Microsoft

Filipino Localization Style Guide

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1 Welcome



A guide to the Microsoft voice in Filipino

2 About this style guide

The primary goal of this guide is to help you understand and learn how to address all of the necessary linguistic and stylistic nuances of Filipino during the localization of Microsoft products and services.

Other language considerations covered in this style guide are accessibility, fictitious information, trademarks, geopolitical concerns and specific software considerations.

2.1 Recommended reference material

Unless this style guide or Microsoft Terminology - Globalization | Microsoft Learn provides alternative instructions, use the orthography, grammar and terminology in the following publications:

These normative sources must be adhered to. Any deviation from them automatically fails a string in most cases. When more than one solution is possible, consult the other topics in this style guide for guidance.

1. Almario, Virgilio S. et. al, 2003. Patnubay sa Pagsasalin. 2nd ed. Pasig City: Anvil Publishing, Inc.
2. Almario, Virgilio S., General Editor. 2001. UP Diksiyonaryong Filipino. Quezon City: Sentro ng Wikang Filipino, University of the Philippines System.
3. Aspillera, Paraluman S., Basic Tagalog.Las Pinas City: M & L Licudine Enterprises
4. Diksyunaryo Filipino-English. Komisyon sa Wikang Filipino 2000. 2nd ed. Manila: Bertan Press.
5. Gaboy, Luciano L., English-Filipino Dictionary. Mandaluyong City: National Bookstore
6. Ramos, Teresita V. and Cena, Resty M, Modern Tagalog. Hawaii: University of Hawaii Press
7. Santos, Vito C. et.al. 1995. New Vicassan's English-Filipino Dictionary. Pasig City. Anvil Publishing, Inc.

These sources are meant to provide supplementary information, background, comparison, etc.

1. Almario, Virgilio S., et. al. 2003. Patnubay sa Pagsasalin. Pasig City; Anvil Publishing. 2nd edition, National Commission for Culture and the Arts
2. Arrogante, Jose A, 2007. Retorika, Masining na Pagpapahayag. Original edition, Mandaluyong City: National Bookstore.
3. Buensuceso, Teresita S. and Espiritu, Jose D. Retorika, 2005. Manila; UST Publishing House. Revised Edition
4. English, Leo James, C.Ss.R. 2002. Tagalog-English Dictionary. Mandaluyong City: National Bookstore
5. Manwal sa Pagsasalin, 2003. 1st ed. Manila: Komisyon sa Wikang Filipino
6. Consulta, Alfredo S. and Rosario, Benedicta Ma. 2008. Punctuation and Other Language Signals. Quezon City: ISA-JECHO Publishing, Inc.
7. Wikipedia – Tagalog grammar

3 Microsoft voice

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The design renaissance across Microsoft products, services, and experiences hinges on crisp simplicity.

Three principles form the foundation of our voice:

- **Warm and relaxed**: We're natural. Less formal, more grounded in honest conversations. Occasionally, we're fun. (We know when to celebrate.)
- **Crisp and clear**: We're to the point. We write for scanning first, reading second. We make it simple above all.
- **Ready to lend a hand**: We show customers we're on their side. We anticipate their real needs and offer great information at just the right time.

The Microsoft voice targets a broad set of users from technology enthusiasts and casual computer users. Although content might be different for different audiences, the principles of Microsoft voice are the same. However, Microsoft voice also means keeping the audience in mind. Choose the right words for the audience: use technical terms for technical audiences, but for consumers use common words and phrases instead.

These key elements of Microsoft voice should also extend across Microsoft content for all language locales. For each language, the specific choices in style and tone that produce Microsoft voice are different.

3.1 Choices that reflect Microsoft voice

Translating Filipino in a way that reflects Microsoft voice means choosing words and grammatical structures that reflect the same style as the source text. It also means considering the needs of the audience and the intent of the text.

The general style should be clear, friendly and concise. Use language that resembles conversation observed in everyday settings as opposed to the formal, technical language that is often used for technical and commercial content.

When you are localizing source text written in Microsoft voice, **feel free to choose words that aren't standard translations** if you think that's the best way to stay true to the intent of the source text.

Because Microsoft voice means a more conversational style, literally translating the source text may produce target text that is not relevant to customers. To guide your translation, consider the intent of the text and what the customer needs to know to successfully complete the task.

3.1.1 Biased language

Biased language referring to women or racial, ethnic, and other minority groups ranges from patronizing representations, stereotypes, and often well-intentioned euphemisms to obviously offensive expressions.

Gender bias

Regardless of whether the localized product is targeted at individual consumers, businesses, or internet audiences, the sensitivity of users to male and female stereotypes should be recognized by writers and localizers. Instead of stressing gender differences or reinforcing stereotypical distinctions between men and women, the language used should be as neutral as possible. The neutral approach also applies to the localization of scenarios, comparisons, examples, illustrations, and metaphors. Create a balance when assigning roles and functions to men and women, for example:

- Active versus passive roles
- Leading versus secondary roles
- Technical versus nontechnical professions

Scenarios, pictures, metaphors, and comparisons should be based on attributes that are common to all genders. Avoid referring to a specific gender for a person whose gender

isn't known or relevant—for example, the user or a site administrator. You can often avoid this situation by rewriting the sentence to make the subject plural. The language in Microsoft products should sound natural, and people don't talk this way. Also, avoid the use of the slash or brackets to combine genders (although sometimes exceptions are made—see the following table).

