

Contents

Preface	vii
Introduction	xi
I The “Poetic Language” Fallacy	3
II Natural Narrative: What Is “Ordinary Language” Really Like?	38
III The Linguistics of Use	79
IV The Literary Speech Situation	100
1. On being an Audience	100
2. Definitiveness, pre-paration, and pre-selection	116
3. The Cooperative Principle and the rules for conversation	125
4. Assertibility, tellability, relevance, and the “display text”	132
V Literary Cooperation and Implicature	152
1. Text interpretation and implicature	153
2. Rule-breaking and implicature	158
VI Extending the Analysis	201
1. Generic rules and generic deviance	201
2. Verbal jeopardy: Deviance as a social act	210
List of Works Cited	224
Index	232