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**EMBEDDED IMPLICATURES (CONT.)**

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The term „embedded implicature“, which used to be a contradiction in terms, is now widely employed as a descriptive term, to refer to the phenomenon that, occasionally, an inference that might be described as a quantity implicature *seems* to be derived within the scope of an attitude verb, a conditional, etc. In earlier work, I have argued that, by and large, this is a mirage: putative instances of „embedded implicature“ do not involve embedding of any inference, conversational or otherwise, and therefore present no problems for the Gricean approach to quantity implicatures. However, there are exceptional cases in which scalar expressions receive an upper-bounded reading that does affect their truth-conditions.

If this much is right, there are two ways in which scalar expressions may arrive at an upper-bounded reading: such readings may be the result of an implicature or they may result from a genuine meaning shift. This distinction, which in some form or other is recognised, though usually not emphasised, by most theories of implicature, complicates the debate considerably, and in this paper I will try to disentangle some of the complications. I will also argue that experimental data that have been presented as evidence for the existence of „embedded implicature“ have nothing to do with implicature in the standard sense of the word, but rather are the outcome of contrastive interpretations which shift the truth-conditional meaning of a scalar expression.