Contents

Preface

1	Communication	1
	1 The code model and the semiotic approach to communication	3
	2 Decoding and inference in verbal comprehension	9
	3 The mutual-knowledge hypothesis	15
	4 Grice's approach to 'meaning' and communication	21
	5 Should the code model and the inferential model be amalgamated?	24
	6 Problems of definition	28
	7 Problems of explanation: Grice's theory of conversation	31
	8 Cognitive environments and mutual manifestness	38
	9 Relevance and ostension	46
	10 Ostensive-inferential communication	50
	11 The informative intention	54
	12 The communicative intention	60
2	Inference	65
	1 Non-demonstrative inference	65
	2 Logical forms, propositional attitudes and factual assumptions	71
	3 Strength of assumptions	75
	4 Deductive rules and concepts	83
	5 The deductive device	93
	6 Some types of deduction	103
	7 Contextual effects: the role of deduction in non-demonstrative	
	inference	108
3	Relevance	118
	1 Conditions for relevance	118
	2 Degrees of relevance: effect and effort	123
	3 Is the context given or chosen?	132
	4 A choice of contexts	137
	5 Relevance to an individual	142

vi Contents

6	The relevance of phenomena and stimuli	151
7	The principle of relevance	155
	How relevance theory explains ostensive-inferential	
	communication	163
4 As	pects of verbal communication	172
1	Language and communication	172
2	Verbal communication, explicatures and implicatures	176
	The identification of propositional form	183
4	The identification of implicatures	193
	Propositional form and style: presuppositional effects	202
	Implicatures and style: poetic effects	217
	Descriptive and interpretive dimensions of language use	224
	Literalness and metaphor	231
9	Echoic utterances and irony	237
10	Speech acts	243
Notes		
Bibliography		