Ethnic and racial bias

Ethnic or racial slurs are easy to identify and therefore easy to avoid. It's more difficult, however, to avoid involuntary bias, which arises from the use of expressions or names that the group represented considers inappropriate. This applies to word choices but also to scenarios, examples, and illustrations. As a rule, the group and its members should be represented as they want to be. This means above all using the name that the group itself uses. These names sometimes change because of altered cultural awareness or a change of consciousness within the group itself, so that terms used in the past may no longer be acceptable. If in doubt, the localizer needs to research the most current sources on the name of the group.

3.1.2 Word choice

Terminology

Use approved terminology from Microsoft Terminology - Globalization | Microsoft Learn where applicable, for example for key terms, technical terms, and product names.

Short word forms and everyday words

Microsoft voice text written in US English prefers the short, simple words spoken in everyday conversations. In English, shorter words are generally friendlier and less formal. Short words also save space on screen and are easier to read quickly. Precise, well-chosen words add clarity, but it is important to be intentional about using everyday words that customers are accustomed to.

en-US source term	Filipino word	Filipino word usage
app	aplikasyon	application
hard disk		hard disk

contact	makipag-ugnayan, makipag-alam, kontakin	use "kontakin" for informal effect
info	impormasyon	impormasyon
mouse		mouse
data	Datos	data
memory	Memorya	memory
hard drive		hard drive
CD drive		CD drive
keyboard	teklado	keyboard
PC		PC
computer	kompyuter	computer
you	ka, iyo	Ka, iyo (do not use formal "kayo" or "inyo")

3.1.3 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone.

en-US source	Filipino word to avoid	Filipino word/phrase
to provide help	upang magbigay ng tulong	upang makatulong/upang tumulong
experiencing problems	nakararanas ng mga problema	nagkakaproblema
But	Nguni't, Subali't, Datapuwa't, Pero	Pero
to issue	upang magpalabas	upang mag-isyu
to give/provide guidance	Magbigay/magkaloob ng gabay	upang gumabay

en-US source	Filipino word to avoid	Filipino word/phrase
Make a recommendation	Gumawa ng rekomendasyon	Irekomenda/Magrekomenda
You aren't allowed to send messages	Hindi ka pinahihintulutang magpadala ng mga mensahe	Hindi ka puwedeng magpadala ng mga mensahe
Search results may take a long time to appear	Maaaring gumugol ng mahabang oras bago lumabas ang mga resulta ng paghahanap	Baka matagalan ang paglabas ng mga resulta ng paghahanap
you can listen to this message by using a telephone	maaari mong pakinggan ang mensaheng ito sa pamamagitan ng paggamit ng telepono	mapapakinggan mo ang mensaheng ito gamit ang telepono

3.2 Sample Microsoft voice text

The source and target phrase samples in the following sections illustrate the intent of the Microsoft voice.

3.2.1 Address the user to take action

US English	Filipino target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	Mali ang password, kaya pakisubukang muli. Case-sensitive ang mga password.	The user has entered an incorrect password so provide the user with a short and friendly message with the action to try again.
This product key didn't work. Please check it and try again.	Hindi gumana ang product key na ito. Pakitingnan ito at subukang muli.	The user has entered incorrect product key. The message casually and politely asks the user to check it and try again.
All ready to go	Handa na ang lahat.	Casual and short message to inform user that setup has

US English	Filipino target	Explanation
		completed, ready to start using the system.
Would you like to continue?	Gusto mo bang magpatuloy?	Use of the second person pronoun "you" to politely ask the user if they would like to continue.
Give your PC a name—any name you want. If you want to change the background color, turn high contrast off in PC settings.	Pangalanan ang PC mo–kahit anong gusto mo. Kung gusto mong palitan ang kulay ng background, i-off ang high contrast sa mga setting ng PC.	Address the user directly using second person pronoun to take the necessary action.

3.2.2 Explanatory text and providing support

US English	Filipino target	Explanation
The updates are installed, but Windows 8 Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	Naka-install na ang mga update, pero kailangang mag-restart ng Setup ng Windows 8 para gumana ang mga ito. Pagka-restart nito, ipagpapatuloy namin ang iniwan namin.	The language is natural, the way people talk. In this case voice is reassuring, letting the user know that we're doing the work. Use of "we" provides a more personal feel.
If you restart now, you and any other people using this PC could lose unsaved work.	Kung magre-restart ka ngayon, ikaw at ang ibang mga taong gumagamit dito sa PC ay maaaring mawalan ng hindi naka-save na gawain.	Voice is clear and natural informing the user what will happen if this action is taken.
This document will be automatically moved to the right library and folder after you correct invalid or missing properties.	Awtomatikong ililipat ang dokumentong ito sa tamang library at folder pagkatapos mong iwasto ang mga hindi tama o nawawalang katangian.	Voice talks to the user informatively and directly on the action that will be taken.

US English	Filipino target	Explanation
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	May nangyaring masama! Hindi mahanap ang mga na-download na file para gumawa ng bootable na USB flash drive mo.	Without complexity and using short sentences inform the user what has happened.

