**January 3rd**

**David Pedersen**

**Assistant Professor, Dept of Anthropology, UCSD**

 “Face Value: Expressions of Want and Wealth in El Salvador and the United States”

David Pedersen will be presenting the Preface and Introduction to his forthcoming book, *Face Value: Expressions of Want and Wealth in El Salvador and the United States* (U. Chicago Press). The two selections explain the theory and method of the book, inspired both by Marx's analysis of capitalist value determination and Peirce's semiotic logic. One result of this odd marriage, brought to bear on El Salvador and its relations with the USA over the past fifty years, is a more historical perspective on value formation and a richer appreciation of Peirce's distinction between the Immediate and the Real or Dynamical Object in the action of signs. This effort is much in the spirit of contemporary directions in linguistic anthropology, focused on developing more dynamic, interactive and multiplex models of social relations.