SIGNS AND SOCIETY

(ISSN 2326-4489, E-ISSN 2326-4497)

Signs and Society is published three times a year in the winter, spring, and fall by the University of Chicago Press, 1427 E. 60th St., Chicago, IL 60637-2902. The journal was founded collaboratively by the Semiosis Research Center at Hankuk University of Foreign Studies and the Department of Anthropology and Graduate Program in Global Studies at Brandeis University, with funding from the National Research Foundation of Korea's "Humanities Korea" project.

FDITOR

Asif Agha, University of Pennsylvania, USA

DIRECTOR

Ki Sun Chun, Hankuk University of Foreign Studies, Republic of Korea

MANAGING EDITOR

Kyung-Nan Koh, Hankuk University of Foreign Studies, Republic of Korea

|--|

Ian Blommaert Zane Goebel Michael Silverstein Javier Urcid Tilburg University, The University of University of Chicago, USA Brandeis University, USA The Netherlands Queensland, Australia Rupert Stasch Martha Sif Karrebæk University of Cambridge, J. Joseph Errington Københavns Universitet, Yale University, USA Denmark Greg Urban Nancy R. Felson Massimo Leone University of University of Georgia, USA Università di Torino, Italy Pennsylvania, USA

BOARD OF DIRECTORS

Ki Sun Chun

Hankuk University of Foreign Studies, Republic of Korea

Paig-Ki Kim

Hankuk University of Foreign Studies, Republic of Korea

Kyung-Nan Koh

Hankuk University of Foreign Studies, Republic of Korea

Richard J. Parmentier

Brandeis University, USA

Michael Silverstein

University of Chicago, USA

Signs and Society is published three times a year in winter, spring, and fall by the University of Chicago Press, 1427 E. 60th Street, Chicago, IL 60637-2902. It is an open-access online journal that is freely available world-wide. Visit the journal's website (www.journals.uchicago.edu/journals/sas/about) for information on access and purchase options, including e-book editions and print copy orders. To get Signs and Society listed for free in your institution's catalog, request that your librarian contact The University of Chicago Press at subscriptions@press .uchicago.edu. Postmaster: Send address changes to Signs and Society, University of Chicago Press, Subscription Fulfillment, 1427 E. 60th Street, Chicago, IL 60637-2902. Postage paid in Chicago and additional mailing offices.

Correspondence: Potential contributors are encouraged to directly contact the Editor-in-Chief, Asif Agha, at asifagha@sas.upenn.edu. Please address all other editorial inquiries to the managing editor at sas@hufs.ac.kr.

For access assistance and technical support, please e-mail help@press.uchicago.edu.

Advertising space in *Signs and Society* is available. For information and rates, please contact the advertising sales staff by e-mail at j-advertising@press.uchicago.edu. Advertising is limited to material of scholarly interest to our readers.

Permissions: Articles may be copied or otherwise reused without permission only at the extent permitted by Sections 107 and 108 of the U.S. Copyright Law. Permission to copy articles for personal, internal, classroom, or library use may be obtained from the Copyright Clearance Center (www.copyright.com). For all other uses, such as copying for general distribution, for advertising or promotional purposes, for creating new collective works, or for resale, please contact Permissions Coordinator, Journals Division, University of Chicago Press, 1427 E. 60th St., Chicago, IL 60637-2902 USA. Fax: 773-834-3489. E-mail: journalpermissions@press.uchicago .edu. Articles in the public domain may be used without permission, but it is customary to contact the author.

© 2020 Semiosis Research Center at Hankuk University of Foreign Studies. All rights reserved.