

Potatoes, stereotypes and survey data: approaches to the linguistic landscape of Malta

In this talk I will present three kinds of data in order to illustrate language attitudes in Malta:

1. Reactions to a TV advertisement involving a Maltese potato farmer speaking English.
2. The “Sliema Girls” stereotype: affluent, English-dominant, Sliema-based.
3. Survey data about language attitudes in Malta, collected at the University of Malta during fieldwork in October 2013.