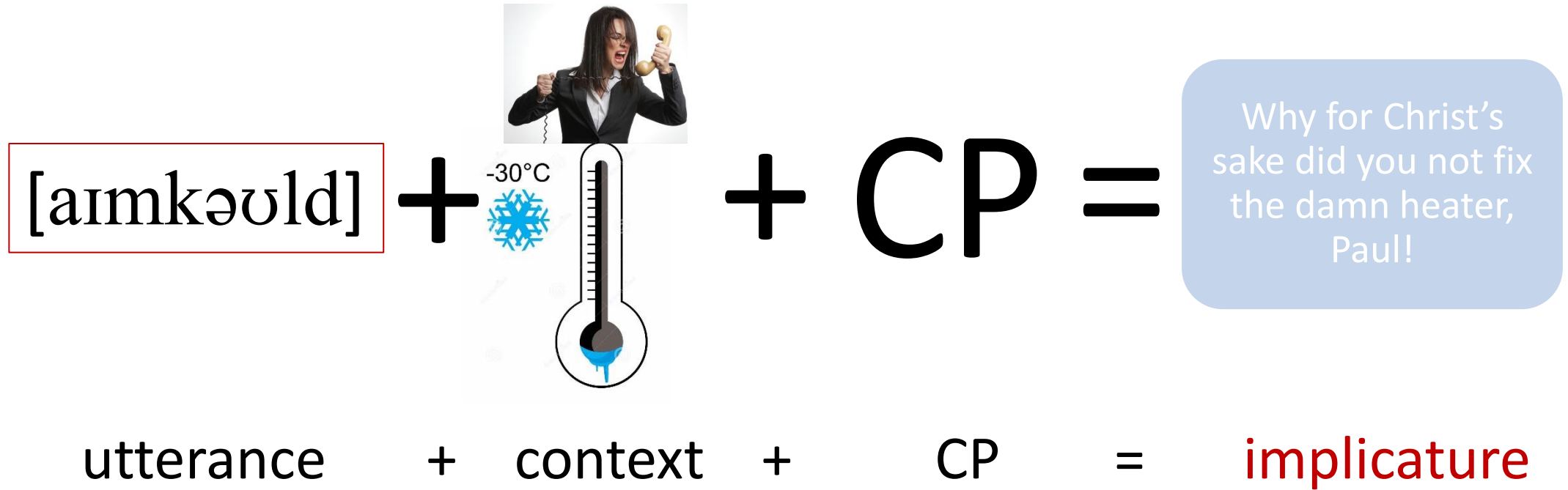
Make your contribution such as it is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged.

(Grice, 1975; Yule, 1996, p. 37)

