

Viewpoints

It's pronounced Wee-ber

Dear Mr. Tim Cook, CEO Apple Corporation: Over the years, I have purchased many Apple products, and I have been consistently satisfied. I recently purchased an iPhone 4S. I am generally pleased with the product. However, I have discovered the phone has one serious defect. I hope your engineers will act swiftly to correct this problem.

While testing the Siri voice-activated, digital assistant feature, I pronounced the name of my employer, Weber State University. Siri responded, "do not understand Weber." I then tried half a dozen chain stores and fast food chains. Siri recognized all of these. Puzzled, I then tried mispronouncing the name Weber; I pronounced it like the name of the barbeque grill. Siri immediately recognized the mispronunciation and produced a map of the Weber State campus on Harrison Boulevard.

I am writing to provide you and the engineers at Apple with a brief lesson on phonics as it relates to short and long vowel sounds. Generally, when one consonant follows a vowel in the first syllable of a two-syllable word, the vowel is long; when two consonants follow the vowel, the vowel is short. Think of diner versus dinner.

Your engineers are likely to be more practiced in mathematics than language, so I will further expand on the correct pronunciation of Weber State University. I hope you and Apple's software engineers will act to remedy the iPhone problem.

It's pronounced Wee-ber. The first syllable of Weber is pronounced Wee. It rhymes with degree. This year, WSU will award more than 4,000 associate's, bachelor's and master's degrees. In the most recent Community College Week ratings, based upon the number of associate's degrees awarded by four-year institutions,

WSU ranked fifth nationally in nursing, eight nationally in health professions, 15th nationally in general associate's degrees, and 20th nationally for all disciplines. Within the state of Utah, WSU is the largest provider of both nursing and health professions degrees.

It's pronounced Wee-ber. The second syllable of Weber is pronounced ber. It

rhymes with entrepreneur. The university has produced scores of successful entrepreneurs. One of these is the entrepreneur and venture capitalist Alan Hall, who currently serves as chair of the WSU Board of Trustees. Mr. Hall is working with the WSU's John B. Goddard School of Business and Economics to create a world-class program in entrepreneurship.

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It rhymes with symphony. WSU's Foulger School of Music currently attracts talented students from around the world and prepares these students to become acclaimed musicians. The program is well on the way to becoming a recognized leader in the performing arts.

It's pronounced Wee-ber. The second syllable of Weber is pronounced ber. It rhymes with CUR, which stand for Council on Undergraduate Research. WSU is a leader in undergraduate research. Beyond WSU's classroom, hundreds of students hone their research skills by working closely with faculty members on meaningful research projects. As one example, for seven of the past eight years a WSU student has presented their research at the prestigious Posters on the Hill competition in Washington, D.C.

It's pronounced Wee-ber. The second syllable of Weber is pronounced ber. It rhymes with partner. WSU's Community Involvement Center fosters numerous creative partnerships with the community. For six consecutive years, the Corporation for National and Community Service has named WSU to the President's Higher Education Community Service Honor Roll for exemplary service. This award is the highest federal recognition a school can achieve for its commitment to service learning and civic engagement.

Mr. Cook, your predecessor, Mr. Steven Jobs, was known as a perfectionist. He was dedicated to producing quality products. In the spirit of Mr. Jobs' legacy, I hope that your engineers will quickly remedy the iPhone's glaring defect.

Once again, it's pronounced Wee-ber.

Top of Utah Voices



Michael Vaughan

Commentary

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