Bower, Black and Turner (1979) found that after a thirty-minute delay subjects false alarmed on a recognition test to script actions of a causal nature when these were not actually presented in a story.

**Pragmatic implications.**

A pragmatic inference is made when a "...sentence leads the hearer to expect something neither explicitly stated nor necessarily implied..." (Brewer, 1977, p. 673). Because of shared language conventions and world knowledge, inferences from pragmatic implications are spontaneously generated during the process of comprehension (McKoon and Ratcliff 1981). Conversational rules play a particularly important role in the generation of pragmatic inferences (Grice 1975; Hilton 1995). According to Grice (1975), when we engage in conversational exchanges we adhere to a set of unspoken rules that make communication efficient. For instance, the *quantity* rule refers to the informativeness of an utterance in relation to our communication objectives; one should avoid providing information beyond what is needed to make a point. Similarly, the *quality* maxim dictates that we not say what we believe to be false or utter statements for which we lack appropriate evidence.

These principles guide our expectations in conversational exchanges and allow us to interpret the information we receive. We particularly rely on the application of these rules in order to interpret conversational implicatures, when the speaker implies rather than explicitly states a particular fact or piece of information. That is, the speaker assumes that the receiver possesses the background knowledge and has the ability to understand the implication, while the receiver understands that, in the context of the exchange, the speaker is abiding by the conversational rules (Grice 1975).