

Keynote

Ira Noveck: *Reconfiguring Figurative Language*

Paul Grice's Theory of Meaning and his innovative program led him to analyze words, utterances composed of words, and exchanges composed of utterances and to carefully consider how words were *used* in utterances as well as in conversational contexts. Ultimately, he provided a framework designed to expose the inner workings of communication; central to it was his notion that communicating is about *connecting with another mind*. To come up with predictions, early experimentalists developed what became known as the *Standard Pragmatic Model* (the SPM), according to which the literal meaning of an utterance was processed until a maxim was violated, at which point the addressee (the participant) would effortfully come up with a new pragmatic reading. Investigations based on this model, which relied to a great extent on Reaction Times, led to doubt about Grice's account. In this talk, I review work – on metaphor, irony and idioms -- in part to show that this early (SPM-centered) experimental approach led us down a path that did not do Grice justice and in part to provide an update on the processing of these three figures, as inspired by an Experimental Pragmatic approach.