

Martina Anissa Strommer (University of Vienna)

## Language attitudes towards German in Namibia

This paper presents the results of qualitative research about attitudes towards the German language conducted in several Namibian cities from July to September 2014. While there is a growing number of studies about the structure of Namibian German, this project seeks to gather examples of attitudes towards German as held by non-German speaking Namibians.

Initial analysis has yielded multi-layered results: While many still consider German as important for business, politics and tourism, many also point out the significance of local languages or other colonial languages for international and intranational communication. Consequently, German is neither stigmatized as the language of the former oppressor nor is it glorified as a universal remedy to attract German investors and tourists.