"blurg"    "flurg"  to signified

In order to get similar meanings you have to introduce the language of necessity and possibility.

"^blurg"    "^flurg"
The thing that blurgs.  The thing that flurgs.

If these two terms are coextensive / have the same application, then they are substitutable in the real world. When you add linguistic resources the terms come apart and they lose their interchangeability. Similar application is not enough to cover differences in meaning.

"Modality cannot be reduced to descriptions of the way things are."

Quine: The message is you cannot reduce truth by meaning to the way things are in the real world.
Example of: "proof"

Chordates - creatures w/ hearts
Renates - creatures w/ kidneys