Multilingualism and Mixed-Mode Communication
Sociolinguistic Insights into the German-Namibian Diaspora

Like other disciplines, the field of sociolinguistics is not a homogenous one. It rather comes in three “loosely connected waves” (Eckert 2012) with each wave applying specific sets of methods. How can we use methodological triangulation and combine these methods, both quantitative and qualitative in nature, to integrate the three waves of sociolinguistics? This dissertation focusses on this question through five case studies concerning the German-Namibian diaspora, i.e., German-speaking Namibians who migrated to Germany. Their multilingual repertoire (Standard German, Namdeutsch [Namibian German], English, and Afrikaans) is the main research object. The studies presented in this book use correlational analysis, participant observation and semi-structured interviews to unveil the interplay between extralinguistic variables (e.g., gender, mode, place of origin), individual styles and linguistic variation in both, face-to-face interaction and computer-mediated communication (CMC). In doing so, the dissertation adds the notion of translocalisation to the field of German Sprachinselforschung (research on German-language exclaves). I argue that this notion complements existing perspectives on local and regional dynamics and thus leads to a more holistic view on Sprachinseln. Therefore, this dissertation shows how methodological triangulation offers an opportunity to add new perspectives to already established constructs.
Multilingualism and Mixed-Mode Communication

Sociolinguistic Insights into
the German-Namibian Diaspora
Multilingualism and Mixed-Mode Communication: Sociolinguistic Insights into the German-Namibian Diaspora
**Promotiecommissie**

**Promotores:**
- prof. dr. A.P. Versloot
- prof. dr. H.J. Simon
  Universiteit van Amsterdam
  Freie Universität Berlin

**Overige leden:**
- prof. dr. A.J.J. Nijhuis
- prof. dr. A.J. van Rooy
- prof. dr. M. Hüning
- prof. dr. M. Zappen
- prof. dr. T. Leuschner
- dr. S.P. Aalberse
  Universiteit van Amsterdam
  Universiteit van Amsterdam
  Freie Universität Berlin
  University of Namibia
  Universiteit Gent
  Universiteit van Amsterdam

Faculteit der Geesteswetenschappen
I view social studies of linguistic variation as coming in three loosely-ordered waves, all of which are essential to the understanding of variation and change.¹

Penelope Eckert

¹ https://web.stanford.edu/~eckert/thirdwave.html (3 August 2022)
Windhoek, Namibia (2018)
# Table of Contents

**Acknowledgements** ............................................................................................................................ xiii

**Acknowledgement of financial support** .............................................................................................. xvii

**Autor contributions** ............................................................................................................................... xix

**Chapter 1 | Einführung** ............................................................................................................................. 1

1.1 Der Mehrwert von integrativen Ansätzen ................................................................. 2
1.2 Die drei Wellen der Soziolinguistik ................................................................. 5
1.3 Warum die deutsch-namibische Diaspora? ......................................................... 7
1.4 Translokale Sprachinselforschung ..................................................................... 10
1.5 Datensatz, Gegenstand und Methodologie .......................................................... 11
1.6 Struktur der Dissertation .................................................................................... 13
1.7 Literatur .................................................................................................................. 16

**Chapter 2 | Die translokalierte Community deutschsprachiger Namibier** 19

2.1 Warum München? ........................................................................................................... 28
2.2 Literatur ..................................................................................................................... 30

