



PROJECT UNSPELL allows children and adults to:

1. Learn to read and write English quickly and easily without having to take the time to memorize idiosyncratic spellings of thousands of common words.
2. Pronounce all English words correctly, even unfamiliar ones, without having to look them up or hear them first, and without memorization
3. Look up the meanings of unfamiliar words upon hearing them by how they sound, without having to guess at how they are spelled

What Unspell is not

It is not an attempt at spelling reform. Those interested in discussing or attempting to enact legislative changes to the way the English language is written are welcome to look elsewhere.

It is not a phonetic rendering of English. English is not a language that can be written phonetically, for two main reasons. The first is that English is spoken in a large number of different ways, using different sounds, and rendering English speech phonetically would fracture the language. The second is that English, like some other languages (Russian, Portuguese) has vowel reduction: unstressed vowels decay to a schwa. However, writing words using a schwa denatures them and hinders comprehension.

It is not an attempt to replace English spelling. The basic assumption is that the mainstream use of traditional English spelling will remain in place and unchanged forever, eventually joining classical Greek, Latin and Sanskrit in the pantheon of dead literary languages. English spelling is by now so divergent from the way the living language sounds that it essentially constitutes a dead language already.

It is not something that has ever been tried before. First, all previous attempts were either attempts to reform English spelling, or attempts at rendering English phonetically. Unspell is the first attempt to create an alternative, parallel orthography. Second, all previous attempts pre-dated the advent of networked portable computing and ubiquitous electronic text, and the widespread availability of electronic print-on-demand publishing and distribution via the internet. These developments made implementing Unspell a matter of writing some software and letting existing technology handle the rest.



What Unspell is

Unspell is an alternative orthography of the English language. It consists of a set of simple, exceptionless rules for writing down all English words using a distinct set of symbols which was designed to be as graphically simple and easy to learn as possible.

To avoid being specific to any given accent or dialect, Unspell uses a set of meta-phonemes. These are higher-level abstractions of speech sounds that are used to distinguish different words across accents and dialects, and are understood across accents and dialects, although they may sound slightly different in each. But because there are some large differences in how certain words are pronounced, there are two varieties of Unspell: North American (US and Canada) and World (British-influenced English, including all the Commonwealth countries).



Why is it needed?

English spelling poses a huge impediment to learning. Functional illiteracy rates in English-speaking countries run as high as 40%. English orthography was haphazard to start with; then, in the 18th century, the spellings of English words were fixed for all time, mistakes included. Since then, spoken English has evolved, but written English hasn't.

In the U.S., children spend eight years memorizing the spellings of words to achieve basic competence in written English. But eighth-grade-level reading and writing skills are too limited for most practical uses, such as understanding law, science, medicine, technology or commerce. In contrast, school-children in countries where the national language has a regular, consistent orthography achieve adequate literacy in just a year or two, by memorizing a small set of rules, and are then free to learn other things. It is little wonder that many of these countries are surging ahead while English-speaking countries are falling behind. UNSPELL can level the playing field.

To learn English spelling is to memorize thousands of obsolete spellings of words: “whale” still has an “h” in it; “gnat” still starts with a “g”. Children are forced to cram such non-information into their heads in order to pass tests that allow them to get on in life. Is this really necessary? No, not really!

The nature of the problem

Much of the trouble comes from the confusion that reigns in the minds of English speakers as to what is a word. They think that a word is some sequence of Latin letters, plus some way of pronouncing it that, more often than not, has to be learned separately. So, “there,” “they're” and “their” are all different words, even though they all sound exactly the same.

But another way to look at it—one favored by linguists—is that a word is a string of *phonemes*. A phoneme is the smallest phonetic unit in a language that is capable of conveying a distinction in meaning. In a well-designed, rational writing system, the *orthography* determines how a word is written down by mapping phonemes to *graphemes*, which are letters or combinations of letters. The mapping should be unambiguous: there should be exactly one way to write a word, and there should be exactly one way to pronounce a word, all according to simple, explicit rules. This makes a language as easy to read and write as it is to speak. Many languages, such as Finnish, follow this prescription quite closely, providing a short and relatively simple path to literacy for nearly everyone who speaks them.

