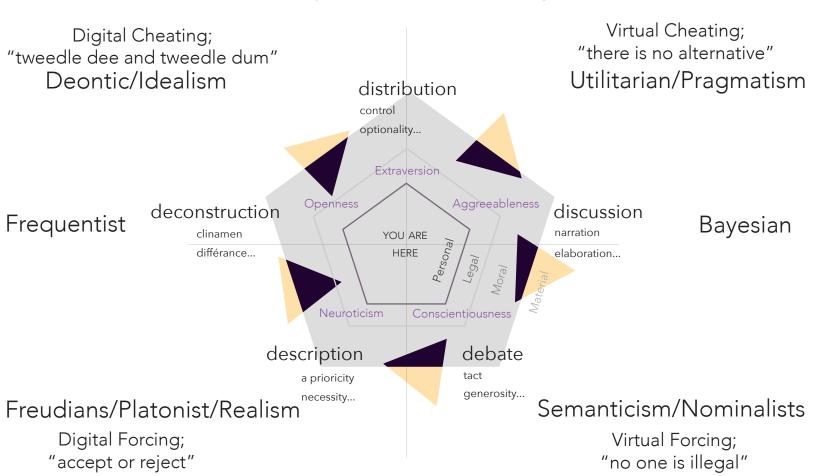
Philonomics

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