

Conditional Imperatives and Endorsement
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I present an analysis of imperatives as preferential commitments and show

1. how this semantics is compatible with advice uses, even disinterested advice ones, in which the speaker provides information to the addressee on how to achieve a certain goal,
2. how modals and imperatives can be equivalent in their communicative effect despite their different underlying semantics,
3. how preferential commitments get conditionalized in conditional imperatives, including anankastic imperatives,
4. how this semantic content can give rise to a pragmatic notion of conditional endorsement.

The analysis accounts for a new observation about a crucial difference between modals and imperatives: while modals can be used to give advice on why a certain goal should be rescinded given the facts of the matter, imperatives cannot.