

# Contents

<i>List of figures and tables</i>	<i>page</i> xii
<i>Preface</i>	xv
<i>Acknowledgements</i>	xviii
<i>Typographical conventions</i>	xix
<b>Part I Overview</b>	<b>1</b>
<b>1 A first outline</b>	<b>3</b>
1.1 Overview	3
1.2 Expectations and meanings: a short summary	4
1.3 Sentences, utterances and propositions	10
1.4 Communication and cognition: a fuller overview	12
1.5 Summary	41
1.6 Further reading	41
<b>2 Origins and alternatives: Grice, relevance theory and modern pragmatics</b>	<b>43</b>
2.1 Overview	43
2.2 Grice and meaning	44
2.3 Grice and pragmatics: a 'theory of conversation'	47
2.4 Problems and possibilities: critiques of Grice	63
2.5 The development of relevance theory	77
2.6 Other directions: 'post-Griceans' and 'neo-Griceans'	83
2.7 Summary	89
2.8 Further reading	89
<b>3 Principles of Relevance</b>	<b>90</b>
3.1 Overview	90
3.2 Relevance, cognition and communication	91
3.3 Defining relevance: effects	99
3.4 Defining relevance: effort	104
3.5 Maximising relevance: the Cognitive Principle of Relevance	106
3.6 Optimising relevance: the Communicative Principle of Relevance	108
3.7 Ostensive-inferential communication	112
3.8 A comprehension heuristic	119
3.9 Summary	121
3.10 Further reading	122

<b>4</b>	<b>Explaining inferences</b>	123
4.1	Overview	123
4.2	Pragmatic processes: what we need to explain	124
4.3	Varieties of inference	125
4.4	Explaining inferences: principles, presumptions and mutual adjustment	142
4.5	Summary	155
4.6	Further reading	155
<b>Part II Details and developments</b>		<b>157</b>
<b>5</b>	<b>Explicature and implicature</b>	159
5.1	Overview	159
5.2	Saying and implicating	159
5.3	The pragmatics of saying	167
5.4	Explicature and implicature	171
5.5	Alternative approaches	192
5.6	Summary	199
5.7	Further reading	199
<b>6</b>	<b>Types of explicature</b>	200
6.1	Overview	200
6.2	Utterances and propositions	200
6.3	Words, concepts and the world	207
6.4	Higher-level explicatures	208
6.5	Strength of explicatures	211
6.6	Summary	215
6.7	Further reading	215
<b>7</b>	<b>Types of implicature</b>	216
7.1	Overview	216
7.2	<i>Implications and implicatures</i>	217
7.3	Implicated premises and implicated conclusions	224
7.4	Deriving implicatures	228
7.5	Strength of implicatures	235
7.6	Summary	238
7.7	Further reading	239
<b>8</b>	<b>Lexical pragmatics</b>	240
8.1	Overview	240
8.2	Words and concepts	241
8.3	Words and inference	242
8.4	Inferring concepts: broadening and narrowing	244
8.5	'Ad hoc' concepts	249
8.6	Summary	252
8.7	Further reading	252

<b>9</b>	<b>Figurative language: metaphor</b>	253
9.1	Overview	253
9.2	Literal and non-literal language	254
9.3	Descriptive and interpretive representations	258
9.4	Grice's account of metaphor	263
9.5	Metaphor and weak implicatures	266
9.6	Metaphor and ad hoc concepts	272
9.7	Summary	279
9.8	Further reading	279
<b>10</b>	<b>Figurative language: irony</b>	280
10.1	Overview	280
10.2	Irony as echoic	280
10.3	Grice's 'traditional' approach	283
10.4	Irony as pretence	286
10.5	Data from other sources	292
10.6	Summary	294
10.7	Further reading	294
<b>11</b>	<b>Linguistic semantics</b>	295
11.1	Overview	295
11.2	Semantics and pragmatics	296
11.3	Representation, translation and interpretation	301
11.4	From words to the world: two kinds of semantics	305
11.5	Concepts and procedures: two kinds of meanings	308
11.6	Summary	327
11.7	Further reading	327
<b>12</b>	<b>Conclusion: applications and recent developments</b>	328
12.1	Overview	328
12.2	Developing the theory	328
12.3	Testing pragmatic theories: kinds of data	331
12.4	Linguistic and pragmatic development, translation and evolution	340
12.5	Pragmatics and the mind	345
12.6	Words and beyond	351
12.7	Competitors and challenges: other views	356
12.8	What's next?	360
12.9	Summary	361
12.10	Finding out more	362
	<i>Appendix: Key notions of relevance theory</i>	363
	<i>Notes to chapters</i>	367
	<i>Bibliography and other resources</i>	372
	<i>Index</i>	395