**Chapter 3 | Mehrsprachigkeit zwischen Print- und Onlinekommunikation** 33

3.1 Einleitung ...................................................................................................................... 33
3.2 Die deutsche Sprache in Namibia ......................................................................... 35
3.3 Korpus und Methode ................................................................................................. 37
3.4 Orthographie .............................................................................................................. 40
3.5 Komposition ................................................................................................................ 41
3.6 Intensivierung ........................................................................................................... 43
3.7 Pejorativer Sprachgebrauch .................................................................................... 44
3.8 Indigener Einfluss ..................................................................................................... 45
3.9 Spuren von (Teil-)Kreolisierung im Namdeutsch ................................................. 47
3.10 Deutsche Mediensprache in Namibia: Norm oder Variation? .......................... 48
3.11 Schlussfolgerungen und Ausblick .......................................................................... 50
3.12 Literatur .................................................................................................................... 53
Chapter 4 | Mehrsprachigkeit und CMC in der Diaspora | 57
4.1 Einleitung ................................................................................................................................................................. 57
4.2 Die doppelte Minderheit .............................................................................................................................................. 58
4.3 Methode ......................................................................................................................................................................... 59
4.4 Zur Dynamik der digitalen Vernetzung ........................................................................................................................ 60
  4.4.1 Plattformen der deutsch-namibischen Diaspora und ihrer Community. 60
  4.4.2 Der Bedeutungsgewinn von CMC für die namibische Diaspora .......... 62
4.5 Digitale Sprachmuster .................................................................................................................................................... 63
4.6 Zusammenfassung und Ausblick .................................................................................................................................. 71
4.7 Literatur .......................................................................................................................................................................... 73

Chapter 5 | Multilingualism, group cohesion and mixed-mode groups | 77
5.1 Introduction ..................................................................................................................................................................... 77
5.2 Methodology .................................................................................................................................................................... 81
5.3 The dynamics of a mixed-mode group ........................................................................................................................ 82
  5.3.1 FTF communication within NAMSA ....................................................................................................................... 82
  5.3.2 In-group and out-group communication ................................................................................................................ 85
  5.3.3 Mixed-modes and group cohesion .......................................................................................................................... 88
  5.3.4 NAMSA: Slang and identity in CMC ...................................................................................................................... 89
5.4 Mixed-mode and single-mode groups .......................................................................................................................... 97
  5.4.1 NAMSA versus NiD .................................................................................................................................................... 97
  5.4.2 Chronological frequencies ....................................................................................................................................... 99
5.5 Conclusion and discussion ............................................................................................................................................. 101
5.6 References .................................................................................................................................................................... 103

