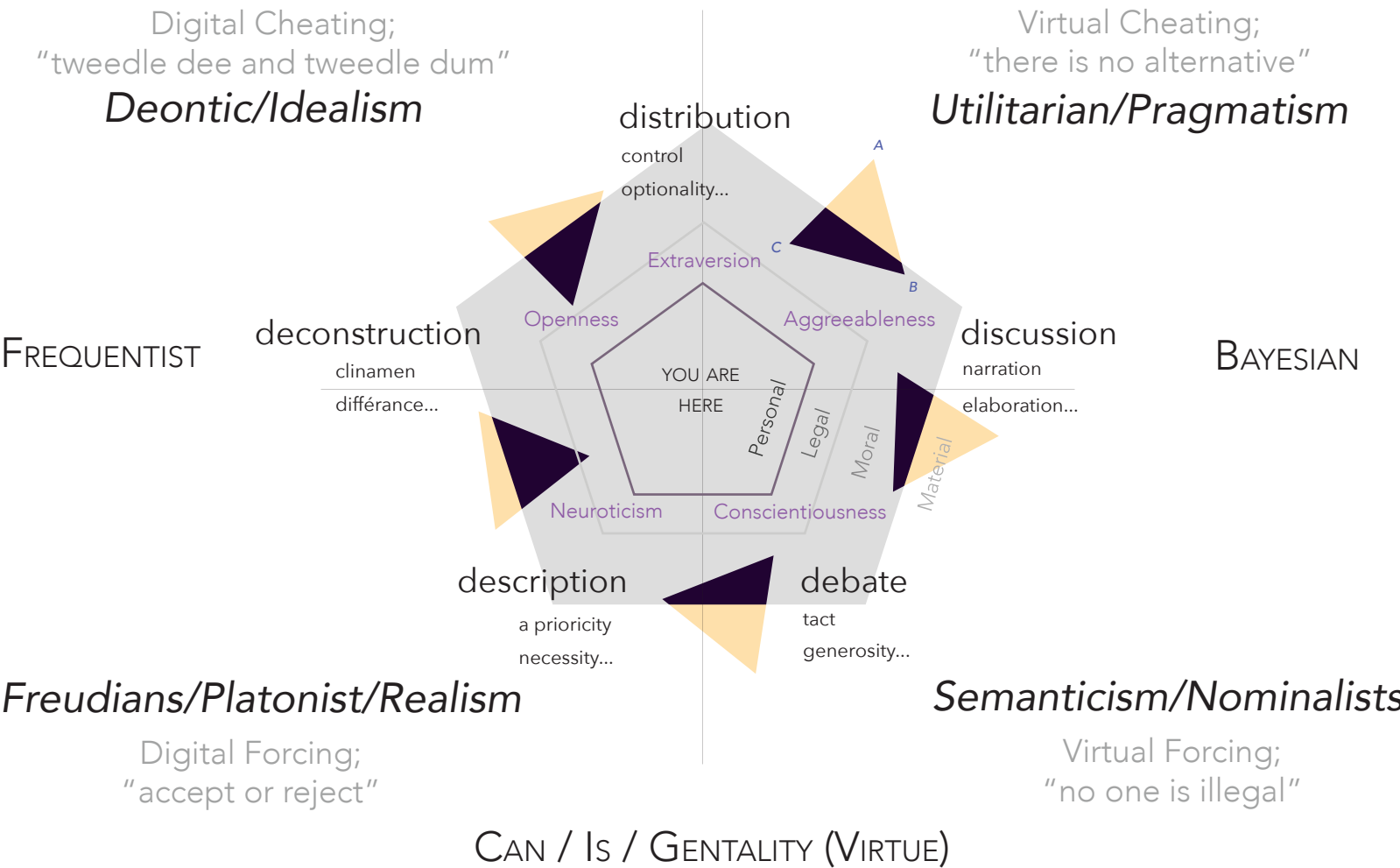


Philonomics

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
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OUGHT / MUST / ACTIONALITY



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
- 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)
- LEGAL =DEF PROTECTED SPEECH AND JUDGMENTS THEREOF, GIVEN LAW AND PRECEDENT; (STRICTLY) TRUTH-FUNCTIONAL, SOCIAL/INSTITUTIONAL FACTS (SEARLE; ANSCOMBE)
- MATERIAL =DEF "X IS A FOUR-LETTER WORD"; TRUTH-APT SENTENCES, CONTINGENT REFERENTIAL INSCRUTIBILITY, AUTOLOGICAL/HETEROLOGICAL, EXPRESSIBLE