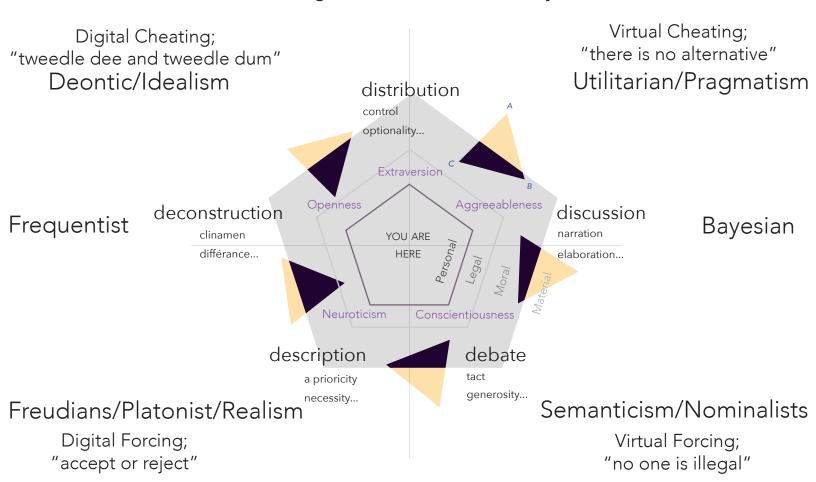
Philonomics

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



Can / Is / Gentality (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-FUNCTIONAL, 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