English does not follow this prescription. Take the grapheme “th”: it corresponds to two phonemes: [θ] (the sound in “thing”) and [ð] (the sound in “this”). Therefore, it is not possible to determine how the grapheme “th” is pronounced. Going the other way, take the phoneme [i], which is the sound in “keen,” “bean,” “people,” “fierce” and “creme.” There are many graphemes that correspond to it. Therefore, it is not possible to determine how the phoneme [i] is written. Unfortunately for those who seek to learn to read and write English, these two examples are typical cases rather than exceptions. Not a single letter in the English alphabet is pronounced unambiguously, and not a single sound of the English language is written unambiguously. The only way to learn to use a system like this is through rote memorization.



learning it and working with it. English spelling stays the same while the need to learn it is deferred, perhaps forever. The goals are: to save time, to eliminate aggravation, to avoid embarrassment and to provide access to written English for people who would otherwise not have any.

English spelling still needs to be taught, but it need not be taught to young children. Instead, spelling can be offered alongside multivariate calculus and molecular biology to students who are already literate and well-read, and whose minds are fully developed and able to memorize thousands of spellings of both common and uncommon words.

Previous similar projects

There has never been a project quite like UNSPELL. Previous efforts in this area (and there have been many) basically fall into two categories: spelling reform and phonetic transcription. English is resistant to reform, and efforts of the former category have all failed. Efforts of the latter category failed for an even better reason: *English cannot be written phonetically*. This is a rather important point, which requires an explanation.

English cannot be written phonetically because only some of the vowel phonemes within English words are audible. Only stressed vowels are guaranteed to be audible, while most unstressed vowels decay to a *schwa* or, depending on dialect and accent, to one of two other lax, indistinct vowels. This process is called *vowel reduction*. Languages that have vowel reduction cannot be written phonetically; instead, the unreduced, inaudible vowels have to be written down.

Take the example of the words “profit” and “prophet.” They sound exactly the same: in IPA transcription—[ˈprɒfɪt], because in “profit” the ‘i’ is pronounced as ‘ɪ’ while in “prophet” the unstressed ‘e’ reduces to an ‘ɪ’. But we know that the ‘e’ exists because of a related word, “prophetic,” in which the ‘e’ is stressed, and therefore isn’t reduced. And we also know that the word “profit” contains an ‘ɪ’ rather than a ‘e’ from its etymology: it is a French word (originally borrowed from Old French as *prufit* or *porfit*, and now agrees with modern French *profit*, in which the ‘i’ is audible). These are the two main ways in which we can almost always discover the vowels that lurk beneath the vowel reduction mechanism.

Thus, UNSPELL is not a phonetic transcription of English but an *alternative orthography* of English. Unlike conventional English spelling, there is no ambiguity in how any word is pronounced, but there is some amount of complexity to how certain vowels within polysyllabic words are written. But this is not arbitrary complexity, as with much of English spelling, but complexity based on choices motivated by the structure and the history of the language. This makes unspelled text somewhat harder to write but significantly easier to read. The underlying, unreduced forms of the reduced vowels are psychologically real and seeing them makes words much easier to learn and to recognize.

Why can't Unspell use the Latin alphabet?

There are quite a few reasons why UNSPELL doesn't use the Latin alphabet, but here are the top three:

1. UNSPELL uses a unique symbol to represent each English phoneme, but the Latin alphabet doesn't have enough letters to accomplish that. Various Latin-based languages use a number of additional characters, such as ç, ñ, å, š, ĩ and ø, but that approach wouldn't work for English-speakers, who tend to



ignore diacritics. Plus, it would make English look like a foreign language, and not in a flattering way.

2. Reusing the Latin alphabet for UNSPELL would cause *interference effects* with spelled English, forcing people to memorize which version of each word is unspelled and which isn't. Because the symbols UNSPELL uses look so different from the Latin alphabet, one's English spelling will not deteriorate from exposure to UNSPELL. Reading and writing UNSPELL uses an entirely separate set of perceptive and motor mechanisms than spelled English.

