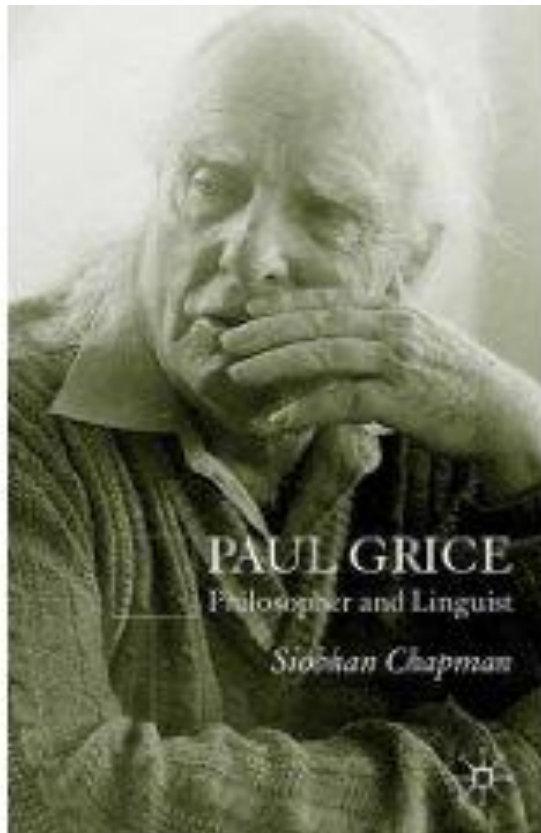


Philosophy 104



2.2 NOTES

(Herbert) Paul Grice

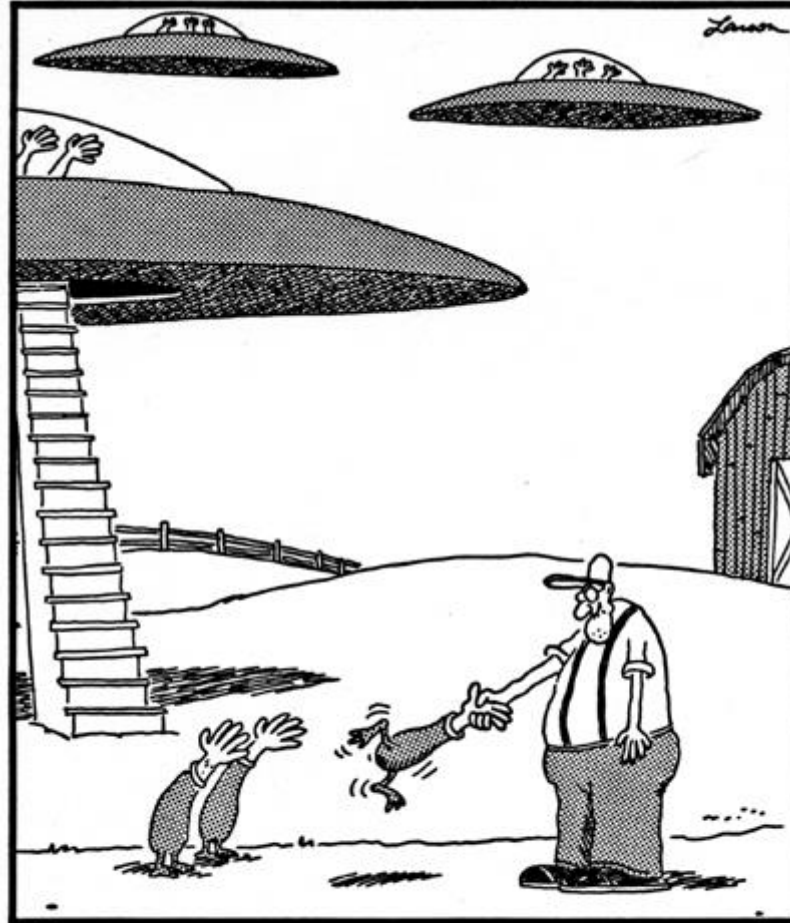


- 1913-1988
- Educated at Oxford, taught there for several years, spent the last two decades of his life at the University of California at Berkeley
- Many of his most influential writings are reprinted in the book *Studies in the Way of Words*

The Cooperative Principle



- Language is a cooperative enterprise. It doesn't work if one side doesn't cooperate, and further, doesn't work unless all sides assume the others cooperate.
- Grice's Cooperative Principle contains 4 rules:
 - Quantity
 - Quality
 - Relevance
 - Manner



Inadvertently, Roy dooms the entire earth to annihilation when, in an attempt to be friendly, he seizes their leader by the head and shakes vigorously.

Quantity



- 1. Make your contribution as informative as is required for the current purposes of the exchange
- 2. Do not make your contribution more informative than is required.

Quality



- 1. Do not say that which you believe to be false.



