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1913-1988 (British, taught at Berkeley, California)

A. Grice 1957, "Meaning". ("Non-natural meaning")

S **meant-*nn*** z by uttering U if and only if

- (i) S intended U to cause some effect z in recipient H
- (ii) S intended (i) to be achieved simply by H recognizing that intention (i)

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B. Grice 1967, 1975, "Logic and Conversation"

Cooperative Principle

Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged.

I. The maxim of Quality

Try to make your contribution one that is true.

- (i) Do not say what you believe to be false.
- (ii) Do not say that for which you lack adequate evidence.

II. The maxim of Quantity

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

III. The maxim of Relation

Be relevant.

IV. The maxim of Manner

Be perspicuous.

- (i) Avoid obscurity of expression.
- (ii) Avoid ambiguity.
- (iii) Be brief (avoid unnecessary prolixity).
- (iv) Be orderly.