3.2.3 Promoting a feature

US English	Filipino target	Explanation
Picture password is a new way to help you protect your touchscreen PC. You choose the picture—and the gestures you use with it—to create a password that's uniquely yours.	Ang larawang password ay isang bagong paraan para matulungan kang protektahan ang touchscreen PC mo. Ikaw ang pipili ng larawan — at ng mga galaw na gagamitin mo kasama nito — para makagawa ng password na iyong-iyo talaga.	Promoting a specific feature with the use of em-dash to emphasis the specific requirements to enable the feature which in this case is picture password.
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	Hayaan ang mga app na magbigay sa iyo ng personalized na nilalaman batay sa lokasyon, pangalan at larawan sa account ng PC mo at iba pang impormasyon ng domain.	Promoting the use of apps. Depending on the context of the string we can add some more familiarity to the text by using everyday words for e.g. PC.

3.2.4 Providing how-to guidelines

US English	Filipino target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Para bumalik at i-save ang ginagawa mo, -i-click ang Kanselahin at tapusin ang kailangan mong matapos.	Short and clear action using second person pronoun.
To confirm your current picture password, just watch the	Para kumpirmahin ang kasalukuyan mong larawang password, panoorin lang ang	Voice is simple and natural.

replay and trace the example gestures shown on your picture.	replay at gayahin ang mga halimbawang galaw na ipinapakita sa larawan mo.	The user isn't overloaded with information; we tell them only what they need to know to make a decision.
It's time to enter the product key. It should be on the box that the Windows DVD came in or in an email that shows you bought Windows. When you connect to the Internet, we'll activate Windows for you.	Oras na para ilagay ang product key. Nakalagay dapat ito sa kahon ng Windows DVD o sa isang email na nagsasabing bumili ka ng Windows. Kapag kumonekta ka sa Internet, isasaaktibo namin ang Windows para sa iyo.	Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter the product key.

4 Language-specific standards

This part of the style guide contains information and guidelines specific to Filipino.

4.1 Grammar, syntax and orthographic standards

This section includes information on how to apply the general language and syntax rules to Microsoft products, online content, and documentation.

4.1.1 Abbreviations

Common Abbreviations

You might need to abbreviate some words in the UI (mainly buttons or options names) due to lack of space.

There are no abbreviations like this that needs to be addressed in Filipino. However, a similar issue on the use of the contracted "-'t" and "-'y" needs to be addressed. Avoid using contracted 'at' and 'ay' in structures. It is better to use the long form.

You might need to abbreviate some words in the UI (mainly buttons or options names) due to lack of space.

List of common abbreviations:

Expression	Acceptable Abbreviation
for example (halimbawa)	(+) hal.
Number (bilang, numero)	(+) blg., num.
a.m. (ng umaga)	(+) n.u.
p.m. (ng hapon, ng gabi)	(+) n.h., n.g.
etc. (at iba pa)	(+) atbp.
signed (nilagdaan)	(+) lgd.
year (taon)	(+) tn.
month (buwan)	(+) bwn.
mm	(+) bb
dd	(+) aa
yyyy	(+) tttt
document (dokumento)	(+) dok.
page (pahina)	(+) ph.

Don't leave a non-breaking space (CTRL+SHIFT+SPACE) between the number and the measurement in Filipino.

Do not abbreviate such words that users might not recognize. If you have any doubt, spell out the word rather than use an abbreviation.

4.1.2 Acronyms

Acronyms are words made up of the initial letters of major parts of a compound term. Some well-known examples are WYSIWYG (What You See Is What You Get), DNS (Domain Name Server) or HTML (Hypertext Markup Language).

Caution: Do not include a generic term after an acronym or abbreviation if one of the letters in the acronym stands for that term. Even though this might occur in the US-English version, it should be "corrected" in the localized version. The following examples show the redundancy in red for English terms:

- (-) RPC call
- (-) HTML language
- (-) TCP/IP-Protocol
- (-) PIN Number

The following examples show the redundancy in red for Filipino terms:

- (-) RPC na tawag
- (-) HTML na lengguahe
- (-) TCP/IP na Protokol
- (-) PIN na numero

Localized Acronyms

In online help or documentation, spell out the words that comprise an acronym or abbreviation the first time that acronym is used in the text. You should include the language-specific translation, the US term, and the acronym as in the following example:

- Mga Bagay sa Pag-access ng Data (Data Access Objects, DAO)
- Mga Bagay ng Data na ActiveX (ActiveX Data Objects, ADO)

In the user interface, there is usually not enough space for all three terms (US term, language-specific translation, and the acronym); only in wizards, the acronym can easily be spelled out and localized on first mention. If there are space constraints or there is no 'first' occurrence, it is up to you to judge to the best of your knowledge whether the acronym or abbreviation can be left as is or should be spelled out and localized.

You should also consider that different users will have different levels of knowledge about a product. For example, an Italian Exchange user will understand “DL,” but the average Italian Windows user might not understand “DL” and would need to see “lista di distribuzione" (distribution list) instead. Try to be consistent within a product with your use of acronyms and initializations.

