

How to make a GIF

Lunch & Lightning

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Tidyverse Developer Advocate, RStudio



good

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pronouncing it as /tʃɪˈpɒsɪt/ (Chippotle 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 jgraphics 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