

Re: Pronunciation of "Helvetica"

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"Peter T. Daniels" <grammatim@xxxxxxxxxxxxxxxxxxxx> wrote in message news:448C0E5A.6413@xxxxxxxxxxxxxxxxxxxx

Jukka K. Korpela wrote:

Farooq W <farooq.w@xxxxxxxxxx> scripsit:

Helvetica Chimica Acta is a very famous Swiss chemistry journal (so named in World War days to show neutrality). I used to pronounce this "Hell-veti-ka Kemika Akta", until someone claimed that it is "Hell-feti-ka Shemika Acta". He said a native German corrected him.

The name is neo-Latin, so everyone and his brother pronounces it in his own way, depending on one's cultural background (especially native language) and knowledge about Latin. Pronouncing the "v" as [f] is a striking Germanism, though, and suggests lack of understanding of Latin, or willingness to please fellow citizens who know no Latin either. And I suppose by "Shemika" you refer to pronouncing the "ch" as in German (rather than as "sch" in German, "sh" in English), which would also be a strong Germanism.

If he meant /x/ rather than /S/, why would he spell it with <sh>?

Well don't some Germans have an ich-laut that's very, very close to [S]?

Neeraj Mathur

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