SIGNS AND SOCIETY
(ISSN 2326-4489, E-ISSN 2326-4497)
Signs and Society is published two times a year in the spring and fall by the University of Chicago Press, 1427 E. 60th St., Chicago, IL 60637. 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.

EDITOR:
Richard J. Parmentier, Brandeis University

DIRECTOR:
Ki Sun Chun, Hankuk University of Foreign Studies

MANAGING EDITOR:
Kyung-Nan Koh, Hankuk University of Foreign Studies

EDITORIAL BOARD

Asif Agha
University of Pennsylvania

Brigitte Miriam Bedos-Rezak
New York University

Nancy R. Felson
University of Georgia

Massimo Leone
Università di Torino

John Plotz
Brandeis University

Michael Silverstein
University of Chicago

Greg Urban
University of Pennsylvania

Javier Urcid
Brandeis University

BOARD OF DIRECTORS

Ki Sun Chun
Hankuk University of Foreign Studies

Paig-Ki Kim
Hankuk University of Foreign Studies

Kyung-Nan Koh
Hankuk University of Foreign Studies

Richard J. Parmentier
Brandeis University

Signs and Society is an open-access, online journal that is freely available worldwide. Visit the journal's website (www.journals.uchicago.edu/SAS) to learn about 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.

Correspondence: Potential contributors are encouraged to directly contact the Editor-in-Chief, Richard J. Parmentier, at rparmentier@brandeis.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 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.

© 2016 Semiosis Research Center at Hankuk University of Foreign Studies. All rights reserved.

https://doi.org/10.1086/686559 Published online by Cambridge University Press