Analytic philosophy has been profoundly changed by a pragmatic turn in the last decades. Many authors seem to be inspired by the pragmatic maxim but often fail to understand the kernel of pragmatic epistemology, whose main features are the concepts of sign and continuity. This fatal overlooking is a long-standing inheritance of Kant’s canonization of knowledge and reasoning. The first part of the paper tries to show how this anti-representationalism results in a weak understanding of such epistemological matters as reference, hypothetical paradigm, beliefs. Peirce’s view of signs, it will be argued, is a better explanation of those epistemological issues. Following the semiotic pattern, in the second part I propose a new definition of analytic and synthetic (and vague) reasoning based on figural identity.