3. By creating an entirely new set of symbols, Unspell solved a range of additional problems:

- UNSPELL is designed to accommodate special needs students who have trouble with the complicated curved shapes of Latin letters.
- English language students whose native language is not Latin-based (especially if it is Chinese, Japanese or Korean) find the stroke-based graphics easier to learn than the curvilinear shapes of Latin characters.
- UNSPELL is easy to write quickly, but, because the shapes are so simple, very hard to write illegibly.
- It can be written calligraphically using a brush or a pen and stenciled without modification.
- When embossed, it can be read by touch, using one's fingertip. It is slightly less compact than Braille, requiring a 3x5 dot grid instead of 2x4, but then it provides a ready bridge between sighted and non-sighted reading that requires very little additional learning (beyond learning to read with one's fingertip).
- It is designed to be easy to carve, to embroider, to press into wet clay, to sky-write, etc., etc.
- It is simple enough to be accurately entered using a touchpad using stroke recognition software.
- It is simple enough to be processed by optical character recognition software even when hand-written.
- It supports low-resolution devices such as LED displays: because the symbols can be made entirely rectilinear without distortion, it scales down to very small bitmap sizes without loss of legibility.

The design process

The design process is currently in its second year. The overarching principle that was applied throughout the design is the Principle of Least Astonishment: there are no surprises, except for the initial shock of encountering something radically new. A great deal of experimentation and testing went into creating a system that is easy to read, easy to write, and, most importantly, requires an absolute minimum of memorization. It was initially an iterative process, and each iteration went like this:

1. Select a minimal set of *meta-phonemes* that captures all the key distinctions of spoken English across all the major dialects. Meta-phonemes are generalizations of speech sounds which are psychologically real, and are the secret behind the minor miracle that all major dialects of English are mutually intelligible in spite of the fact that, across dialects, meta-phonemes can be pronounced in a wild variety



of ways. The goal was to be neither overly precise (making UNSPELL harder to learn) nor overly general (leading to incorrect pronunciation in one dialect or another). The number and significance of minimal pairs was taken into account; thus, UNSPELL distinguishes “pin” from “pen” and “full” from “fool”, but (after a thorough investigation of various alternatives) does not distinguish “cot” from “caught.” Certain phonetic distinctions, which do not convey differences in meaning but are instead used to convey class distinctions and regional affiliations, were disregarded as well.

2. Map the selected meta-phonemes to symbols. This was done in a way that renders the most common phonemes using the fewest strokes. As many symbols as possible were made to resemble the shapes of corresponding Latin letters; thus, ɾ, ɥ and ɹ are *cognates*, and sound more or less as you'd expect, making them easier to learn. Vowels and consonants were made to look different at a glance, using the same set of symbols for both but distinguishing them by their height, thus halving the number of symbols that have to be learned. Paired voiced and unvoiced consonants, such as t/d, s/z, ch/j, sh/zh, etc., were distinguished using a single stroke—a voicing mark—giving us ɾ/ɾ̣, ɥ/ɥ̣, ɹ/ɹ̣, ɹ̄/ɹ̣̄, etc., further reducing the overall number of symbols that need to be learned. Similar sounds were assigned to similar-looking symbols.

The set of symbols was refined over time. The initial step involved a careful review of alphabetic and syllabic writing systems, including Latin, Cyrillic, Korean, Japanese *kana*, Arabic/Hebrew and others, along with the challenges they posed for dyslexics and people with impaired vision and limited dexterity. Out of this analysis were formed certain rules:

- The symbols had to be composed of a sequence of discrete, simple strokes. Strokes create a physical memory that makes the symbols easy to learn, can be rendered in a variety of media, and require minimal manual dexterity to reproduce faithfully.
- No S-curves: the strokes could be either curved or straight, but if curved the direction of curvature had to be constant. It has been shown that S-curves are harder to remember and to recognize.
- No loops, circles or closed shapes of any kind. This is useful for making stencils, but more importantly it makes the stroke order less ambiguous, making the symbols easier to learn to reproduce. It has been shown that loops are harder to remember and to recognize.
- No violations of *object constancy*. This is a big one. The human visual cortex is very good at recognizing that, say, a wristwatch, is still a wristwatch regardless of orientation. It automatically perceives symbols such as ‘p’, ‘q’, ‘d’ and ‘b’ as different orientations of the same object. Learning to read the (lower-case) Latin alphabet involves breaking an innate, evolved mechanism. (These lower-case characters evolved too—from the medieval scribes' need to save time and parchment—a need that is not exactly relevant today.)
- A consistent baseline. This was a take-away from examining Indian alphabets, such as Hindi, Punjabi and Gujurati, which have characters that hang down from a line. Having a baseline improves legibility by allowing the eye to track a single line through the text, picking up details using peripheral vision. Most UNSPELL symbols feature such a baseline. The most common UNSPELL symbol is simply a dash (–) mapped to the most frequent English phoneme (‘i’ in “kit”).