- conversation only works,
if people try to be **cooperative**



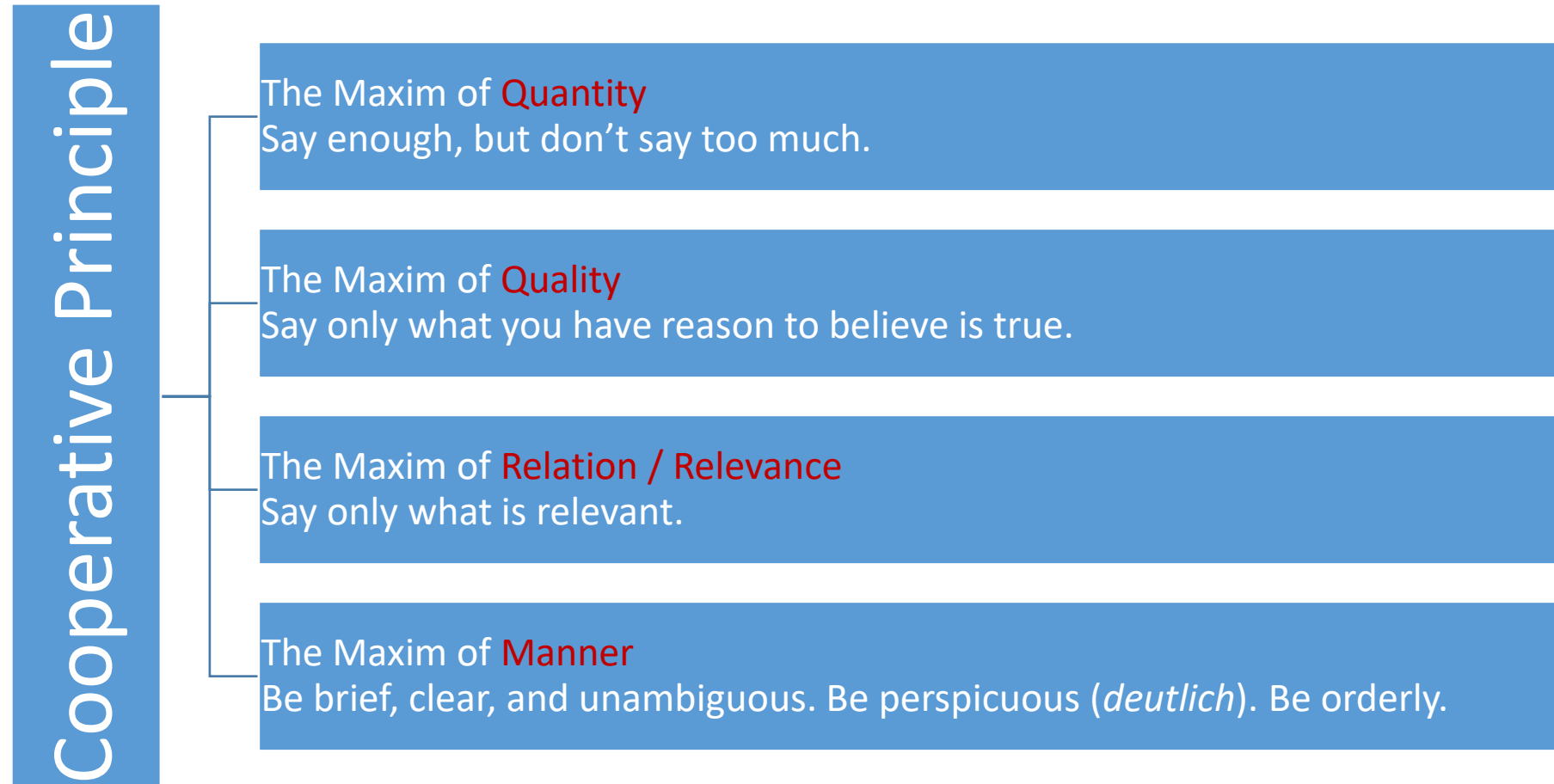
Cooperation & implicature



Cooperation & implicature



Cooperation & implicature



Grice – the CP & implicatures

- Maxim of Quality
 - Do **not** say what you believe to be false.
 - Do **not** say that for which you lack adequate evidence.
- This maxim does not state that if speakers believe something to be **true** they **must say it**, but rather that if speakers believe something to be **false** they **must not say it**.
- Maxim of Quality says something about what has **not** been said
- Maxim of Quality says nothing much about what has been said

Grice – the CP & implicatures

- Maxim of **Quality**
- observed true statement
- violated classic lie
- flouted obvious lie, irony, sarcasm, metaphor, hyperbole*, etc.
- opted out USA, 5th amendment

Pleading the Fifth: witnesses decline to answer if the answers might incriminate them

- *hyperbole [haɪp'ɜ:bəli:]: *Man, this pragmatics stuff is harder than rocket science!*

Grice – the CP & implicatures

- Maxim of **Relation / Relevance**

Three times Della counted it. One dollar and eighty-seven cents. And the next day would be Christmas.

There was clearly nothing to do but flop down on the shabby little couch and howl.

O. Henry, 1969, *The Gift of the Magi*

Grice – the CP & implicatures

- Maxim of **Relation / Relevance**

Three times Della counted it. One dollar and eighty-seven cents. And the next day would be Christmas. There was clearly nothing to do but flop down on the shabby little couch and howl.

Della → count → dollars → Christmas → purchase gifts →
1.87 = small money → Della poor → howling = expression of despair

Grice – the CP & implicatures

- Maxim of **Relation / Relevance**

A: Smith doesn't seem to have a girlfriend these days.

B: He has been paying a lot of visits to New York lately.

(Grice, 1975)

Whatever interpretation, B can never be held responsible for having said that Smith had a girlfriend in New York.