Chapter 6 | Multilingualism, gender and (referential) multimodality | 109
6.1 Introduction .................................................................................................................................................................... 109
6.2 Methodology .................................................................................................................................................................. 112
6.3 Theoretical remarks ..................................................................................................................................................... 114
  6.3.1 Gender as a variable ................................................................................................................................................. 114
  6.3.2 Code-Switching and Nonce Borrowing ................................................................................................................ 116
6.4 Results .......................................................................................................................................................................... 116
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.4.1 Mode, word type and gender</td>
<td>116</td>
</tr>
<tr>
<td>6.4.2 Two types of multilingual practices</td>
<td>119</td>
</tr>
<tr>
<td>6.4.3 Semantics and gender in multilingual word choice</td>
<td>122</td>
</tr>
<tr>
<td>6.4.4 Non-German Brocatives</td>
<td>126</td>
</tr>
<tr>
<td>6.5 Multimodal multilingualism and gender construction</td>
<td>127</td>
</tr>
<tr>
<td>6.5.1 Referential multimodality</td>
<td>128</td>
</tr>
<tr>
<td>6.5.2 Brocatives between FTF and CMC</td>
<td>131</td>
</tr>
<tr>
<td>6.6 Discussion and conclusion</td>
<td>138</td>
</tr>
<tr>
<td>6.7 References</td>
<td>141</td>
</tr>
<tr>
<td>Chapter 7</td>
<td>Multilingualism, urbanity and rurality in social media .................145</td>
</tr>
<tr>
<td>7.1 Introduction</td>
<td>145</td>
</tr>
<tr>
<td>7.2 Individuals from urban and rural areas in Namibia</td>
<td>147</td>
</tr>
<tr>
<td>7.3 Dataset</td>
<td>149</td>
</tr>
<tr>
<td>7.3.1 Discourse on Facebook</td>
<td>150</td>
</tr>
<tr>
<td>7.4 Results of the analysis</td>
<td>151</td>
</tr>
<tr>
<td>7.4.1 Intra-individual language choices displayed in CMC</td>
<td>151</td>
</tr>
<tr>
<td>7.4.2 Roles and functions of Namibia-specific language practices</td>
<td>154</td>
</tr>
<tr>
<td>7.5 Urban, rural or CMC practices?</td>
<td>158</td>
</tr>
<tr>
<td>7.6 Summary and outlook</td>
<td>161</td>
</tr>
<tr>
<td>7.7 References</td>
<td>163</td>
</tr>
<tr>
<td>Chapter 8</td>
<td>Discussion ..............................................................................167</td>
</tr>
<tr>
<td>8.1 Methodological triangulation and sociolinguistics</td>
<td>167</td>
</tr>
<tr>
<td>8.2 The value of mixed-methods approaches</td>
<td>168</td>
</tr>
<tr>
<td>8.3 Integrated approaches and sociolinguistics</td>
<td>174</td>
</tr>
<tr>
<td>8.4 Advantages and limitations of triangulation</td>
<td>176</td>
</tr>
<tr>
<td>8.5 Towards a new research field: translocal Sprachinsel_forschung</td>
<td>178</td>
</tr>
<tr>
<td>8.5.1 The German-Namibian Diaspora in South(ern) Africa</td>
<td>179</td>
</tr>
<tr>
<td>8.5.2 Volga Germans between Europe and the Americas</td>
<td>182</td>
</tr>
<tr>
<td>8.5.3 Unserdeutsch Speakers between Papua New Guinea and Australia</td>
<td>184</td>
</tr>
<tr>
<td>8.5.4 Translocal Sprachinsel_forschung</td>
<td>186</td>
</tr>
<tr>
<td>8.6 References</td>
<td>189</td>
</tr>
</tbody>
</table>
Appendix A
  Full results of the multiple logistic regression (Chapter 6) ......................193

Appendix B
  Results of the logistic regression (Chapter 7, Section 7.5) .........................197

Summary in English ......................................................................................199
  References....................................................................................................206

Zusammenfassung auf Deutsch .................................................................209
  Literatur.......................................................................................................217

Samenvatting in het Nederlands.................................................................219
  Literatuur ..................................................................................................227
xi
Acknowledgements

Writing this dissertation felt like a journey during which I met people who offered me support by means of advice, feedback or fruitful conversations. The first names that come to my mind are my two supervisors, or Doktorväter, Arjen and Horst. I owe many thanks to them. Their feedback has been precise and valuable and I personally enjoyed engaging with them in discussions and in finding solutions. They gave me support and trust and thus created two academic homes for me: Arjen in Amsterdam and Horst in Berlin. Furthermore, I want to thank Marianne Zappen-Thomson, Matthias Hüning, Suzanne Aalberse, Bertus van Rooy, Torsten Leuschner, and Ton Nijhuis, for taking part in my doctorate committee. I really appreciate the time you dedicated to my work.

Ton played an important role as my employer and as the director of the Duitsland Instituut Amsterdam (DIA). It was due to his support, flexibility and strategic approach that I was able to combine my work at the DIA with my PhD research. In fact, his approach was the prerequisite for a successful journey. Waarvoor heel veel dank! Charlotte Broersma, in her capacity as the manager of the institute, helped and supported me whenever there were questions on a management level and she did so do with a great sense of humor. Merci! A special thanks goes out to Wolfgang Gairing of the German Academic Exchange Service (DAAD) who enabled a swift cooperation between the DIA and the DAAD during the time of my DAAD lectureship, helping me to commence and pursue my PhD research. I also owe many thanks to Britta Bendieck, my long-standing direct colleague at the DIA and the UvA, who had just finished her dissertation at the time when I was about to start mine. As such, she fully understood the opportunities and challenges and the prospects and pitfalls that come with such an endeavour, and empathically supported me in my work, whenever it was necessary. Vielen Dank, liebe Britta! Not long after I had started my PhD trajectory, Hanco Jürgens frequently offered support. He did so by engaging in conversations and sharing insights and contacts. Hartelijk dank! A big thanks goes to my all my colleagues at the DIA and the UvA, especially to Anna Seidl, Ansgar Mohnkern, Brigitte Ehrreich, and to Carla Dauven-van Knippenberg, who was one of the first colleagues to suggest the idea of me starting (and finishing) a PhD.