U sed we wuz viziting "friends"

Quality



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

Relevance



- Make your information germane to the purposes of the exchange. (anyone see a quantity problem with that sentence?)
- Unfortunately, there is no set guideline for relevance. Either one can recognize it or one cannot.

Manner



- 1. Avoid obscurity of expression
- 2. Avoid ambiguity
 - Giant Police Exercise to Guard Bush
- 3. Be brief
- 4. Be orderly

Conversational Implication



- When we assume others are following conversational rules, and assume that they assume that we are also, we can convey a great deal of information without saying it.
- In a conversational exchange we expect more than to be taken literally.
- We make language efficient in following these conversational rules, and can even communicate by flouting those rules.

Violating Conversational Rules



- **Violating a rule in order to follow another**
 - E.g. giving less than precise information because precise information is not known (violates quantity to follow quality).
- **Flouting a rule to draw attention to a statement:**
 - Damning with faint praise
 - Rhetoric (see future slides)
 - Figurative language
 - Intentional Ambiguity (e.g. when joking)

Exercise VI



1. Relevance
2. Quality
3. Manner
4. Quality (probably)
5. Quantity

Rhetorical Devices



- Rhetoric is a name collectively given to the things we can do with language that make our views sound better without actually changing the substance of our views.
- Rhetoric is stylistic.

Rhetoric



- To some extent, Rhetoric is a part of all good writing and persuasion, but failing to recognize rhetoric is a failure of critical thinking.
- In general, when the word ‘rhetorical’ is added to another word, (e.g. ‘question’) what results is something that isn’t just what the word ‘rhetorical’ is paired with. A rhetorical question is not *just* a question. Likewise, a rhetorical analogy is not *just* an analogy.

Rhetorical Questions



- Rhetorical questions get their force from defying the cooperative principle, namely the rule of Quantity, because a rhetorical question typically asks for obvious information.
- This is why a rhetorical question is typically one that does not require an answer (which makes it not, strictly speaking, a question).
- Is then answering a rhetorical question itself rhetorical?

Overstatement/Understatement



- Over/Under-statement is a way to make a conversational exchange interactive by intentionally using too weak or too strong language to describe something. This invites the other parties to the conversation to insert a more appropriate descriptor in their minds.

Irony/Sarcasm

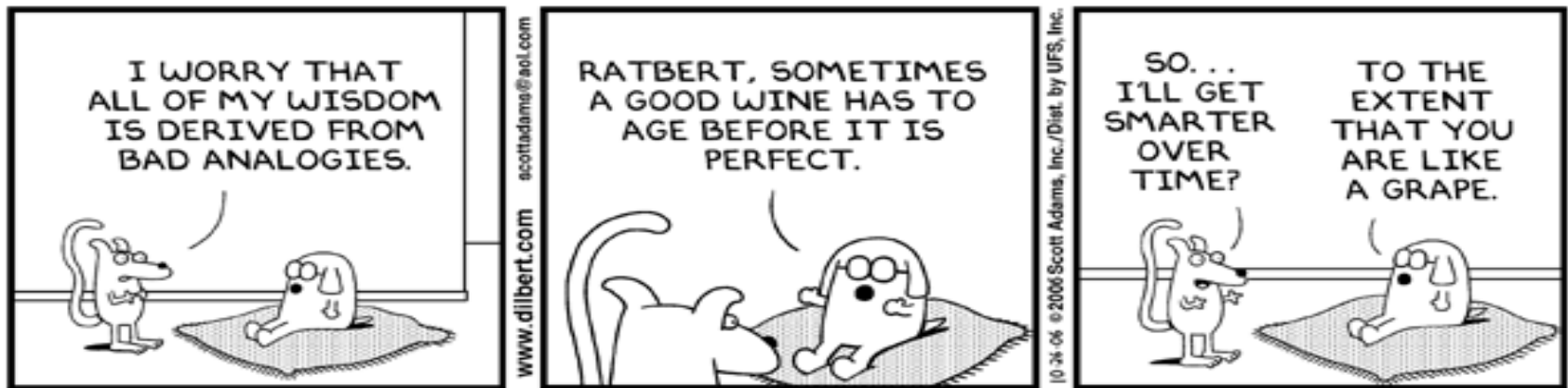


- Either indicated by tone of voice, or by violating rule of Quality in some obvious way.
- I'm sure you've never heard of sarcasm.

Metaphor/Simile



- Are violations of Quality because they are not to be taken literally
- Aristotle: a good metaphor is like a puzzle...good simile?
- Metaphor can be enlightening, but also misleading:



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Exercise VIII



2. Simile; He acted clumsily and/or destructively.
6. Metaphor; Throwing away a greater good to rid oneself of a lesser bad.
7. Metaphor; A smaller or less significant concern influencing a greater concern.

Deception



- Deception is not always direct falsehood. Sometimes it is saying something true that implies something false.
- E.g. “My colleague always comes to work whenever she isn’t drunk”
- “One of the candidates for office does not have a drug problem.”