Grice – the CP & implicatures

- Maxim of **Manner**
 - avoid obscurity
 - avoid ambiguity
 - be brief (avoid unnecessary **prolixity*)
 - be orderly

**prolixity* $\approx$ *Weitschweifigkeit*



Grice – the CP & implicatures

- Maxim of **Manner**
 - avoid obscurity
 - avoid ambiguity
 - be brief (avoid unnecessary prolixity)
 - be orderly



- *The crow flies at midnight.* (spy movies)
- *When is her b-i-r-t-h-d-a-y ?* (child is present, parents code)
- weapons of *math* destruction

Grice – the CP & implicatures

- Maxim of **Manner**
 - avoid obscurity
 - avoid ambiguity
 - be brief (avoid unnecessary prolixity)
 - **be orderly**



*Natasha entered the shop **and** bough a pair of jeans.*
*Natasha bought a pair of jeans **and** entered the shop.*

Grice – the CP & implicatures

*It's always the same at parties:
either I get drunk **and** no-one will
talk to me, or no-one will talk to me
and I get drunk.*

Cooperation & implicature

Do we always observe
the four maxims?

Cooperation & implicature

A) **Hedging** ('notes of caution' – maxim of quality)

- We often announce that what we are going to say might not be 100% **accurate**
- They are married (maxim of **quality**?)

Cooperation & implicature

They are married

maxim of **quality**

- I think ...
 - As far as I know ...
 - I'm not sure of this is right but I heard ...
 - I guess ...
- } ... they are married

Cooperation & implicature

They are married

maxim of **quantity**

- To cut a long story short ...
 - In essence ...
 - To sum up ...
 - I won't bore you with all the details but ...
- } ... they are married

Cooperation & implicature

They are married

maxim of **relation**

- [...], oh, by the way ...
- [...], well, anyway ...
- To sum up ...
- Not to change the subject, but ...

} ... they are married

Cooperation & implicature

They are married

maxim of **manner**

- This may be a bit confused, but ...
 - I'm not sure of this makes sense, but ...
 - I don't know if this is clear at all, ...
 - I can't really phrase it well, but ...
- } ... they are married