Note: Although the English acronym cannot generally be derived from the language-specific translation, creating a new acronym derived from the language-specific translated term is not an option. For example, do not replace an English acronym with a language-specific acronym; instead, leave the English acronym or abbreviation intact, as in the following examples “where DLL” and “DPI” are correctly rendered as "DLL" and "DPI":

Language	English example	Acceptable translation
Hausa	Application Initialization DLL	(+) Farawa Afilikeshon DLL
Kiswahili	DPI Scaling	(+) Urekebishaji DPI
Filipino	Application Initialization DLL	(+) Pagpapasimula ng Application DLL **NOT** (-) Pagpapasimula ng Application PNA

Unlocalized Acronyms

Many abbreviations and acronyms are standardized and remain untranslated. They are only followed by their full spelling in English if the acronym needs to be explained to the speakers of a different language. In other cases, where the acronym is rather common, adding the fully spelled-out form will only confuse users. In these cases, the acronym can be used on its own.

The following list contains examples of acronyms and abbreviations that are considered commonly understood; these acronyms and abbreviations should not be localized or spelled out in full in English:

- ANSI (American National Standards Institute)
- ISO (International Standards Organization)
- ISDN
- DOS
- DSL
- CD
- DVD

If you are unsure what an acronym or abbreviation stands for or refers to, please contact the Moderator responsible for this Style Guide.

4.1.3 Adjectives

In Filipino, adjectives should be handled in the following manner.

There are 3 degrees of adjective in Filipino namely Neutral, Comparative and Superlative.

Neutral adjectives—these are the standard or regular type of adjective
Regular type:
Ex. (+) Malaki, mabagal, mabilis

As noun modifier
Ex. (+) Malaking file, mabagal na koneksyon, mabilis na download
As a predicate of an Adjectival Sentence
Ex. (+) Malaki ang file, mabagal na koneksyon sa internet, mabilis na download ng file

Comparative adjectives—these are used when comparing different things.
Equal comparison:
Ex. (+) Magkasing laki ang file, Kasing laki ang file, Singlaki ang file.
Unequal comparison:
Ex. (+) Mas malaki ang file ng video kaysa sa file ng dokumento

Superlative adjective – this is the highest degree of an adjective
Ex. (+) Ang laki-laki ng file, Ang bagal-bagal ng koneksyon, Ang bilis-bilis ng download
Pagkalaki-laki ng file, Pagkabagal-bagal ng koneksyon, Pagkabilis-bilis ng download
Ubod ng laki ang file, Saksakan ng bagal ang koneksyon, Ganap na mabilis ang download

Possessive adjectives

The frequent use of possessives is a feature of English language. However in Filipino, possessive adjective describes a noun by telling whom it belongs to or answer the question whose.

4.1.4 Articles

General considerations

The definite article is "ang" (meaning "the").

The indefinite articles are "isang" ("one" or "a/an"); "ilang"/"mga" ("some"); "alinman" ("any").

Many error messages in English vary with regard to the use of articles, demonstrative and possessive pronouns. Please be consistent in how you deal with such variation in Filipino.

English example	Filipino example	Explanation
File already exists The file already exists This file already exists	(+) Mayroon nang file	In complete sentences, use determiners

English example	Filipino example	Explanation
		consistently even if the US string does not.
Not enough memory to complete this operation.	(+) Walang sapat na memory para kumpletuhin ang operasyon.	No need to use a demonstrative construction, unless it is important in context.
Windows Vista cannot start your system. If the problem persists, contact your network administrator.	(+) Hindi mapagana ng Windows Vista ang system. Kung magpapatuloy ang problema, kontakin ang tagapangasiwa ng network.	Avoid using possessive marker "your" unless ownership is important in context.

In Filipino, there are markers that mark nouns or noun phrases in a sentence. These markers introduce nouns as subject (topic) or non-subject (non-topic). The following table summarizes markers and possessive pronouns.

Noun Markers			
	Non-subject		Subject
Non-personal			
singular	**ng**	**sa**	**ang**
plural	**ng mga**	**sa mga**	**ang mga**
Personal			
singular	**ni**	**kay**	**si**
plural	**nina**	**kina**	**sina**

Unlocalized Feature Names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language. We treat them in this way:

Product names and non-translated feature names should also be treated as proper nouns in Filipino.

English example	Filipino example
Windows Mail shares your Internet Connection settings with Internet Explorer	(+) Ibinabahagi ng Windows Mail ang iyong mga setting sa Internet Connection sa Internet Explorer
Website addresses will be sent to Microsoft	(+) Ipapadala ang mga address ng website sa Microsoft

By contrast, translated feature names are used with a definite or indefinite article as they are not treated as proper names. In Filipino, this would mean marking them appropriately with ‘ang’, 'ng' or ‘sa’.

English example	Filipino example
Hide the Task Manager when it is minimized	(+) Itatago ang Task Manager kapag ito ay pinaliit
Check for updates in your installed Media Player's language	(+) Tingnan ang mga update sa iyong na-install na linggwahe ng Media Player

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The following translations must be used:

English text	Filipino translation
Copyright	(+) Copyright
All rights reserved	(+) Nakalaan ang lahat ng karapatan
Microsoft Corporation	(+) Microsoft Corporation

Localized Feature Names

Feature names are considered proper nouns and kept in English.

