Abstract: In recent theories of language use, a distinction is made between the meaning of an uttered sentence, the semantics, and the enriched meaning of its utterance, the pragmatics. The latter is supposed to be systematically underdetermined by the former. One strategy to bridge the gap between the semantic and the pragmatic side of the utterance is to assume unarticulated constituents which are understood by the addressee. I argue that this strategy is problematic because the choice of the correct unarticulated constituent is underdetermined itself. A proposal is made for capturing the relation between the semantic and the pragmatic side of the utterance by means of the notion of a pragmatic template. It is understood as a holistic structure of context elements which are assumed by addressees in order to enrich semantically underdetermined utterances. This proposal is applied to the use of proper names who are allegededly indexical in character. The architecture of pragmatic templates is applied to the pragmatic analysis of proper names.