I also owe many thanks to Julia Augart for brilliantly organizing and supporting my 2018 research stay in Namibia. She gave me the opportunity to hold a public evening lecture in Windhoek sur place, welcomed me at her home, introduced me to her Namibian network, and helped me sort out visa issues. Unfortunately, the COVID-19 pandemic prevented us from conducting a follow-up trip in March 2020, as the first lockdown in the Netherlands was announced just 10 days before I was set to travel to Namibia and South Africa. So läuft’s manchmal. I also want to thank Marianne Zappen-Thomson for providing me feedback from a Namibian perspective on numerous occasions in Namibia, in Germany and online. Being able to include an in-group perspective proved to be of particular value for the
research. So, turning to her with all my questions always gave me a reassuring feeling and contributed to the multi-perspectivity of this dissertation. *Baie dankie!*

Five chapters were previously published as articles in journals and conference proceedings. The editors of these volumes played an important role by providing feedback, organising peer-reviews and discussing various practical matters. Therefore, I want to thank Dick Smakman, Jiří Nekvapil and Kapitolina Fedorova (Chapter 7), Matylda Włodarczyk, Jukka Tynkkö, and Elżbieta Adamczyk (Chapter 6), Christian Zimmer (Chapter 5), Csaba Földes (Chapter 4), and Torsten Leuschner (Chapter 3). Not only did Torsten edit this chapter and provided sound feedback on its content. He also invited me to give guest lecturers at Ghent University, Belgium. These annual events usually took place in November and became almost like a tradition. Thank you Torsten for regularly giving me space and time to present my findings throughout the years. My special thanks goes out to Claudia Daiber and Thom Westveer, my Paranymphs, who helped me organise the defense ceremony and gave me advice on many practical matters.

Furthermore, many friends and colleagues supported me by proofreading parts of the manuscript and providing feedback on language and content. Mark, Merrick, and Sharmin: thank you for keeping an eye on my English texts, Marja: *dank voor het proeflezen van de Nederlandse samenvatting*, Elisabeth and Stefan: *Vielen Dank für eure Kommentare zu meinen deutschsprachigen Texten*, Fareez and Faseeg: thank you for the various comments you have made on and in Afrikaans. Many thanks to Brigitte Selzer, Wilhelm Snyman, and Gesa Singer from the University of Cape Town for sparking my interest in the wider region of Southern Africa.

I also want to mention my fellow PhD candidates, especially Benjamin, with whom I shared an office at DIA. You were always up for a good conversation and have a great sense of humor. That made many things easy in my day-to-day routine. I want to also mention Peter Slomanson for being supportive and positive throughout the years and Thessa de Keijser for introducing me to Zotero. Thank you to all my South African, Namibian, German and Dutch friends, especially to Thomas, Stefan, Ferenc, Frank, Selami, Robert, Helene, Anny, and Whang Zhenyu for being good friends. Thank you to my friends, my family, especially my mother, who always supported me and my love ones who believed in me.
Acknowledgement of financial support

The research for/publication of this doctoral thesis received financial assistance from the Duitsland Instituut Amsterdam (DIA), German Academic Exchange Service (DAAD), and the Universiteit van Amsterdam (UvA).