Example: ‘Cut’ – (+) “I-cut”

‘Paste’ – (+) “I-paste”

Articles for English Borrowed Terms

When faced with an English loan word previously used in Microsoft products, consider the following options:

The use of borrowed words is so widespread in Filipino due to technology that there exists mass English-Filipino bilingualism at present. Noteworthy, the use of an English borrowing does not necessarily imply the lack of the native equivalent but rather it only conveys the message even better.
Filipino speakers usually handle such words as foreign words italicizing them in the text in print media. It is important to always separate the borrowed words from the Filipino prefix using a hyphen.

He cannot log-on - Hindi siya maka-log-on
He cannot save the document. - Hindi niya ma-save ang dokumento.
Scanning details - Mga detalye ng pag-scan:
He deleted a file. - Nag-delete siya ng file.
Downloading new version... - Nagda-download ng bagong bersiyon
He withdrew. - Nag-withdraw siya.
My photo is attached here. - Naka-attach dito ang litrato ko.
He just browsed with friends. - Naki-browse lang siya sa mga kaibigan.
The configuration files could not be loaded: - Hindi mailo-load ang mga file ng kumpigurasyon:
Update the {0} - I-update ang {0}
currently logged-on account - account na kasalukuyang naka-log on

- Motivation: Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of the Filipino language?
- Analogy: Is there an equivalent Filipino term whose article could be used?
- Frequency: Is the term used in other technical documentation? If so, what article is used most often?

The internet may be a helpful reference here.

Please always consult Microsoft Terminology - Globalization | Microsoft Learn to confirm the user of a new loan word and its proper article to avoid inconsistencies.

en-US source	Filipino target
Exchange ActiveSync encountered an unexpected error	Isang hindi inaasahang error ang natagpuan ng Exchange ActiveSync

4.1.5 Capitalization

If the first word in the English source string is capitalized, the corresponding first word in the target language should also be capitalized. If the word in the English source string is not capitalized, the corresponding first word in the target language should also not be capitalized, unless language-specific rules specify different capitalization.

Some strings are concatenated “at run-time” and you will occasionally find strings that seem to lack a subject or simply start in the middle. Be careful not to start such strings with an upper-case letter, unless the spelling rules of your language require it.

Example of a string:

is trying to connect to this computer. If you allow, you will be disconnected, but you can resume later. Do you want to allow this connection?\r\n

Filipino:

ay sinusubukang kumunekta sa computer na ito. Kung hahayaan mo, madidiskunekta ka, pero muli kang makakapagpatuloy. Pahihintulutan mo ba ang koneksyon na ito?\r\n

Many more nouns and verbs are capitalized in the English source string than would normally be expected. You should not try to mimic the capitalization in the source strings, but use your knowledge of the spelling conventions of Filipino to decide which words in a string to capitalize and which to leave lower-case. Over-capitalization is awkward and leads to inconsistencies in the UI.

Should an English noun be capitalized in the source string and be translated by two words in the target language, be consistent in capitalizing according to the rules below. Be consistent in the application of spelling rules.

Here are a few of the relevant rules on capitalization.

Rules for Capitalizing Content

- **Sentences and Phrases**

1. Capitalize the first word of a sentence.

2. When the first word of a source phrase is capitalized, capitalize the first word of the translation phrase.
3. When the entire sentence or phrase of the source text is capitalized, only the significant words in the translated sentence or phrase are capitalized. The three (or fewer) lettered words like markers, particles and linkers are not capitalized unless it is the first word of the phrase or sentence.
4. When the translation of a capitalized source term is a hyphenated compound word, only the first word is capitalized.
5. When the translation of a word is a phrase, the significant words in the said translation phrase are translated according to Rule #3.

- **Individual words**

1. When the source text is capitalized
2. Capitalize proper nouns (names of people, places, product names, organizations, languages, etc.)
3. Trademarks or product names
4. Names of national, political, racial, social, civic and athletic groups or organizations.
5. Abbreviations and acronyms in the source text.
6. Geographic regions but not directions

English example	Filipino example
Manage IP Safelists	(+) Pangasiwaan ang mga Safelist ng IP
GALSync 2010 Known Issues	(+) Mga Natukoy na Isyu sa GALSync 2010
Log off user	(+) I-log off ang gumagamit
Sample Welcome Message	(+) Halimbawa ng Pagbating Mensahe
Learn About Changing Your Voice Mail Settings	(+) Alamin ang Tungkol sa Pagbabago ng Iyong Mga Setting ng Voice Mail
Message, Mailbox, and Recipient Limits	(+) Mga Limitasyon sa Mensahe, Mailbox, at Tagatanggap

4.1.6 Compounds

Generally, compounds should be understandable and clear to the user. Overly long or complex compounds should be avoided. Keep in mind that unintuitive compounds are ultimately an intelligibility and usability issue.

Affixation:

There are many affixes that could add other meanings to a root word. Aside from the usual focus related affixes, Filipino has many word forming affixes that could be used in forming compounds which could also be used to shorten lengthy translations. The most helpful reference for these affixes is the list of affixes listed in Filipino-English dictionaries, and the most extensive list is in English-Filipino Dictionary by L.L. Gaboy.

