

Eastern Daily Press

SERVING THE COMMUNITY
SINCE 1870

NOTHING is more important for the future of Norfolk

There can be few more important tasks for any community than educating its children.

There are the cold, hard economic reasons why children need the knowledge and skills to succeed in the world of business and work. In our global world, if they have these, the whole community benefits.

There is also the less tangible, but equally important, need for responsible individuals fit to take their place in society. Again, the whole community benefits.

So when serious and persistent concerns are raised about the standard of education in Norfolk, it is of vital concern to all of us.

The concerns are not new, but they very real, and they have been growing.

That is why the EDP is today launching a week-long series asking where we stand, why it matters, what is being done, and what we can learn.

We also want to celebrate the very real bright spots. Every school has committed and hard-working staff who give everything for their pupils, every day. There are many successes, and they have a vital role to play in improving education across Norfolk.

Last year, education in Norfolk took a tough battering, but it was a shock to the system which has helped spark a new urgency to efforts to make sure all Norfolk children receive the education they deserve.

An unflinching assessment of where education in Norfolk stands is vital if we are to improve. So is a warm celebration of success and achievement.

In the coming days, and over the months and years to come, we will continue to provide both.

An important victory

What a wonderful result at Carrow Road! It has been tough being a Norwich City fan this season. Too near the bottom of the Premier League table for comfort and with few moments to really treasure.

But the battling performance against Tottenham will go down as one of the finest moments of a troubled season.

Yesterday, in front of the television cameras, was what Canaries fans have been desperate to see – a performance full of pride, passion and, in Robert Snodgrass's superbly finished strike, precision.

From terrier-like midfield performances from Bradley Johnson and Alex Tettey; Joseph Yobo's imperious presence and John Ruddy's crucial saves, this was a well-earned and richly deserved three points.

They could be crucial come the season's end. On The Ball City!

Great news on Mustard

We are delighted to announce today that our sister TV channel Mustard will begin broadcasting on Freeview on March 24.

Managing director Fiona Ryder and her team have performed miracles since they were first awarded a local TV licence in September 2012 to be almost ready for the big day. Mustard will be truly local and will be a fantastic asset to Norwich and Norfolk.

looking for GOD.com

For the Lord is good; His mercy
and loving-kindness are
everlasting.
Psalm 100:5

tlc

tlcnorwich.com

READER'S PICTURE OF THE DAY

iwitness24



■ A wren collecting nesting materials along the Wensum, as caught on camera by Richard Woodhouse. If you would like to submit a picture for possible publication in the EDP, visit www.iwitness24.co.uk

Time for radio presenters to get their pronunciation right

Peter
Trudgill



email: newsdesk@archant.co.uk

Ever since the 1920s the BBC has had, under various names, a Pronunciation Unit. It has been their job to advise announcers on how to pronounce particular words: new words, foreign words, surnames, place-names.

However, they realised early on that members of the general public might also like to receive information of that sort; and in the 1920s and 1930s they published word-lists to help people in this way – in the Radio Times, for instance.

More recently they've worked on and produced the authoritative BBC Pronunciation Dictionary of British Names, published by Oxford University Press. I've got the second edition. It gives place names, river names, and surnames. It must be useful for foreigners to know that, surprisingly, Thames is pronounced 'Temz'. It tells you that Wymondham (Norfolk) is 'Wind'm'. It shows Cholmondeley is 'Chumly'. They've even got Trudgill in there (with the hard 'g', of course) – so it must be a good book.

I do wonder, though, what has happened to the copy of this important BBC refer-



■ Ness Point, Britain's most easterly point, at Lowestoft, pronounced 'Lowstoft' or 'Lowst'fft'.

ence work which must surely be on the shelves of the BBC Radio Norfolk studios in The Forum in Norwich. Has anyone there looked at it lately? I really rather doubt it – which is a pity because the dictionary is the result of many years of research, and was specifically designed for BBC broadcasters.

One reason for my doubt is that the dictionary says very clearly, on page 155, that Lowestoft has two syllables: 'low', as in low; followed by 'stoft' or 'st'fft' or 'st'ff'. 'Lowst'ff' is the most local pronunciation, but the dictionary also gives the two other choices. What it doesn't mention is a pronunciation with three syllables: 'Low-ess-tofft'. But we keep hearing this in

local traffic reports and sports reports.

The dictionary also tells BBC announcers how to say Sprowston – with the same vowel as in Lowestoft – but have our local BBC presenters looked at page 228 to check up on this? And it also gives Heigham as "Hay-um" (page 116).

It is the official policy of the British Broadcasting Corporation that "for British personal names and titles, the BBC uses the pronunciation adopted by the individual concerned. For British place-names, the BBC follows local educated usage".

So have a look at the dictionary please, together – and if you've lost your Radio Norfolk copy, we'll have a whip round and get you another one.