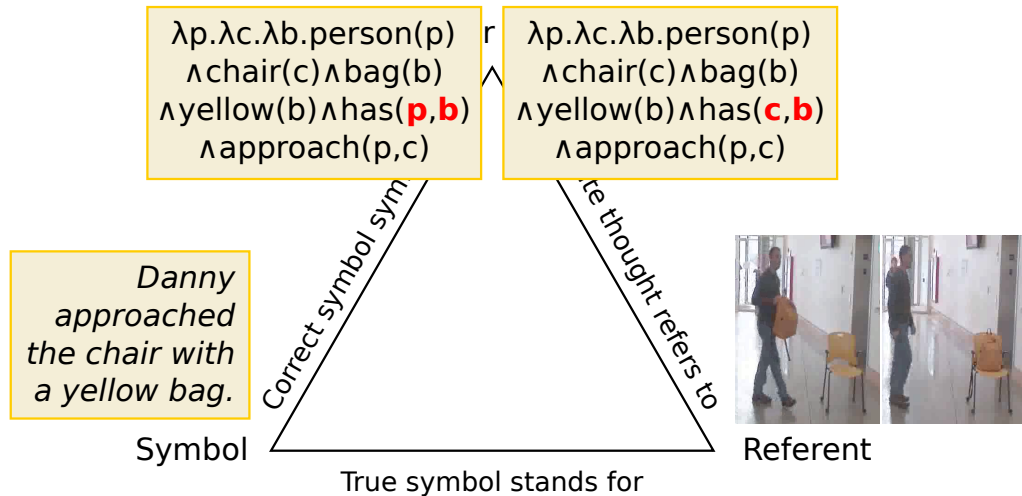


Semiotic Triangle



Lambda calculus makes the difference clear.