“Kahulugan, Katotohanan, Katwiran: Pagpapakilala sa Semiotika ni Charles Sanders Peirce” is a lecture delivered by Epifanio San Juan, Jr. at the Kritika Kultura Lecture Series last 2 March 2012 at the Ateneo de Manila University. The KK Lecture Series has been ongoing for many years now, featuring a number of internationally acclaimed critics, writers, and scholars like Benedict Anderson, David Lloyd, Vicente Rafael and many others. San Juan's lecture was meant to illustrate how the work of Charles Sanders Peirce, an important American philosopher and theoretician, might be productive of literary and cultural studies in the Philippines today.

The lecture revalued the role of the American pragmatist and philosopher in the development of the “science of signs,” and attempted to apply his principles to two Philippine texts, the story “Kristal na Tubig” by Antonio Rosales, and the poem “Three O’Clock in the Morning” by Cirio H. Panganiban. San Juan supplemented his discussion with a critique of Virgilio S. Almario’s previous “Marxist” commentary on the Panganiban poem. The lecture was the very first one on Peirce delivered in Filipino in recent memory.

Almario circulated on 16 March 2012 a response to San Juan's lecture. The full text of his response is also sent to Kritika Kultura and published here alongside San Juan's lecture, another response from critic Charlie Samuya Veric, and an English translation of Veric's essay by Maximino U. Pulan, Jr.