Cooperation & implicature

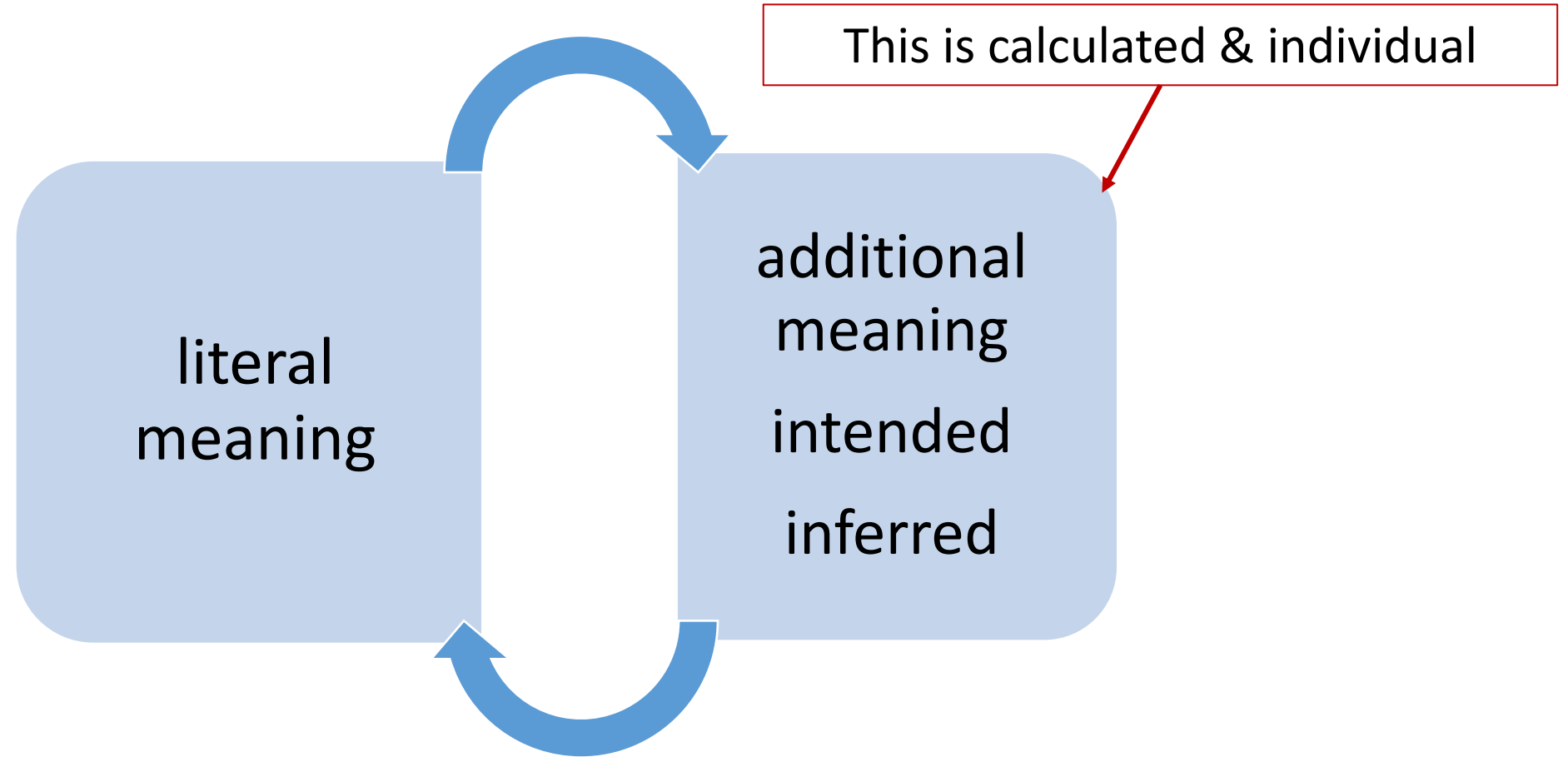
B) not-observing

- The Gricean Maxims are **not prescriptive** regulations
- All 4 maxims can be:

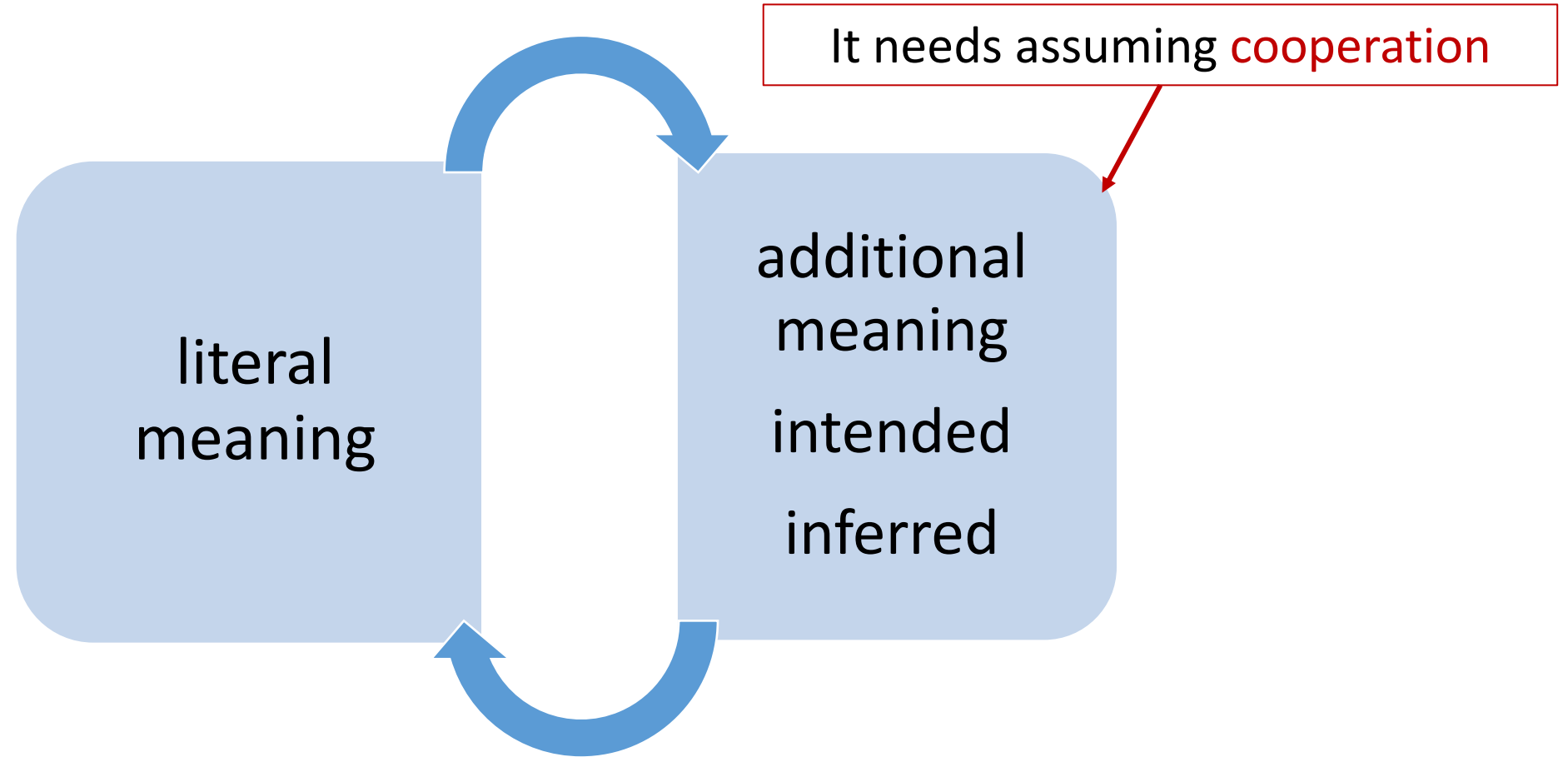
• observed:	<i>My name is Thomas</i>	brief, clear, unambiguous, etc.
• violated:	<i>My name is Michael</i>	inconspicuous, hidden
• flouted:	<i>My name is Donald Trump</i>	blatantly obvious
• opted out:	<i>Interesting question....</i>	refusal to play the game

