

## 5. POLICIES FOR STANDARDIZATION AND ATTITUDES

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**Owner-controlled policy:**

person/institution in charge of a geographical object decides on the spelling of its name

**Conservationist policy:**

the name version as it has come down to us should be preserved (even if that causes discrepancies between spelling and pronunciation)

Do you know where these English towns or counties are located? And can you pronounce them?

- Worcestershire - pronounce as 'Woostershire' [[click to hear](#)]
- Leicester - pronounce as 'Lester' [[click to hear](#)]
- Norwich - pronounce as 'Norrich' [[click to hear](#)]

**Attitudes towards geographical names:**

- Geographical names are *linguistic reference tools*, so they can be streamlined, spelled as they sound
- Geographical names are *proper names*, part of our cultural heritage. As proper names do not change, so geographical names should not be altered but be preserved.

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