Applications of identifying implicatures:

Expressions of quantity and comparison
In all probability, at least 40% of the class may not receive a passing grade on the course.
Ask most doctors and they’ll let you know how important good nutrition is to good health.

That’s why so many doctors recommend new Ensure Light #1.
Introducing NEW ENSURE LIGHT. Drink To Your Health.

Ask most doctors and they’ll tell you how important good nutrition is to good health. However, getting good balanced nutrition isn’t always easy. With our busy, active lives, we often don’t have time to eat right.

That’s why so many doctors recommend new Ensure Light #1. Drink it as a delicious meal or snack and you’ll get complete, balanced nutrition that’s also low in fat and only 200 calories. Along with regular exercise, it’s one of the many things you should be doing to help you, and the ones you love, stay healthy, active and energetic.

"Taking care of a house, kids and a job often doesn’t leave us time to take care of our health."

#1 DOCTOR RECOMMENDED
Most:

a) In the end, most voters rejected the new candidate.

b) Most people treated with this drug showed no serious side effects.
Although the new candidate appeared very promising, he had to garner more than half of all votes in the tight, three-way race.

In the end, most voters rejected the new candidate.
Although the new candidate appeared very promising, he had to garner more than half of all votes in the tight, three-way race.

In the end, most voters rejected the new candidate.

However, he did get a respectable 40% of the vote.
We hold our new medications to the highest standard of safety.

Most people treated with this drug showed no serious side effects.
We hold our new medications to the highest standard of safety.

Most people treated with this drug showed no serious side effects.

However, nearly 40% of them did.
Although the new candidate appeared very promising, he had to garner more than half of all votes in the tight, three-way race.

In the end, most voters rejected the new candidate.

However, he did get a respectable 60% of the vote.
We hold our new medications to the highest standard of safety.

Most people treated with this drug showed no serious side effects.

However, about 60% of them did.
Many

a) Prozac is highly effective in treating many cases of severe depression.

b) Many people from the class came to the party.
Prozac is highly effective in treating many cases of severe depression.

In fact, in our last test, all of the patients responded positively.
Prozac is highly effective in treating many cases of severe depression.

In fact, in our last test, a third of the patients responded positively.
Many people from the class came to the party.

In fact, I think they all came.
Many people from the class came to the party.

In fact, I think a third of them came.
Some

a) Prozac is highly effective in treating some cases of severe depression.

b) Some people from the class came to the party.
Prozac is highly effective in treating some cases of severe depression.

In fact, in our last test, three of the patients responded positively.
Prozac is highly effective in treating some cases of severe depression.

In fact, in our last test, all of the patients responded positively.
Some people from the class came to the party.

In fact, I think three of them came.
Some people from the class came to the party.

In fact, I think all of them came.
1. A few doctors recommend Ensure Light #1.
2. All doctors recommend Ensure Light #1.
4. Most doctors recommend Ensure Light #1.
5. Many doctors recommend Ensure Light #1.
6. No doctors recommend Ensure Light #1.
1. A few doctors recommend Ensure Light #1.
2. All doctors recommend Ensure Light #1.
4. Most doctors recommend Ensure Light #1.
5. Many doctors recommend Ensure Light #1.

1-3-5-4-1
A few doctors recommend Ensure Light #1.

Some doctors recommend Ensure Light #1.

Many doctors recommend Ensure Light #1.

Most doctors recommend Ensure Light #1.

All doctors recommend Ensure Light #1.
What accounts for the gap between denotational and perceived meanings?
What accounts for the gap between denotational and perceived meanings?

Conversational Implicatures:

We assume the speaker is using the most appropriate, informative expression possible.
In advertising:

There is a tension between making a truthful claim, and making a meaningful or relevant one.

This tension is frequently resolved by taking advantage of the wide range of possible values in the denotational meaning and their dependence on context

i.e. by making a claim whose entailments are not violated, but that is perceived as strongly as possible.
What techniques can be used to augment the perceived strength of a claim?
Inserting stronger or more specific quantificational expressions into more salient positions:

In all probability, at least 40% of the class may not receive a passing grade on the course.

In all probability, you or one of your family members may have your car stolen this year.
Providing a context for interpretation, and using linguistic devices to link back to this context:
Providing a context for interpretation, and using linguistic devices to link back to this context:

Ask most doctors and they’ll let you know how important good nutrition is to good health.

That’s why so many doctors recommend new Ensure Light #1.
Ambiguous So:

Anaphoric so:

I know *that Bill is going to ask Becca to marry him.*
He told me *so.*
He told me *that.*

Intensifier so:

You are *so* lucky.
You are *very* lucky.
Ask most doctors and they’ll let you know how important good nutrition is to good health.

That’s why *that* many doctors recommend new Ensure Light #1.
2. Heightening the positives by extolling the extraordinariness of the claim
e.g.

Tempur-pedic mattresses
“Imagine a mattress than can literally change the way you sleep for the rest of your life.”

Balance Bars:
“Balance bars provide essential nutrients to keep you going. They even help you access stored body fat for energy!”
3. Heightening the positive by providing specific statistics about some aspect of the product.
Now
the most revolutionary complex we've ever created.
And we can prove it.

Advanced Night Repair
Protective Recovery Complex

Use it Daily.
And help prevent environmental damage: ultraviolet rays and free radicals that can cause as much as 80% of premature aging.

Use it Nightly.
While you sleep, it will replenish your skin's natural protectants, soothe daily irritation. It's so unique it's patented into the 21st century.

