We come, therefore, to this, that logic treats of the reference of symbols in general to their objects. In
this view it is one of a trivium of conceivable sciences. The first would treat of the formal conditions of
symbols having meaning, that is of the reference of symbols in general to their grounds or imputed
characters, and this might be called formal grammar; the second, logic, would treat of the formal
conditions of the truth of symbols; and the third would treat of the formal conditions of the force of
symbols, or their power of appealing to a mind, that is, of their reference in general to interpretants,
and this might be called formal rhetoric.

...the Theory of the general conditions under which one representamen may produce another [...] may
be called Formal Rhetoric, or objective logic.