implicatures

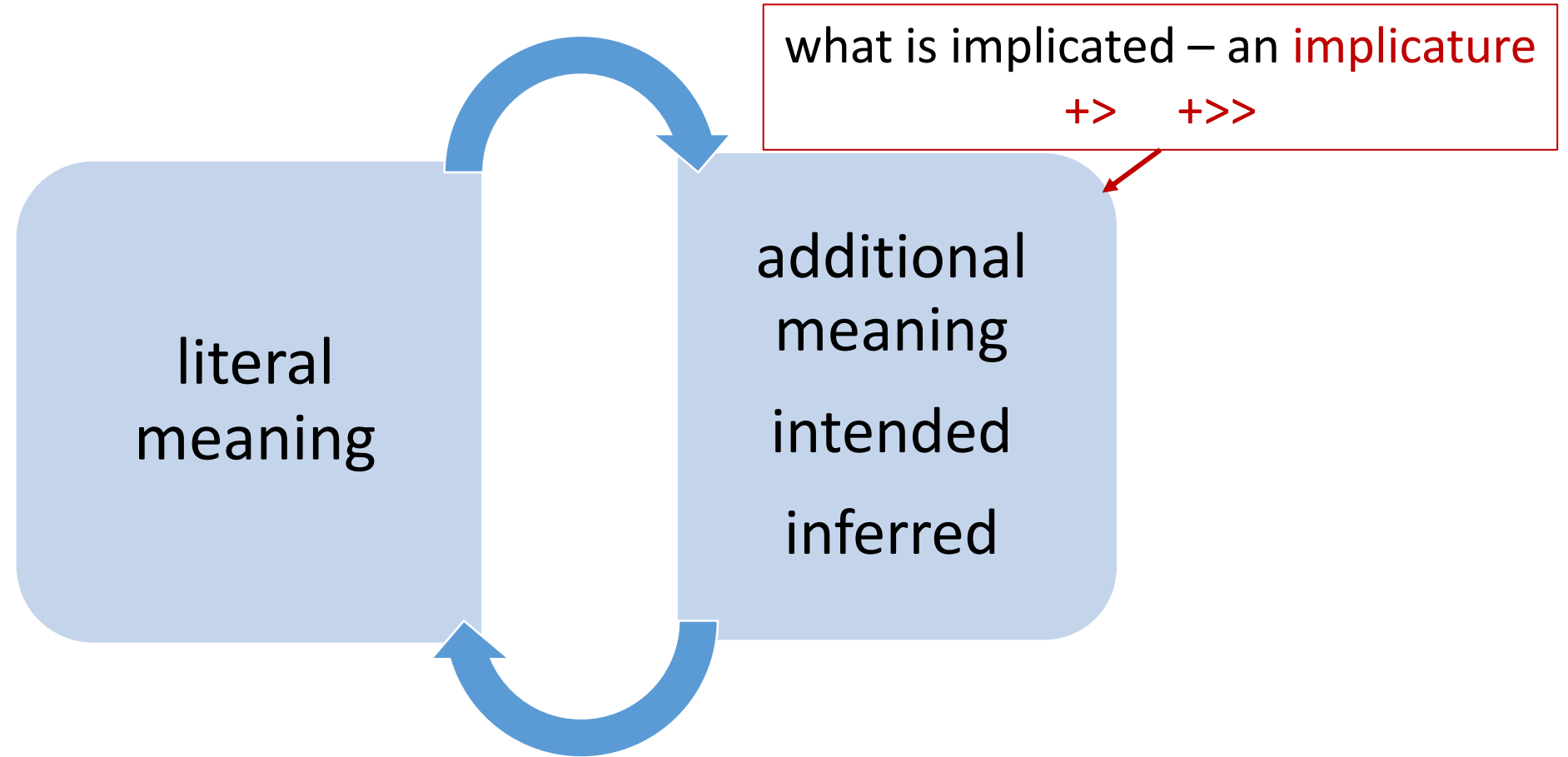
Cooperation & implicature



Cooperation & implicature



Cooperation & implicature



Cooperation & implicature

the **mechanism** of implicatures

- speakers $\rightarrow$ utterance
- utterance $\rightarrow$ proposition (p)
- proposition (p) $\rightarrow$ implicature (q)
- speakers implicate (q)
- hearers infer (q)

Cooperation & implicature

the **mechanism** of implicatures

- [7] Charlene: I hope you brought the bread and the cheese.
