

THE CHURCHILL LECTURES IN ECONOMIC THEORY

Economics and Language

Five Essays

ARIEL RUBINSTEIN

Tel Aviv University

Princeton University

CONTENTS

Acknowledgments *page viii*

PART 1 ECONOMICS OF LANGUAGE

0 Economics and language	3
1 Choosing the semantic properties of language	9
2 Evolution gives meaning to language	25
3 Strategic considerations in pragmatics	37

PART 2 LANGUAGE OF ECONOMICS

4 Decision making and language	55
5 On the rhetoric of game theory	71
Concluding remarks	89

PART 3 COMMENTS

Johan van Benthem	93
Tilman Borgers	108
Barton Lipman	114
<i>Index</i>	125