

# Philonomics

TRIADIC SEMIOTIC CONSCIOUSNESS

"THE MEANING OF A NAME IS EXHAUSTED BY ITS REFERENT"

A: SIGNIFIED/REFERENT/OBJECT;  
CONCEPTS, THEORIES, PROCESSES,  
TOOLS, VALUES, EVENT, IDEA,  
CONCEPT

B: MEANING/INTERPRETATION/SIGNIFICATION;  
EPISTEMOLOGICAL, MYTHOLOGICAL,  
SOCIAL/CUSTOM, SOCIOLOGICAL, NARRATO-  
LOGICAL, CONCEPTUAL, ORGANIZATIONAL

C: SIGN/SIGNIFIER: WORDS,  
GESTURES, OBJECTS, PICTURES,  
MODEL, GRAPHS, DIAGRAMS,  
EQUATIONS, TERMS, DEFINITIONS

Ought / Must / Actionality

Digital Cheating;  
"tweedle dee and tweedle dum"  
Deontic/Idealism

Virtual Cheating;  
"there is no alternative"  
Utilitarian/Pragmatism

Frequentist

Bayesian

Freudians/Platonist/Realism

Semanticism/Nominalists

Digital Forcing;  
"accept or reject"

Virtual Forcing;  
"no one is illegal"

Can / Is / Gentiality (Virtue)

ONTOLOGY OF SPEECH (TALK EXCHANGE)

— PERSONAL =DEF "I AM X"; "YOU ARE Y"; "WE CAN Z",  
ETC., GIVEN RHETORICAL RELATIONS; ATTITUDINAL (RADICALLY  
INTERPRETATIVE), CULTURAL, FUZZY, VAGUE, CONTINGENT  
PROPOSITIONALLY OPAQUE CONTEXTUALITY

— LEGAL =DEF PROTECTED SPEECH AND JUDGMENTS  
THEREOF, GIVEN LAW AND PRECEDENT; (STRICTLY) TRUTH-FUNC-  
TIONAL, SOCIAL/INSTITUTIONAL FACTS (SEARLE; ANSCOMBE)

— MORAL =DEF NON-PROTECTED SPEECH AND  
JUDGMENTS THEREOF, GIVEN CONCEPTUAL AND ETHICAL  
RELATIONS (ALSO "SIMPLE SPEECH": "X IS WATER"; "Y IS  
GOOD"; I.E., NATURAL KINDS, BRUTE FACTS, ATTENTIONAL,  
ACTION-GUIDING/PRESCRIPTIVE)

— MATERIAL =DEF "X IS A FOUR-LETTER WORD";  
TRUTH-APT SENTENCES, CONTINGENT REFERENTIAL  
INSCRUTIBILITY, AUTOLOGICAL/HETEROLOGICAL,  
EXPRESSIBLE

