“SWEET and DELIGHTFUL”, or “HARD and being EYE-STRONG”. These glosses are two sets of adjectives connected to the experience of producing and perceiving signing in Adamorobe Sign Language (AdaSL), a sign language used in Adamorobe, an Akan village in southern Ghana. I show how these different perspectives on AdaSL are embedded in a “language ideological assemblage” (Kroskrity 2018), ie clusters of language ideologies and other ideologies that impact on language use. This framework is used to draw out the connections between language ideologies and ideologies on intergenerational relationships between deaf signers in the village (ie about morality, respect, reciprocity, maturity). Most deaf youth from Adamorobe have gone to school for an extended period, acquired another sign language there (Ghanaian Sign Language/GSL) and use both AdaSL and GSL intensively on an everyday basis. Linguistic enthusiasm for AdaSL is not negatively impacted by the proliferation of GSL or by intergenerational conflict. Rather, the youth see this language very much as (one of) their own, as residents of Adamorobe, and pass on this language to their own (hearing) children.