Below are examples of the relevant affixes:

Affixes	Meaning	Examples
-an, -han	Noun forming affix to indicate place of, to/from whom to, utility English equivalent: where/whom to + root	(+) lalagyan—container (+) padadalhan—whom to send to (+) bibigyan—whom to give to
de-	Indicate quality of possession of quality mentioned in the root word English equivalent: -d, -ed, -ic	(+) de-kuryente—electric (+) de-kahon—boxed (+) de-lata—canned
di-	Adjective or adverb indicating negative of the root word English equivalent: un-, dis-, non-	(+) di-konektado—disconnected (+) di-tapos—unfinished (+) di-katanggap-tanggap—unacceptable
pagka-	Indicates character, condition, manner (how it is…) English equivalent: -ity, -ship,-hood, -ness	(+) pagkakagawa—workmanship (+) pagkakakabit—how it is connected (+) pagkakakonekta—connectivity
ika-	indicates cause or reason	(+) ikasisira—reason of breakdown
ka-	Indicates recently completed action English equivalent: has just…	(+) kapipindot—has just pressed kalilipat—has just transferred

Affixes	Meaning	Examples
Ipang-, ipam-, ipan- **Pang-, pam-, pan-**	Indicates utility English equivalent: to be used for / use for	(+) ipang-edit—use to edit (+) ipansulat / ipanulat—use to write (+) ipambasa / ipangbasa—use to read
naka-	Adjective forming affix for verb roots English equivalent: -ed, -ing	(+) nakahanda—prepared (+) nakakabit—attached (+) nakakonekta—connected
pag-	Noun forming affix English equivalent: -ing, -ent	(+) pagpapahusay - improvement
['mag-'/mang-] + 1st syllable of rw+ rw	Indicates profession, work English equivalent: -er' -ian	(+) manlalaro—player (+) manunulat—writer (+) manggagamot—doctor/physician

Combination of words:

When combining words, you need to link them properly to form grammatically accurate phrase. When the translation is an adjectival phrase, it is necessary to use linkers. For this section, a linker is a word that links a product or a component name with the other additions of the phrase. The linkers are 'na', '-ng', and '-g' .

There are specific rules when to use these:

- The linker 'na' is used when the word that precedes it ends in a consonant
- The linker '-ng' is used as a suffix when the word that precedes it ends in a vowel
- The linker '-g' is used as a suffix when the word that precedes it ends in 'n'

Here are some examples how these are used:

English example	Filipino example
multimedia files	(+) mga file na multimedia
Visual Basic project	(+) proyektong Visual Basic

English example	Filipino example
portable computer	(+) bitbiting computer
e-mail message	(+) mensaheng e-mail
Digital license	(+) Lisensiyang digital

Other words used for compounding are 'ng' (of) and 'sa' (in, on, at, by, etc). Below are some examples:

English examples	Filipino example
Internet Accounts	(+) Mga Account sa Internet
Logon script processing	(+) Pagproseso ng script sa pag-logon
Workgroup Administrator	(+) Tagapangasiwa ng Workgroup
Internet News Server Name	(+) Pangalan ng Server ng Balita sa Internet

For all of these linguistic features and grammatical rules, please refer to Basic Tagalog by P.S. Aspillera, Modern Tagalog by Teresita V. Ramos and Resty M. Cena and other grammar books of Teresia V. Ramos.

4.1.7 Conjunctions

For en-US Microsoft voice, use of conjunctions is another way to help convey a conversational tone. Starting a sentence with a conjunction can be used to convey an informal tone and style.

There are some conjunctions and prepositions that are more natural- and casual-sounding than others with the same meaning and more appropriate for use in the modern voice.

The following are some examples:

en-US source text	fil-PH old use of conjunctions	fil-PH new use of conjunctions
but	ngunit, subalit, datapwat (conj.)	*pero*

to	upang (conj.)	*para*
because	sapagkat (conj.)	*dahil*
according to	alinsunod sa (prep.)	*ayon sa*

4.1.8 Gender

There are three genders for the Filipino language - masculine, feminine and neuter. On the other hand, Filipino does not distinguish gender in referent words, such as pronouns. For example, "she" and "he" in English is equivalent to "siya" in Filipino, which means "that person" (no specific gender). Also, "hers" and "his" in English is equivalent to "kanya" in Filipino, which means "belonging to that person" (again, no specific gender).

Example:

He is a boy.	(+) Siya ay lalaki.
She is a girl.	(+) Siya ay babae.
The file is hers.	(+) Sa kanya ang file.
The man is using his own account.	(+) Ginagamit ng lalaki ang sarili niyang account.

4.1.9 Genitive

Filipino does not distinguish gender for the singular third person unlike English's he, she, and it. Filipino pronouns have nominative (subjective), two objective, and genitive (possessive) cases. The table below lists all of these cases, some of which are accompanied by contracted forms. The apostrophe is actually a formality and is almost always left out in written texts.

Example:

	Singular	Plural
First person	akin	amin
First-second person		atin
Second person	iyo	inyo

Third person	kaniya or	kanila
	kan'ya	

Convention 1 (e.g. Attaching a genitive "s" to (trademarked) product names is not feasible, as it could be interpreted as a modification of such names.)

In the example below the term 'ng' serves as genitive marker or simply 'of' in English.

Example: Windows's server

Translation: (+) Server ng Windows

4.1.10 Localizing colloquialism, idioms, and metaphors

The Microsoft voice allows for the use of culture-centric colloquialisms, idioms and metaphors (collectively referred to "colloquialism").

Choose from the following options to express the intent of the source text appropriately.

