

The aim of this thesis is to argue that the problem of overdemanding obligation in consequentialism within normative ethics is fundamentally a problem of vagueness in the specific sense in which the issue is treated within the philosophy of logic and language. This realisation leads to a substantial reframing of the question with two main takeaways: the first is an undermining of the plausibility of maximising consequentialism, and the second is that certain fairly intricate positions taken on issues of the philosophy of logic bear heavily on commitments we may adopt at the level of normative ethics.