I want to thank the Duitsland Instituut Amsterdam (DIA) for giving me room and space to initiate my PhD research while working as a DAAD lecturer at DIA and the University of Amsterdam (UvA). I also owe many thanks to the German Academic Exchange Service (DAAD) for financing my preparatory research stay in Namibia in 2018. After my DAAD lecturership had ended, I continued to teach and the DIA financially supported my PhD research in 2020 and 2021. Subsequently, the UvA granted me a Finishing Fellowship (0.5 FTE) to finalize my dissertation throughout 2022. I also want to thank the UvA for covering my final research stay in South Africa in 2022 after travel restrictions in the wake of the Coronavirus pandemic had prevented me from conducting field research in 2020 and 2021.
Autor contributions

Chapter 1

Einführung

This chapter was written by Henning Radke. He revised the chapter based on detailed feedback from Arjen Versloot and Horst Simon. He also presented the chapter during the Sommerkolloquium (SK) in Oerlinghausen, Germany and received feedback from the audience. The SK was organized by the linguistic working groups of Freie Universität Berlin, Westfälische Wilhelms-Universität Münster and Technische Universität Dortmund (1 – 3 July 2022). The chapter has not been submitted for publication elsewhere.

Chapter 2

Die translokalisierte Community deutschsprachiger Namibier

This chapter was written by Henning Radke. He revised the chapter based on detailed feedback from Arjen Versloot and Horst Simon. He also presented the chapter during the Sommerkolloquium (SK) in Oerlinghausen, Germany and received feedback from the audience. The SK was organized by the linguistic working groups of Freie Universität Berlin, Westfälische Wilhelms-Universität Münster and Technische Universität Dortmund (1 – 3 July 2022). The chapter has not been submitted for publication elsewhere.

Chapter 3

Mehrsprachigkeit zwischen Print- und Onlinekommunikation

This chapter has been published as:


This chapter was written by Henning Radke. He revised the chapter based on detailed feedback from Torsten Leuschner. The version presented here has been adopted to overall standards and terminology included in the other chapters of the dissertation.
Chapter 4

Mehrsprachigkeit und CMC in der Diaspora

This chapter has been published as:


This chapter was written by Henning Radke. He revised the chapter based on detailed feedback from Arjen Versloot and Horst Simon, as well as from two anonymous reviewers. The version presented here has been adopted to overall standards and terminology included in the other chapters of the dissertation.

Chapter 5

Multilingualism, group cohesion and mixed-mode groups

This chapter has been published as:


This chapter was written by Henning Radke. He revised the chapter based on detailed feedback from Arjen Versloot, Horst Simon, and Christian Zimmer, as well as from two anonymous reviewers. The version presented here has been adopted to overall standards and terminology included in the other chapters of the dissertation.
Chapter 6
Multilingualism, gender and (referential) multimodality

This chapter has been accepted for publication as:


Chapter 6 was written by Henning Radke and Arjen Versloot. Henning Radke conceived and designed the analysis, collected the data, performed the qualitative analysis, and wrote the paper. Arjen Versloot performed the quantitative analysis and gave feedback on the chapter as a whole. Henning Radke revised the chapter based on detailed feedback from Horst Simon and Matylda Wlodarczyk, as well as from two anonymous reviewers. The version presented here has been adopted to overall standards and terminology included in the other chapters of the dissertation.

Chapter 7
Multilingualism, urbanity and rurality in social media

This chapter has been published as:


This chapter was written by Henning Radke. He revised the chapter based on detailed feedback from Arjen Versloot, Horst Simon, Dick Smakman, Jiří Nekvapil and Kapitolina Fedorova, as well as from two anonymous reviewers. The version presented here has been adopted to overall standards and terminology included in the other chapters of the dissertation.

Chapter 8
Discussion

This chapter was written by Henning Radke. He revised the chapter based on detailed feedback from Arjen Versloot and Horst Simon. The chapter has not been submitted for publication elsewhere.
The chapter has not been submitted for publication elsewhere