- Do not attempt to replace the source colloquialism with an Filipino colloquialism that fits the same meaning of the particular context unless it is a perfect and natural fit for that context.
- Translate the *intended meaning* of the colloquialism in the source text (as opposed to literally translating the original colloquialism in the source text), but only if the colloquialism's meaning is an integral part of the text that can't be omitted.
- If the colloquialism can be omitted without affecting the meaning of the text, omit it.

4.1.11 Modifiers

In Filipino, a word can take the role of both an adverb and an adjective.

Adjectives modify nouns by the linker *na*. However if *na* follows a word ending in a vowel or glottal stop or the letter N, then it becomes suffixed to that word as *-ng*. The adjective can either come before or come after the word it modifies. Adverbs modify verbs by following the verb and being marked by *nang* or preceding the verb with the linkers *na* or *-ng*, which is optional.

The word *mabilís* (fast) is used as an example below:

(+) Mabilís ang koneksyon.
"The connection is fast."

(+) Ang koneksyong mabilís.
"The fast connection."

(+) Kumukunekta ang internet nang mabilís.
"The internet connects fast."

But note also: Mabilís kumunekta ang internet.
"Internet connects fast."

Modifiers can be a stand-alone rootword or the rootword can be affixed: *basâ* (wet), *buháy* (alive), *patáy* (dead), *hinóg* (ripe), *pangit* (ugly), *pulá* (red), *putî* (white), and *itím* (black). The most common modifier prefix is *ma-: matandâ* (old), *mataás* (high), *maliít* (little), *malakí* (big), *mabahò* (smelly), *masaráp* (delicious), *malakás* (strong), and *mapulá* (reddish).

Other affixes denote different meanings. For example *pinaká-* is the superlative; *pinakamalakás* (strongest). Another is *nakasalamín* (bespectacled, wearing glasses).

4.1.12 Nouns

General considerations

While Filipino nouns are not inflected, they are usually preceded by case-marking particles. These follow an Austronesian alignment (also known as a 'trigger' system) which is unique to the Philippines and neighboring islands. There are three basic cases: *direct* (or absolutive, often inaccurately labeled the nominative), *indirect (which may function as an ergative, accusative, or genitive), and oblique*.

	Direct	Indirect	Oblique	Locative
Common singular	ang, 'yung (iyong)	ng, n'ung (niyong)	sa	nasa
Common plural	ang mgá, 'yung mgá	ng mgá, n'ung mgá	sa mgá	nasa mga
	(iyong mgá)	(niyong mgá)		
Personal singular	si	ni	kay	na kay

Personal plural	sina	nina	kina	nakina

Plural Formation

For plurals, add mga immediately before the noun.

Example:

Files—(+) Mga file
Emails—(+) Mga email

4.1.13 Numbers

This topic includes guidelines when to use numerals (symbol that represents a number. e.g. 1, 2, 3, 234, etc.) and when to spell out numbers (one, two, three, two hundred and thirty-four) and other aspects for the particular language.

Consistency is the key in writing numbers, thus, the following rules can be helpful in Filipino translations for consistency purposes:

1. Even if under 10, when numbers are in a list, keep all the numbers in the list consistent.

Examples:

He gave his younger brother 2 pairs of shoes, 4 long pants and 5 shorts.—Binigyan niya ng 2 pares na sapatos, 4 na pantalon at 5 korto ang kanyang nakababatang kapatid.

She has four sisters aged 3, 5, 7 and 9.—Mayroon siyang apat na kapatid na babae na edad 3, 5, 7 at 9.

2. Spell out all numbers that begin a sentence.

Examples:

Forty-four policemen were killed in the clash.—Apatnapu't apat na pulis ang napatay sa sagupaan.

Ninety athletes joined the competition last year, but this time there were only 70.—Siyamnapung atleta ang lumahok sa kompetisyon noong nakaraang taon, ngunit may 70 lamang sa pagkakataong ito.

He submitted his project at 10 A.M.—Alas-diyes ng umaga niya isinumite ang kanyang proyekto.

3. Always use the numeric form for years.

Examples:

2014 was a very good year for him.—Napakaganda ng 2014 para sa kanya.

The program was launched in 2000.—Inilunsad ang programa noong 2000.

4. Observe proper contraction or hyphenation, whichever is applicable, for all compound numbers and fractions written in words.

Examples:

Thirty-two members signed the petition.—Tatlumpu't dalawang miyembro ang lumagda sa petisyon.

Sixteen delegates were sent to the convention.—Labing-anim na delegado ang ipinadala sa kombensiyon.

The bottle is filled with about two-thirds liquid.—Halos dalawang-katlong likido ang laman ng bote.

The length of table is five and a half meters.—Lima't kalahating metro ang haba ng mesa.

5. Use commas in figures with four or more digits.

Examples:

5,005 search results – 5,005 resulta ng paghahanap; 1,055 documents—1,055 dokumento; $1,500,000.00—$1,500,000.00

4.1.14 Prepositions

Be aware of proper preposition use in translations. Many translators, influenced by the English language, omit them or change the word order.

For the Microsoft voice, use of prepositions is another way to help convey a casual or conversational tone. Starting or ending a sentence with a preposition is acceptable practice in conveying Microsoft voice.