Dexter: Ah, I brought the cheese.

What does **Charlene** think?

Cooperation & implicature

the **mechanism** of implicatures

- [7] Charlene: I hope you brought the bread and the cheese.
Dexter: Ah, I brought the cheese.

Charlene calculates the implicature that
Dexter did not bring the cheese

Cooperation & implicature

the **mechanism** of implicatures

[7] Charlene: I hope you brought the bread and the cheese.

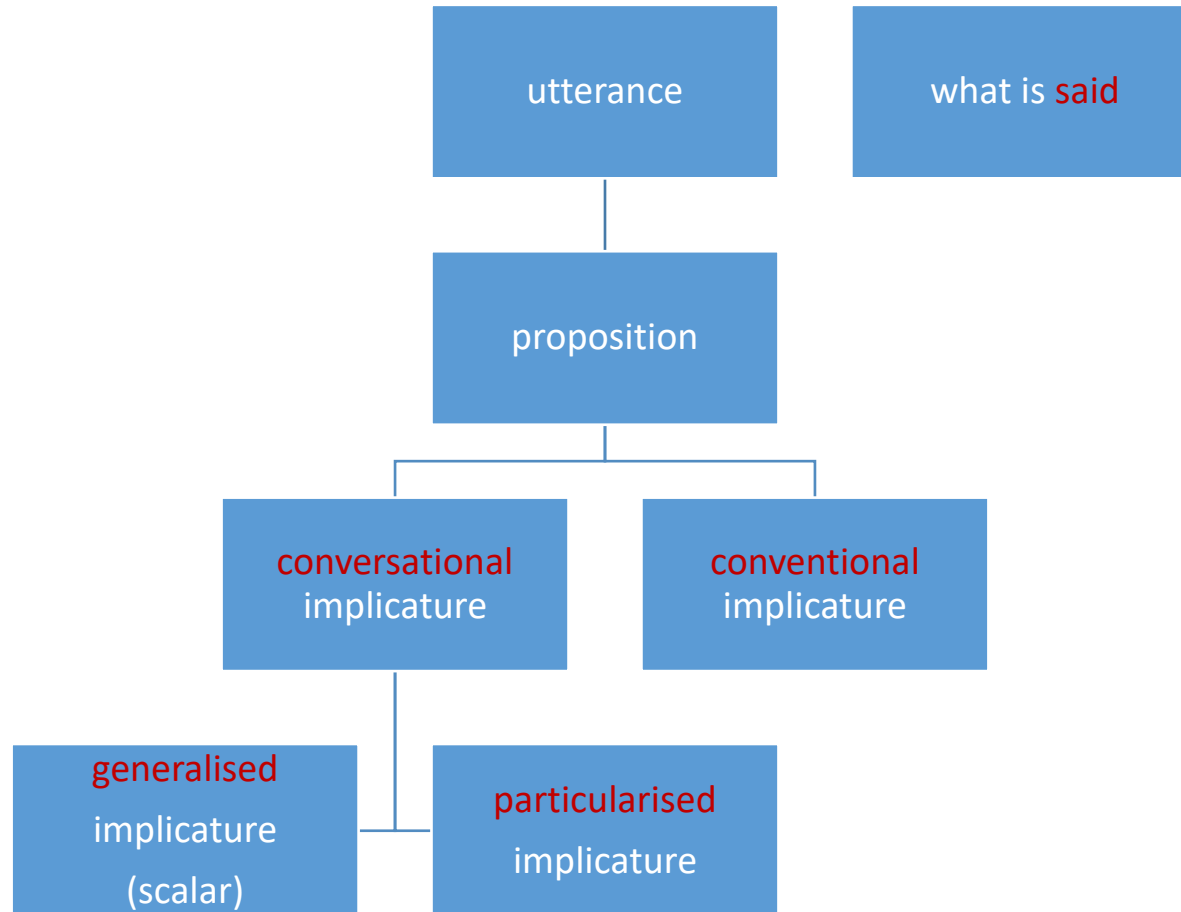
Dexter: Ah, I brought the cheese.

