

GRICE'S MAXIMS

THE CO-OPERATIVE PRINCIPLE

Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged.

THE MAXIMS

Quantity

1. Make your contribution as informative as is required (for the current purposes of the exchange).
2. Do not make your contribution more informative than is required.

Quality

1. Do not say what you believe to be false.
2. Do not say that for which you lack adequate evidence.

Relation

Be relevant.

Manner

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

NB 'And one might need others' eg Be polite