

Lecture 20

LCD 306: Semantics & Pragmatics

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Outline

- 1 Flouting Gricean Maxims
 - Maxim of Quantity
 - Maxim of Relation/Relevance
 - Maxim of Quality
 - Maxim of Manner
- 2 Group Work

Table of Contents

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Table of Contents

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Maxim of Quantity

- Make your contribution as informative as is required, but not more, or less, than is required.
- Give just enough information.

Violation of Quantity

- not saying enough
- giving TMI

Violation of Quantity

- What are some examples?

Table of Contents

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Maxim of Relation/Relevance

- Be relevant.
- Stay on topic.

Violation of Relevance

- changing the subject

Violation of Quantity

- A: When are you and Dani gonna get married?
- B: Hey did you catch the game yesterday?
- **Violation:** B did not stay within the context of the conversation.

Violation of Relevance

- A: When are you and Dani gonna get married?
- B: Hey did you catch the game yesterday?
- **Violation:** B does not want to talk about that topic.

Maxim of Relation/Relevance

A: I love Harry Potter!

B: Yeah, those books are the coolest!

C: Gollum was a really weird character.

Maxim of Relation/Relevance

A: John is really annoying. He always talks over me.

B: I like him a lot. He's handsome and suave, and a great actor. Everyone loves Johnny Depp.

A: I meant John from math class, not Johnny Depp.

B: I know.

Table of Contents

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- Maxim of Quantity
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Maxim of Quality

- Do not say that which you believe to be false or for which you lack adequate evidence.
- Tell the truth.

Violation of Quality

- (not telling the truth)
- sarcasm, hyperbole, metaphor

Violation of Quality

- A: Everyone is counting on you!
- B: Thanks a lot. That really takes the pressure off.
- **Violation:** B is telling a lie.

Violation of Quality

- A: Everyone is counting on you!
- B: Thanks a lot. That really takes the pressure off.
- **Implication:** By saying something clearly untrue, B is implying that the opposite is true (sarcasm).

Maxim of Quality

- A: We can't go to a steakhouse. Jill's a vegetarian.
- B: No she's not.
- A: Oh. Well she seems like a vegetarian.

Table of Contents

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Maxim of Manner

- Be clear, avoid ambiguity, brief, and orderly.

Violation of Manner

- Being vague
- Not including all info

Violation of Manner

- A: Jim seems to be qualified for the job
- B: Well, theres nothing you can teach a man like him.
- **Violation:** B is intentionally being ambiguous

Violation of Manner

A: Jim seems to be qualified for the job

B: Well, theres nothing you can teach a man like him.

- **Implication:** Jim is not really qualified, but B doesnt want to sound negative or impolite.

Maxim of Manner

A: How was that thing?

B: What thing?

A: The thing at the place. With the guy.

Maxim of Manner

A: What happened to Josh?

B: He went to the hospital and got food poisoning. And he ate some bad chicken.

Table of Contents

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Scripted Language

- Looking at some dialog from a scripted TV show
- Find one example of maxims
- Find one example of flouting
- Find one example of conventional implicature