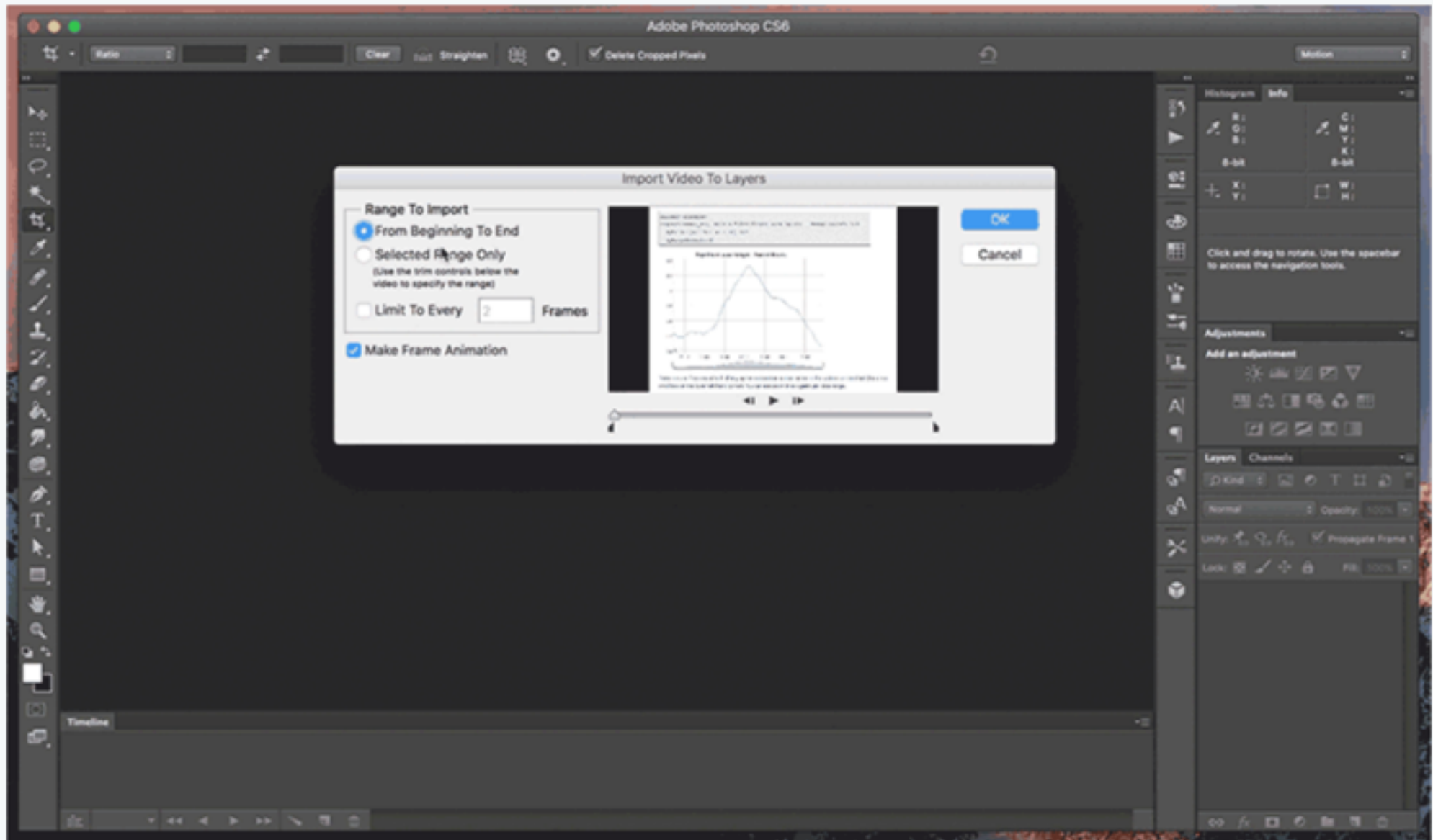


pronouncing it as /gɪˈpʃən/ (Chipotle Mexican Grill, 2011, 0:32–0:42).

Pronunciation happens to be a hot issue even in the IT sector. During the 17th Webby Awards² in 2013 Steve Wilhite, the creator of the Gif (Graphics Interchange Format), a data compressing technique, announced that his invention should be pronounced with /dʒ/ rather than with /g/: “It’s pronounced ‘jif’ not ‘gif’” (The Webby Awards, 2013, 0:55–1:12). The Oxford English Dictionary and the American Heritage Dictionary both allow two optional pronunciations with a post-alveolar voiced affricate and a velar voiced plosive, based on poll preference results. This intervention of the coiner of the acronym in the defence of the correct rendition of the word sparked a flood of responses from web users, who played on the spelling and sound discrepancy, such as a post by Scathe to Reddit: “Unless we are going to pronounce graphics as jraphics he makes zero sense,” or the reaction of *Creative Review* magazine: “Well theer you jo.” (Gif’s inventor, 2013).

Our next step is pronunciation questions asked in TV quiz shows. In



GIF-ted: from video to GIF in Photoshop



Nowacka, Marta. 2018. "Phonetic Inspiration in Authentic Materials: Simulating Students' Phonetic Awareness." In *The Pronunciation of English by Speakers of Other Languages*, edited by Jan Volin and Radek Skaritzl, 287–309. Cambridge Scholars.

What is a Graphics Interchange Format

Presented by Ron Blum

What is a Graphics Interchange Format

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Why bother?

- Eye-catching 🙄
- Emotive 🎭
- Entertaining 🎞️
- Silent 🔇
- "Differently" accessible*

* They're actually super inaccessible in terms of visual impairment. So, be sure to have accessible descriptions of whatever it is you're showing.