The proof is in the testing. After ten weeks, you could see a 40% reduction in the appearance of little lines; 84% increase in moisturization. Advanced Night Repair has been shown to be three times more effective than original Night Repair in helping skin recover from the effects of daily environmental exposure.

LAUDER
“Help prevent environmental damage: Ultraviolet rays and free radicals that can cause as much as 80% of premature aging.”

“After 10 weeks you could see a 40% reduction in the appearance of little lines; 84% increase in moisturization.”

“Advanced Night Repair has been shown to be 3 times more effective than original Night Repair in helping skin recover from the effects of daily environmental exposure.”
4.
Inviting a broader interpretation of the domain of quantification than the claim is consistent with
Many pediatricians recommend the same name for every baby.

When it comes to recommending a laundry detergent, many pediatricians come up with the same name. Dreft. In fact, more pediatricians recommend Dreft than any other detergent.

Dreft is specially formulated for babies’ laundry. It not only gives you an outstanding clean, its cleaning agents are designed to rinse out thoroughly, leaving clothes virtually free of residue and comfortable against baby’s sensitive skin.

So whether you have a Tina, a Jimmy, or a Sam, Dreft is one name that works for everyone. *1/94 P&G. *Using Dreft with a preference.

A clean you can trust.
Expressions of comparison

The new Ford model is 700% quieter

- Than it used to be
- Than any other car
- Than the new Chrysler model
- Than an airplane roaring overhead
- On the inside than the outside
How do comparative expressions get contextually “filled in”?
How do comparative expressions get contextually “filled in”? 

Via relevance-based implicatures
Our engineers have worked hard to eliminate the transfer of road noise.

Now, the new Ford model is 700% quieter.
Commuting to work in some cars can leave you with a headache at the start of the day.

Now, the new Ford model is 700% quieter.
Commuting to work in the Concorde can leave you with a headache at the start of the day.

Now, the new Ford model is 700% quieter.
Faster.
Darker.
Without the sun.
And now – easier.
Spray
Spray –
even upside down.

Estée Lauder’s new
SuperTan Spray
with natural fruit acid.
For a look
as natural as
it can be.
In Medium or Dark,
naturally.

ESTÉE LAUDER
Faster.

Darker.

Without the sun.

And now – easier.

Spray

Spray

Spray –

even upside down.
Stop Blow Dryer Dry-Out!

1. Before you blow dry your hair, protect it with Neutrogena® HeatSafe.

2. HeatSafe’s remarkable heat-activated proteins make the heat of your blow dryer work for your hair—not against it!

3. The result: healthier-looking hair that’s up to 30% stronger—resists breaking, split ends and the frizzies!

For Dry or Damaged Hair: Regular Hair Formula or Fine, Thin Hair Formula!

Neutrogena HeatSafe

Now your hair can take the heat!
1 Before you blow dry your hair, protect it with Neutrogena® HeatSafe.

2 HeatSafe's remarkable heat-activated proteins make the heat of your blow dryer work for your hair—not against it!

3 The result: healthier-looking hair that's up to 30% stronger—resists breaking, split ends and the frizzies!
Craving more Calcium and Vitamin C?

Tropicana Pure Premium with Calcium has a calcium your body absorbs better than other common sources of calcium. Just one glass has as much calcium as milk, plus an entire day's worth of Vitamin C. And with the great taste you expect from Tropicana Pure Premium, it's easy to give your body what it expects when you're expecting.
Tropicana Pure Premium With Calcium has a calcium your body absorbs better than other common sources of calcium. Just one glass has as much calcium as milk.

Implicature:

Tropicana Pure Premium With Calcium has a calcium your body absorbs better than the calcium in milk.
Purr-fectly ridiculous

Yeah, but we bet it's 2 lbs.
less than other 18-lb. bags.
2 LBS. MORE
THAN OTHER 14 LB. BAGS
NET WT. 16 LB (7.26kg)

2 LBS. MORE
THAN OTHER 14 LB. BAGS
NET WT. 16 LB (7.26kg)
30% More

Than similar 15 oz. cakes
Real chocolate. Real caramel. And 5 grams of fat. Everything you thought a candy bar couldn’t be.

Bet you can’t tell it’s a lite.

50% less fat than the average of the 25 leading chocolate brands. ©Mars, Incorporated 1997
SPECIAL PURCHASE MATTRESSES

30-40% LESS THAN OUR REGULAR PRICE MATTRESSES

PLUS BONUS $50 COUPON* WITH PURCHASE OF PREMIER OR BEST KING AND QUEEN SETS

FREE SET-UP AND TAKE-AWAY WITH ANY MATTRESS PURCHASE!

99.99 Our price, twin, etc., pc.
Serta Cribby II
Compare at: 146.99

169.99 Our price, twin, etc., pc.
Sealy Posturepedic Viola II
Sealy Perfect Sleeper Boxspring II
Simmons Beautysleep Kingset
Spring Air Back Supporter Tribute II
Serta Pedic ComfortCrafted™ Nova II
Compare at: 249.99

249.99 Our price, twin, etc., pc.
Sealy Posturepedic Innerspring II
Serta Perfect Sleeper Georgianna II
Spring Air Back Supporter Malibu II
Simmons Beautysleep Lyndonwood II
Compare at: 459.99

299.99 Our price, twin, etc., pc.
Serta Perfect Sleeper Valencia II
Sears Pedic ComfortCrafted™ Celestial II
Compare at: 599.99

599.99 Our price, queen set
Sears Pedic ComfortCrafted™ Splendid Special Edition topper or firm
Compare at: 749.99

Plus bonus $50 coupon with king or queen set

(Call 1-800-4-HOMEL)