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 is produced and sustained through the collaborative efforts of the Semiosis Research Center at the Hankuk University of Foreign Studies, the Semiotics Laboratory of the Department of Anthropology at the University of Pennsylvania, and the Center for the Study of Communication and Society at the University of Chicago, with funding from the Hankuk University of Foreign Studies.

EDITOR
Asif Agha, University of Pennsylvania, USA

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

MANAGING EDITOR
Seryun Lee, Hankuk University of Foreign Studies, Republic of Korea

EDITORIAL BOARD

Aurora Donzelli
Università di Bologna, Italy

J. Joseph Errington
Yale University, USA

Nancy R. Felson
University of Georgia, USA

Luke Fleming
Université de Montréal, Canada

Susan Gal
University of Chicago, USA

Zane Goebel
The University of Queensland, Australia

Martha Sif Karrebæk
Københavns Universitet, Denmark

Massimo Leone
Università di Torino, Italy

Constantine V. Nakassis
University of Chicago, USA

Rupert Stasch
University of Cambridge, UK

EDITOR EMERITUS
Richard J. Parmentier
Brandeis University, USA (Volumes 1–5, 2013–2017)

DIRECTORS EMERITUS
Paig-Ki Kim
Hankuk University of Foreign Studies, Republic of Korea (Volumes 1–2, 2013–2014; Volumes 5–6, 2017–2018)
Ki Sun Chun
Hankuk University of Foreign Studies, Republic of Korea (Volumes 3–4, 2015–2016; Volumes 7–11, 2019–2023)

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. *Signs and Society* is an open-access online journal that is freely available worldwide. Visit the journal's website (www.journals.uchicago.edu/journals/sas) for information on access and purchase options, including e-book editions and print copy orders.

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.

© 2024 Semiosis Research Center at Hankuk University of Foreign Studies. All rights reserved.

https://doi.org/10.1086/731849 Published online by Cambridge University Press

SIGNS AND SOCIETY

Spring 2024
Volume 12
Number 2

CONTENTS

ARTICLES

The Rise of Cross-Language Internet Memes: A Social Semiotic Analysis 125
Xinyu Huang, Yifan Han, Yi Ran, Yakun Yang, and Yixin Yang

Beyond the Secret (*gsang ba*): The Performativity of Citation in an Exile Tibetan Buddhist Ritual 142
Urmila Nair

Selling a Ferrari like Sliced Meat: Confident Stance-Taking, Blockchain Doxa, and the Splitting Power of Asset Tokenization 164
Yura Yokoyama

Highlighting and Hiding: Images of Farmers in Chinese News Cartoons 189
Rui Xi

Political Satire and Collective Reproduction: The Power of Political Nicknames in Hong Kong 215
Ying-ho Kwong

https://doi.org/10.1086/731849 Published online by Cambridge University Press