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Pretentiousness in analytic number theory

Inspired by the “rough classification” ideas from additive combinatorics, Soundararajan and I have recently introduced the notion of pretentiousness into analytic number theory. Besides giving a more accessible description of the ideas behind the proofs of several well-known difficult results of analytic number theory, it has allowed us to strengthen several results, like the Polya–Vinogradov inequality, the prime number theorem, etc. In this talk we will introduce these ideas and give some flavour of these developments.