- An obvious way of distinguishing vowels from consonants. Vowels and consonants use different articulatory mechanisms (shaping airflow vs. restricting or interrupting it). Making this distinction immediately obvious makes UNSPELL easier to learn. Furthermore, consonants are generally shorter (in time) than vowels. Therefore, in UNSPELL, consonants are narrow and tall and vowels are wide and short. This makes it possible to learn to read Unspell by dragging a finger along at a constant rate.
- An obvious way of distinguishing voiced consonants from the paired unvoiced consonants. Since such pairs (b/p, d/t, etc.) are distinguished using a single phonological feature—[+voice]—representing each pair using the same symbol, distinguished by a voicing mark, makes UNSPELL easier to learn and also provides a more direct neural path from perception to articulation with the voicing mark acting as a switch that activates the voice box.

The resulting set of symbols is easy to read, easy to write quickly and legibly, and, because the features that distinguish the symbols are so few and so crisply defined, very easy to learn. Very importantly, the use of a completely separate set of symbols means that the neural mechanism created in the process of learning to read and write unspelled text is almost entirely separate from that used for reading conventional, spelled English. What this means is that these two ways of reading and writing English do not interfere: the use of UNSPELL does not degrade, or in any way affect, one's spelling (except possibly through neglect) because there is no confusion between the two.

What was the initial motivation behind it?

UNSPELL's inventor is a trained linguist, a published nonfiction writer and an experienced software engineer. When he and his wife had a son, he decided to create a system that would allow their son to avoid having to suffer through all the rote memorization required to learn to spell English. To him, forcing children to learn English spelling seemed like some kind of child abuse. The English schoolmasters of old used the rod unsparingly to motivate their pupils to learn to spell. Nowadays corporal punishment is illegal, and instead children who are driven to distraction by English spelling are diagnosed with Attention Deficit Disorder and prescribed Ritalin. But it still seems like child abuse, and so he set out to create a way to avoid it.

How does one type it?

The UNSPELL symbols fit perfectly onto the QWERTY keyboard that is standard throughout the English-speaking world, taking up both upper- and lower-case registers. Stressed vowels (which are wider than unstressed ones) and the eight paired voiced consonants are accessed via the shift key. Those who can already touch-type English on a QWERTY keyboard will find that they have very little to learn.

Moving forward, the plan is to make it possible to enter unspelled English text using stroke recognition software through any touch device, and to scan in text using Optical Character Recognition (OCR) even for handwritten documents. This is possible because the symbol shapes UNSPELL uses are sufficiently simple for software to recognize reliably even when they are drawn by hand.



symbols of UNSPELL are specifically designed to reduce eyestrain. Reading English text necessitates taking in each word in its entirety, causing the eye to backtrack, especially for longer words. In contrast, reading UNSPELL is a process of assembling words out of speech sounds by recognizing unambiguous phonetic symbols while tracking left to right along a baseline, at a constant rate, assembly-line fashion.

- Anyone who has ever made a fool of themselves by not knowing how to pronounce a word or a name, or by pronouncing it incorrectly.

Does it have a revenue model?

The purpose of UNSPELL is to create a public good: a simple, easy-to-learn way to read and write English that removes barriers to literacy and learning by eliminating the need for formal education and rote memorization. But since no public entity is about to step in to create this public good, it is being created through private means. This, along the way, creates some opportunities for profit.

UNSPELL is copyrighted and will be made available under a specific license. The intent is to make UNSPELL free for public, non-profit uses in areas such as education, religion, publicly-funded social services and the like. It will also be free for personal, non-commercial use, as well as for all manner of artistic uses, such as designing and selling new fonts or incorporating UNSPELL in artistic installations and productions, whether for profit or not.

Opportunities for profit will exist wherever UNSPELL is used to extend or replace existing commercial offerings: selling unspelled versions of books and other publications, selling or licensing software, teaching tools and other materials. In all cases where a product is sold to the public, a royalty-based fee structure will apply. A separate fee structure will apply for uses of UNSPELL in advertising and political speech, along with certain restrictions on content, to prevent UNSPELL from being turned into a tool of economic or political exploitation.

The initial revenue stream will come from reprints of books via print-on-demand, subscriptions for premium access to UNSPELL-related Internet resources, and from app downloads.

