

## 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

### 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

---

### EDITORIAL BOARD

J. Joseph Errington Yale University, USA	Susan Gal University of Chicago, USA	Martha Sif Karrebæk Københavns Universitet, Denmark	Constantine V. Nakassis University of Chicago, USA
Nancy R. Felson University of Georgia, USA	Zane Goebel The University of Queensland, Australia	Massimo Leone Università di Torino, Italy	Rupert Stasch University of Cambridge, UK

---

### EDITOR EMERITUS

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

---

### DIRECTOR EMERITUS

Paig-Ki Kim  
Hankuk University of Foreign Studies, Republic of Korea (Volumes 1–2, 2013–2014; Volumes 5–6, 2017–2018)

*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 worldwide. Visit the journal's website ([www.journals.uchicago.edu/journals/sas/about](http://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](mailto: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](mailto:asifagha@sas.upenn.edu). Please address all other editorial inquiries to the managing editor at [sas@hufs.ac.kr](mailto:sas@hufs.ac.kr).

For access assistance and technical support, please e-mail [help@press.uchicago.edu](mailto: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](mailto: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](http://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](mailto:journalpermissions@press.uchicago.edu). Articles in the public domain may be used without permission, but it is customary to contact the author.

© 2022 Semiosis Research Center at Hankuk University of Foreign Studies. All rights reserved.

# SIGNS AND SOCIETY

Spring 2022  
Volume 10  
Number 2

## CONTENTS

---

### ARTICLES

The Semiotics of Multilingual Desire in Hong Kong  
and Singapore's Elite Foodscape 143

*Andre Joseph Theng and Tong King Lee*

Rhymed Talk and Ideophones: Recovering Extinct Discourse  
Practices from Russian Realist Fiction 169

*Boris Maslov and Tatiana Nikitina*

Secret Language as a "Weapon of Defense": The Problem  
of Opacity in Italian Colonial Libya 191

*Nicco A. La Mattina*

"Am I Your Coequal?!": Memes and Changing Meanings  
in the Digital Subversion of Ghanaian Hierarchies 215

*Rachel Nora Flamenbaum*

*Papo Reto*: The Politics of Enregisterment amid the Crossfire  
in Rio de Janeiro 239

*Daniel N. Silva*

Polyphony and the Carnavalesque in Kyiv 265

*Łukasz Gemziak*