## Contents

### I. Music and Virtual Agency

1. Robert S. Hatten  
   An Introduction to Virtual Agency in Music  

2. Clay Downham  
   Virtual Incarnation in Schumann’s *Carnaval*:  
   A Case Study of Tropologically Emergent Avatars and Romantic Irony  

3. Bradley Emerson  
   Virtual Object and Reminiscing Agent in  
   Medtner’s *Sonata-Reminiscenza*, Op.38, No.1  

4. Taylor Aitken Greer  
   Tarantella in Arcadia: Charles Griffes’s Scherzo as a Hybrid Pastoral  

### II. Virtual Social Relations

5. Geoffrey R. Owens  
   Working One’s Life Away: Precarity, Personhood, and the Dissolution of Identity in Dar es Salaam, Tanzania  

6. Stephen Horrocks  
   Pumping and Passing: Mediating Diabetes Treatment and Health Identity through New Media  

7. Isabel Jungk  
   The Normative Nature of Love  

8. Elżbieta Magdalena Wąsik  
   The Communicational Autonomy of the Human Self in Intercorporeal and Intertextual Relationships from the Perspective of Semio- and Technoethics  

### III. Real Virtuality

9. Winfried Kudszus  
   Semiosic Oscillations: Ernst Chladni’s Sound Figures in Friedrich Nietzsche’s Metaphorology
10. Elliot I. Gaines
   Reflections on the Semiotics of Relationships and Love in the Movie Her 99

11. Jessica C. Rohr
   The Medicine Wheel Sensory Healing Ceremony: Generating Culture through Healing 107

12. David Pfeifer
   Peirce on Evolution, Semiosis, and God: An Example of Semiotic Continuity 121

IV. Affect and Identity

13. Devika Chawla and Myrdene Anderson
   Acknowledging Affect in Ethnography 133

14. Anca Gâţă
   Brand Love in the Digital Era: Affective Bonding through the Company Blog 143

15. Phyllis Passariello
   Cosmic Sensorium: Evolutionary Love, Agapasm, and the Community of Souls 155

16. Zdzisław Wąsik
   The Semiotic Phenomenology of Affective Relationships in the Life-World of Human Organisms 163

V. Deception and Identity

17. Frank Nuessel
   Deception and Its Manifestations 171

18. Gila Safran Naveh
   Fantasies of Identity, Love, and Self-Knowledge in the Age of the Web and Virtual Reality 185

19. Matthew A. Hughes
   The Power of Perception: Authentic Inauthenticity of Christian Pilgrimage Sites in the Galilee 195

20. Donna E. West
   Toward the Final Interpretant in Children’s Pretense Scenarios 205
VI. Identity of Biosemiotic Agents

21. Jeffrey Peterson
   Deception in Alloanimal Behavior 215

22. John Tredinnick-Rowe
   In Search of Thure von Uexküll: Psychosomatician?
   Biosemiotician? or Clinical Educator? 223

23. Lauren Matz
   Reading Tea and Coffee in Arnold Bennett’s
   The Old Wives’ Tale (1908) 237

24. Richard Currie Smith
   Virtual Nature and the Sustainability of
   Life on Earth as We Know It 245

Appendix

John N. Deely
   Does Semiosis Presuppose Life? 261

Index of Names 265