Charlene: b & c ?

Dexter: b !

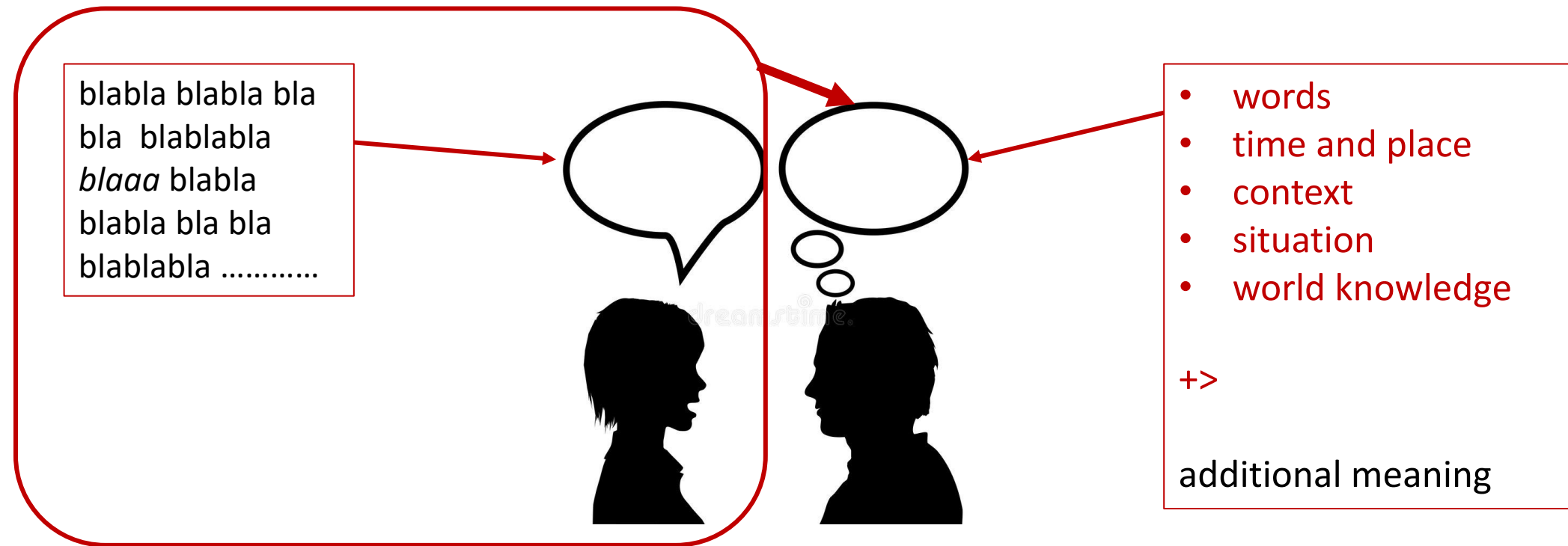
Charlene: **if only b +> not c**

Cooperation & implicature



Cooperation & implicature

- **conversational** implicature



Cooperation & implicature

conversational implicatures

- [7] Charlene: I hope you brought the bread and the cheese.
Dexter: Ah, I brought the cheese.

