The paper uses the method of linguistic phenomenology to explain how mere belief can be elucidated as botched knowing. First, different kinds of non-attributive terms are distinguished, modifying and privative terms, among others, and it is shown what the logical properties are of terms like ‘mere’ and ‘botched’, words that etiolate the meaning of the terms to which they belong. Second, the phenomenological order of explanation of the concepts mere belief and knowing judgement is used, and a distinction between first and third person perspective is used to elucidate these notions. From a first person point of view, there is no distinction between judgement and knowing. Only from a third person point of view, can one make a distinction between mere belief and knowledge.