Homework Assignment #10

Semantics (language meaning) and pragmatics (language use in context)

Due **M Nov 20 at the beginning of class**. Please write or type your assignment on a separate paper, not on this assignment sheet. Write your recitation number on your paper.

• *CL* is your textbook, *Contemporary Linguistics*

I. Intension and extension

- Exercise (4) from *CL* Ch 6 (p 253)

  Do items **(a), (c), (d)**
  For this exercise, you are welcome to use Wikipedia to look up facts about the world. (But please cite any Wikipedia articles you use.)

II. Entailment, paraphrase, and contradiction

- Exercise (3) from *CL* Ch 6 (p 253)

  Do items **(c), (d), (f)** — but use the following **additional instructions**:
  In class, we learned how to ***make an argument*** that sentence A entails, paraphrases, or contradicts sentence B. If you claim that a pair of sentences is related by entailment, paraphrase, or contradiction, then ***use a relevant technique*** to ***justify*** your claim.

III. Presupposition

- Exercise (16) from CL Ch 6 (p 256)

  Use item **(c)**, but follow **these** instructions ***instead of*** the instructions in the textbook:
  For each of the two sentences in item (c), _demonstrate_ whether the **entire** sentence *does* or *does not* **presuppose** the **embedded** sentence. [Hint: How have we have defined ***presupposition*** in class? What do we have to do to test whether those defining conditions are met?]

IV. Pragmatics in the world

- Find, or create, **an example of an advertisement** that is trying to cause people to draw conclusions beyond what is stated. (You may include a screenshot of, or describe in words, an actual ad you see on social media or on the internet. Or you may invent your own persuasive/misleading ad.)

  (a) Explain the **literal meaning** of the language in the ad.

  (b) Explain what **(further) conclusion** the ad wants the reader to draw.

  (c) Make an argument that (a) **does not entail** (b), using the criteria we developed in class.

  (d) Identify at least one **conversational maxim** the ad is relying on in order to encourage the reader to draw that further conclusion, and explain how that maxim is being used.