Charlene can presume that Dexter wants to be cooperative but has said less than he was supposed to. **Thus**, Dexter did not bring the bread.

Cooperation & implicature

generalised conversational implicature

[10] I was sitting in a garden one day. A child looked over the fence.

We can presume that the speaker wants to be cooperative and that he has used an indefinite expression for garden. **Thus**, it is not the speaker's garden.

Cooperation & implicature

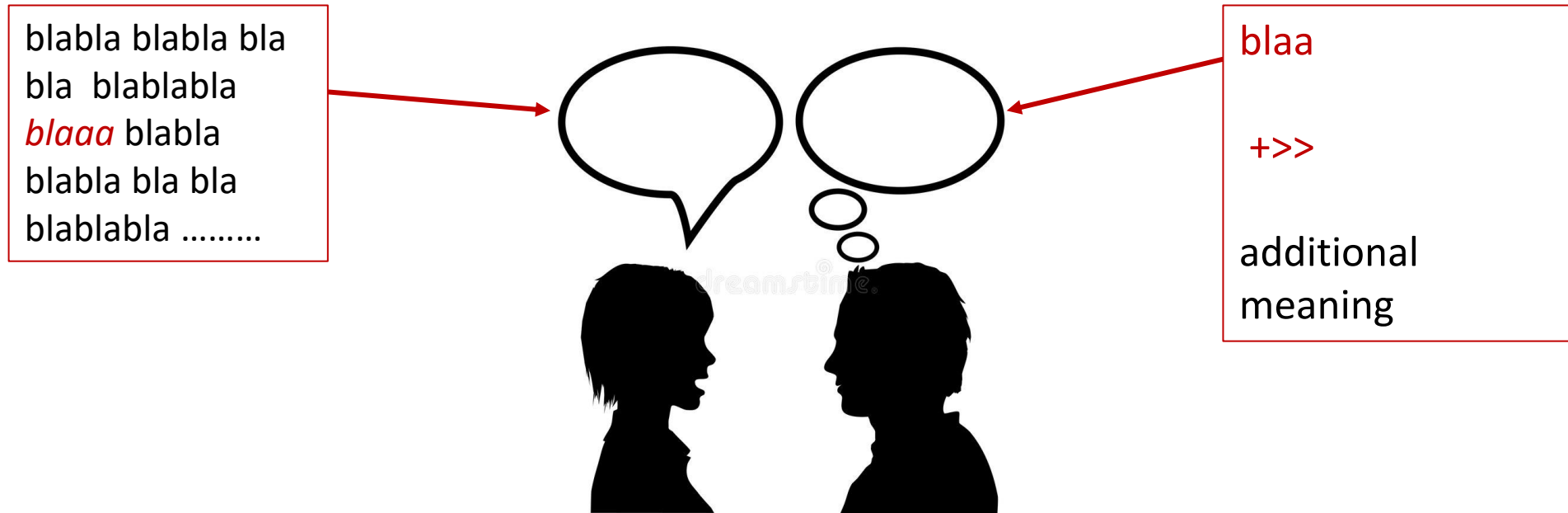
scalar implicature

[12] I'm studying linguistics and I've completed some of the required courses.

We can presume that the speaker wants to be cooperative and has used the quantifier *some*. **Thus**, he did not take none, but he did not take all of them either.

Cooperation & implicature

- **conventional** implicature



Cooperation & implicature

- **conventional** implicatures
 - **do not** depend on context / **do not change** with context
 - **do** constantly depend on words
- *but*
- *p but q* **+>>** *p* is in contrast to *q*

Grice – the CP & implicatures

- **conventional** implicature

- *Clover is a Labrador retriever, **but** she's very friendly.*


the conjunction **but** carries a conventional implicature, the contrast between **a** and **b**. This contrast is permanently and context-independently attached to the form **but** and cannot be neutralised.
But it is **not truth-conditional**; the implicature that Labradors are normally always friendly has no bearing on the truth of the utterance.

Cooperation & implicature

Even you guys
understand implicatures, right?

Cooperation & implicature

My neighbours are from Germany,
but they are nice.