occasion meaning, meaning determined by the utterer’s specific communicative intention on a particular occasion of utterance, to be distinguished from timeless meaning, which is meaning determined by the linguistic convention pervasive in a given linguistic community at large. The sentence ‘I will be helping the grass grow’ may mean ‘I will be assisting the lawn-material to mature’ or ‘I will be assisting the marijuana to mature’. Which of these two possible meanings is operative is determined on a particular occasion of utterance, but this does not make either meaning an occasion meaning; both are timeless meanings of this sentence. By contrast, in uttering ‘I will be helping the grass grow’ on a particular occasion, the utterer may mean on that occasion ‘I will be dead’. This is the occasion meaning on that occasion, and it is determined by the utterer’s specific communicative intention.

See also GRICE, H. P(aul), INFORMATION THEORY, INTENTION, MEANING, PHILOSOPHY OF LANGUAGE, SPEECH ACT THEORY.