

# Skyler and LaKresha

“They get that resume, it says ‘Skyler’ at the top. ‘Skyler... Skyler... Let’s bring her in! Let’s meet her guys, let’s meet Skyler, yeah!’ All you want is a chance. They get that resume; it says “LaKresha” at the top...”  
*long exhale* “You know, LaKresha doesn’t sound like she thinks the customer’s always right.”

# Two main ideas:

1. Skyler is a “good” name.
2. LaKresha is a “bad” name.

# How can we tell “Skyler” is a *good* name?

- Violation of the *Gricean maxim of quantity*.
  - “Skyler” said twice
  - “Let’s bring her in... let’s meet... let’s meet”

# How can we tell “LaKresha” is a *bad* name?

- “the customer’s always right”
  - is “the customer” a *referent*?
  - is “always right” part of the *sense* of “customer”?
  - This is a *generic sentence*, specifically a type of proverb.
- This results in an *illocutionary force* of rejecting.

# Disclaimer

“LaKresha” is an example of the *ethnic anti-aesthetic*, and judging a person based on that is a prejudice that doesn’t reflect my personal beliefs.