

Grice's Pragmatics

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1 Maxims of Quantity

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

2 Maxims of Quality: Try to make your contribution true.

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

3 Maxim of Relation: Be relevant.

4 Maxims of Manner: Be perspicuous.

1. Avoid obscurity of expression.
2. Avoid ambiguity.
3. Be brief (avoid unnecessary prolixity).
4. Be orderly.

5 The Cooperative Principle

1. Grammar
 - (a) articles
 - i. *"A woman_i walked in. A woman_i walked out."
 - ii. *"The woman_i walked in. A woman_i walked out."

(b) pronouns

- i. "The woman_i saw herself_i/*her_i."
- ii. *"She_i said the woman_i was intelligent."
- iii. "The woman_i said she_i was intelligent."

(c) Chronology

- i. *"He hit the ball. The pitcher threw a ball."

2. Style

- (a) "This ??? is a mistake."
- (b) The governor has advocated this bold new policy, and he's an excellent actor.
- (c) For various reasons...

3. Argument

(a) Disjunction

- i. It is right or wrong.
- ii. It is A or B, and it's not A, so it must be B.
- iii. (so beware false dichotomy)

(b) Non Sequitor, Post hoc

(c) Oversimplification, Slippery Slope, Straw-men

(d) Hasty Generalization

(e) Ad Hominem, False Authority

(f) Begging the question

(g) Hybrid cars are popular because Hollywood movie stars like them.

(h) Toyota designs hybrid cars to please progressive Californians.

4. Sarcasm/Irony

(a) The restaurant has nice rugs.

(b) He never killed anyone.