Homework Assignment #6

Due **M Oct 19** at **12:00 noon** (EDT) in Sakai "Assignments" | upload as <mark>.pdf file **only**</mark>
CL is your textbook, *Contemporary Linguistics*

Semantics and pragmatics

I. Entailment, paraphrase, and contradiction

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

    Do items **(b), (d), (f)** — but use the following **additional instructions**:

    In class, we have learned how to *make an argument* that sentence A entails, paraphrases, or contradicts sentence B. Use these techniques to *justify* your answers.

II. Intension and extension

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

    Do items **(b), (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.)

III. Presupposition

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

    Use items **(b) and (c)**, but follow **these** instructions *instead of* the instructions in the textbook:
    For each of the four sentences included within items (b) and (c) in exercise (16), *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 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.