Appraisal and Alternatives
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In some languages, such as Hebrew and German, a demonstrative pronoun (a demonstrative which can exhaust the entire DP, henceforth d-pronoun) may refer to a human. When it does, the use of the d-pronoun may be associated with a pejorative effect, implying a negative evaluation of the denoted individual (henceforth *N*egative-*effect*), as in (1b) / (1d) and (2). The N-effect is triggered, however, only under certain conditions. For example, when the d-pronoun is modified (3), no N-effect is triggered. It is shown that the distribution of this N-effect is alternative-sensitive: the N-effect is triggered only when a personal pronoun could also have been used; in a variety of contexts in which only a d-pronoun is available, such as the modification contexts in (3), the effect is absent. This suggests that everything else being equal, a personal pronoun is preferred over a d-pronoun (Patel-Grosz and Grosz 2017); it also suggests that the N-effect is not intrinsically, or lexically, encoded (Sichel and Wiltschko 2018). It must derive, instead, from the non-use of a personal pronoun: either because (a) in the spirit of conversational implicatures, the choice of a d-pronoun over a personal pronoun must be justified, and the N-effect in some sense ‘justifies’ this choice; or because (b) the N-effect encodes the absence of a marked property associated with personal pronouns. On the logic of markedness and under-specification, when the speaker avoids the use of a personal pronoun, the absence of some aspect of meaning is implied, and the N-effect encodes the absence of this aspect of pronominal meaning. The goals of the talk are (i) to situate the type of indexical and alternative-sensitive evaluative meaning observed with d-pronouns within the broader landscape of expressives (Potts 2005 among others) and pejoratives (Averintseva-Klish 2016 among others), and (ii) to derive the N-effect as a consequence of the non-selection of a personal pronoun, and the implied absence of a meaning ingredient associated with personal pronouns: the N-effect encodes that the human referent denoted by the pronoun is a non-discourse participant / a non-perspectival center.

**Examples**

(1) no N-effect

a. hi₁ xoSevet Se-hi₁ gvoha 
   she₁ think.3fs that she₁ tall
   ‘She₁ thinks that she₁’s tall.’

b. N-effect
   zot₁ xoSevet Se-hi₁ gvoha 
   Z.f.s₁ think-3fs that-she₁ tall
   ‘[This one]₁ thinks that she₁’s tall.’

c. Sie glaubt sie ist gross.
   she₁ think. she₁ is.3sg tall
   ‘She₁ thinks that she₁’s tall.’

d. Die glaubt sie ist gross.
   d-f.sg believe.3sg d-f.sg is.3sg tall
   ‘[This one]₁ thinks that she₁’s tall.’

(2) a. zot / ha-hi gvoha.
   Z.f.sg / the-H.f.sg tall.f.sg
   ‘This one / that one is tall.’

   Said of a person: there is an N-effect; said of a lamp, there is no N-effect.

b. Sie/die ist gross.
   f.sg/d-f.sg is.3sg tall
   ‘This one / that one is tall.’

(3) a. [DP zot₁ [PP im ha-nemaSim] xoSevet Se-hi₁ gvoha (no N-effect)
   [DP Z.f.s₁ [PP with the-freckles] thinks that-she₁ tall
   ‘The one with the freckles thinks that she’s tall.’

b. [DP zot₁ [CP Se-yac’a im dani] xoSevet Se-hi₁ gvoha (no N-effect)
   [DP Z.f.s₁ [CP that-went.out with dani] thinks that-she₁ tall
   ‘The one that went out with Dani thinks that she’s tall.’

   c. Die mit den Sommersprossen glaubt die ist gross
   d-f.sg with the freckles believe.3sg d-f.sg is.3sg tall
   ‘The one with the freckles thinks that she’s tall.’

   d. Die, die mit der Dani befreundet ist glaubt die ist gross
   d-f.sg d-f.sg with the Dani friended is believe.3sg d-f.sg is.3sg tall
   ‘The one who is friends with Dani thinks she’s tall.’
Selected References