



An Animated and Narrated Glossary of Terms used in Linguistics presents

Maxim of Manner







Saying something

Suppose some person made the utterance U in some discourse.

Two aspects of U:

- i. the propositional content of U
 - True/false?
 - (In)sufficient information?
 - · Relevant?
- ii. the delivery of U
 - clear/vague/ambiguous?
 - · happy/sad/excited



Did the man like the smell?





Definition

When engaged in conversation, the Maxim of Manner requires you to be

perspicuous.

Includes (but not restricted to)

- 1. Avoid obscurity of expression
- 2. Avoid ambiguity.
- 3. Be brief (avoid unnecessary prolixity).
- 4. Be orderly.

H.P. Grice (1975)







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Basic Idea

- The Maxim of Manner is related to how something is being said in the conversation.
- It is one of the four conversational maxims that are part of the Cooperative Principle.
- Grice proposes this maxim as an explanation for a certain kind of regularity in conversational behavior with respect to the way information is provided at each turn of a conversation.







Example

Let's begin by considering two propositions:

P1: Laura ran to the pier.

P2: Laura jumped









Example

Logically,

P1 & P2 = P2 & P1

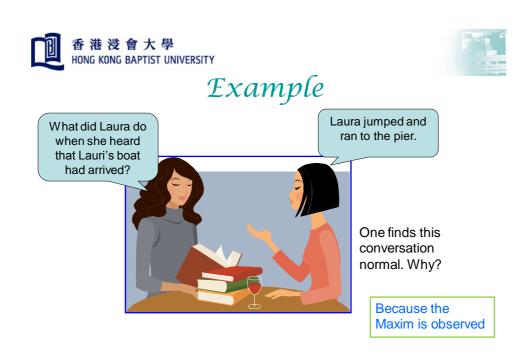




Example



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Example

Logically,

P1 & P2 = P2 & P1

But *being orderly* in the presentation of information is important in conversations. This is an effect of the Maxim of Manner.

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The woman in red may be implicating that Lauri is Laura's nemesis.





Scope of Manner

Violations of the Maxim of Manner can take many forms:

- Order of presentation of information
- Vagueness and ambiguity
- Volume and pace
- Choice of words
- Attitude
- Even facial/gestural expressions

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The End

Wee, Lian-Hee and Winnie H.Y. Cheung (2009)

An animated and narrated glossary of terms used in Linguistics.

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