Register perception in multilingual speakers of German in a minority context: An open guise addressee identification study.

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Multilingual practices are often perceived negatively in countries with monoglossic language ideologies, where speakers are constructed as not belonging and thus forming an out-group. In contrast, multilingual language practices are seen as the norm in multilingually oriented societies such as Namibia, leading to positive attitudes towards multilingualism. This study uses an open-guise approach to investigate the association of Namibia-specific linguistic features of German with informal registers and the impact of lexical versus grammatical features on participants' perceptions of addressees.

32 speakers of minority German from Namibia (mean age 26.7) participated in an open guise rating task via IbexFarm. Participants listened to three audio stimuli with descriptions of an accident by the same speaker, one in canonical standard German from Germany ('DE-standard'), the other two differing from it either in some Namibia-specific lexical items ('NAM-lex') or in some grammatical patterns ('NAM-gram'). The stimuli were presented as WhatsApp voice messages. Participants were asked to attribute each message to either a friend or a teacher on a scale of 1 (friend) to 9 (teacher) and explain the reasons for their decisions.

NAM-lex was more closely associated with a friend than with a teacher (mean: 1.78), DE-standard more closely with a teacher (mean: 7.75), and NAM-gram occupies an intermediate position (mean: 4.66). A linear mixed model showed significant differences between all three conditions ($p<0.001^{***}$). When explaining their reasons, participants described NAM-lex as 'slang' and language mixing, associated it with informality and Namibia, and characterised speakers as 'friendly' or 'casual'. DE-standard was described as 'correct/standard German', associated with 'professionalism', 'respect', and with Germany. For NAM-gram, speakers were often unsure what supported their choice.

This suggests that standard language ideologies influence the evaluation of speakers and their associated belonging even in a multilingually oriented society. With respect to registers, results indicate that Namibia-specific lexical features are associated with informal registers and in-group use, while Standard German from Germany is associated with formal registers and out-group use. The fact that Namibia-specific grammatical patterns are less strongly associated with either register, suggests that grammatical patterns are less salient and do not carry as much social meaning as lexical features.