**Horn and Other Scales and Scalar Implicature in Neo-Gricean Pragmatics**

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A scale is a set of linguistic expressions that can be taken as natural alternatives to each other and can be arranged in an ordinal relationship in terms of logical or informational strength. Scales play a very important role in classical and neo-Gricean pragmatics. They provide a basis for the generation of a variety of conversational implicatures. A typical example is scalar implicatures engendered based on a **Horn scale**: <some, all>. Other types of scale that can trigger a scalar implicature include **rank orders** <assistant professor, associate professor, full professor> and **Hirschberg scales** <separate, divorce>. In addition, there are also scales that generate types of conversational implicatures other than scalar ones. For example, what I call **Atlas-Levinson scales** like <if, if and only if>, which induce an I-implicature, and what I term **McCawley-Levinson scales** like < stop, cause … to stop >, which license an M-implicature.

However, some of these scales are not well-studied and well-understood. Take Horn scales as an example, one such problem is how to define the notion of **informativity**, given that entailment is neither necessary nor sufficient. Another issue, dubbed ‘the symmetry problem’ is concerned with the crucial question of how to restrict a set of alternatives.

In this talk, I discuss the five types of scale above, focusing on Horn scales. I provide a more systematic analysis of these scales and point to the direction in which some of these problems can be dealt with. Time permitting, I also talk about scalar implicatures.

**Main references**

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