

Roze by any name would spell as sweet

Annalise Walliker, youth affairs reporter , Herald-Sun , 6 March 2008

Parents are shunning traditional spellings for versions such as Alex-Zander, Cam'ron, Emma-Lee, Ozkah, Thailah and Ameleiyah.

Analysing Australian births in 2007, social analyst Mark **McCrindle** found the name Jayden was registered spelt 12 ways, Aidan nine ways, and Amelia and Tahlia eight ways.

Lachlan had five other versions -- Lochlyn, Lochlin, Lochlen, Lochlain and Lauchlan.

"The use of a `y' instead of an `i' has hit epidemic proportions, as has the use of `k' over `c' like in the names Jaykob and Lynkon, double letters like Siimon and Chriss and hyphens like Emma-Lee," said Mr **McCrindle**, of private research agency **McCrindle** Research.

The trend was due to the phonetic spelling in email and text messaging and to parents wanting their children to stand out, he said.

"Gen X parents were the first generation to grow up themselves with mum not staying home with the kids or their parents divorcing, and they hated their parents not being around to show them love.

"Knowing they will probably recreate some of those sins, they now are naming their kids uniquely to show how individual and special they are to them.

"There is also a bit of backlash against the conservative names like Jack, Ella and Olivia."

Jacqueline and Ashley Wilkinson named their daughters Briarna, born on February 15, and Maddisen, 16 months, in the hope of influencing their nicknames.

"We wanted conservative, girly names for our children. I don't like some of the more out-there names people are giving their kids," Ms Wilkinson, from Bulleen said.

"We liked the sound of the name Brianna, but I didn't want her be an `Anna' because we like the nickname `Bree', so we decided on Briarna."

Ms Wilkinson had wanted to call her first daughter Madison, but a friend wasn't so sure.

"She said, `God I hate names that rhyme. They must get so teased at school' off-handedly once and I thought, `Oh no, what am I doing with Madison Wilkinson?' " she said.

"But I've loved the name forever and didn't want to give it up, so my husband and I were on the internet one night and saw the spelling Maddisen, and knew that was it."