What is the proper role of intention in a theory of linguistic meaning? On individualist views (Davidson, Bilgrami), meaning intentions have a direct role in imbuing uses of words with particular meanings. In this talk, I will approach the question from the contrasting public language perspective (Austin, Dummett, Kaplan, etc.) with the aim of explaining why we still appeal to linguistic intentions. Intentions play a very different role on this view: they activate the meaning that words already have in a particular language and thereby make it the case that the speaker’s use is a use with a particular meaning in that language. These sorts of linguistic intentions also play a role in disambiguation. However, I will argue contra widespread recent opinion, they do not play a role in determining the reference of context-sensitive expressions. That is not settled by intention at all.