The preposition in Filipino is only rendered by one word—"sa." This is used to convey the concept of English prepositions "in, on, to, from, for, through, etc." However, it is clearer to use the words "mula sa," "galing sa" to mean from.

US Expression	Filipino Expression	Comment
migrate to	(+) Ilipat sa	
Migrate from	(+) Ilipat mula sa	"mula" or "galing" could be used
import to	(+) i-import sa	
import from	(+) i-import mula sa	"mula" or "galing" could be used
export to	(+) i-export sa	
export from	(+) i-export mula sa	
update to	(+) I-update sa	
upgrade to	(+) i-upgrade sa	
change to change from	(+) palitan sa	Take note that "palitan" is to change to, and "ipalit" is "replace with"
click on	(+) i-click sa / mag-click sa	
connect to connect from	(+) ikonekta sa (+) ikonekta mula sa	
welcome to ...	(+) Welcome sa...	

The examples below contain frequently occurring noun phrases that are preceded by a preposition. Please use this table as a reference.

US-English expression	Filipino expression	Comment
In the toolbar	(+) sa toolbar	"sa" is the equivalent for all of the prepositions in English
on the tab	(+) sa tab	
on the menu	(+) sa menu	
on the net	(+) sa net	
on the Internet	(+) sa internet	
on the Web	(+) sa web	
on a web site	(+) sa web site	
on a web page	(+) sa pahina ng web	

4.1.15 Pronouns

Personal pronouns are used to replace noun phrases that refer to person(s). However, many young Filipino-speakers in the Philippines nowadays use these pronouns to refer to other animate and inanimate nouns. This is a colloquial usage and translators are advised to limit the use of these pronouns to refer only to people.

First person pronouns refer to the person who is doing the speaking.

1. When there is only one person referred to, the singular form of the pronoun is used (Ex.: I).
2. When more than one person is refferred to the plural form is used.

Second person pronouns refer to the person being spoken to (Ex.: *you*).

Third person pronouns refer to someone who is neither the speaker, nor the listener. This kind of pronouns refers to someone who is outside the conversation (e.g. *him*, *they*).

There are different markers that indicate if a noun is in focus (**ANG**), not in focus (**NG**), or involved with directions (**SA**), and there is also a pronoun that is in focus, a pronoun that is not focused, and a pronoun that is involved with direction.

Even if the markers specify the cases of nouns, the word order is not free and words are arranged in P-S-O order. The order can be re-arranged with the use of "ay" marker, but without it, the verb should come first then the subject or the agent that does the act, and the object will be placed at the end of the sentence.

When the noun indicates plural objects, "mga" will precede the noun and placed right after the markers (as in "ang mga mensahe").

If the following noun is a person's name, the marker should be replaced respectively with the following:

si (ANG form)
ni (NG form)
kay (SA form)

In case of pronouns, each pronoun has all three cases as in:

Ako – ko – akin (I—my—me)

Note that there are inclusive and exclusive "we" or first person plural.

"Kami" indicates that the speaker intends to exclude the listener.

Now, if the listener is included, "tayo" should be used.

There are only two (2) English demonstratives, namely, "this" and "that"; whereas Filipino demonstratives make a clear distinction of "iyan" and "iyon."

All of these demonstratives take the ANG/NG/SA forms such as:

ito – nito – dito
iyan – niyan – diyan
iyon – noon – doon

Alternatively, for cases wherein the demonstratives follow vowel-ending words, the SA form has the rito, riyan, and roon variations.

4.1.16 Punctuation

This section explains how to use Filipino-specific punctuation in place of the US-English punctuation found in the source interface and content.

The Filipino language follows the English rules for the use of basic punctuation marks. When localizing, please adhere to the punctuation basic rules of English.

The 2001 Revision of the Alphabet and Spelling Guide of Filipino Language (Patnubay sa Ispeling ng Wikang Filipino) issued by the Commission on Filipino Language provides some general rules on the proper use of commas, hyphen and other punctuations. For the complete list of the punctuations and how these are used, you could also refer to the recommended Punctuation and Other Language Signals and Retorika references listed in the **Informative References** section.

Decimal separator

Numbers may be written with numerals (120) or spelled out (*isang daan at dalawampu*). The choice of either spelling numbers or writing them out with numerals depends on the English source. It is not recommended to mix them in the same text. If simple and more complex numbers are used in the same text, numerals are preferred.

The following are always written with numerals:

- Time (1:00 PM)
- Dates and years (Enero 1, 2013)
- Metric system measures (5m, 33km, 12kg)
- Temperature degrees (24ºC)
- Number of inhabitants (41, 000, 000)
- Version number (Bersyon 3.0)
- Page numbers (Pahina 18)
- Article numbers (Artíkulo 15)

English and Filipino both use a period as a decimal separator.

Example:

English: 5.25 inches
Filipino: 5.25 pulgada

For numbers smaller than 1, follow English source.

Example:

English: .5
Filipino: .5
For thousands, please follow English source.

Example:

English: 1,526
Filipino: 1.526

Comma

The Filipino language follows the English rules for the use of commas.

Make sure to include a space after the commas.

Example: (+) Marso 27, 2010

Colon

Do not use colons if the introduction is not a complete sentence and one of the items in the list is needed to complete the thought.

Do not use a colon to separate a verb from its objects.

Do not use colon after "such as."

Do not use a colon to separate a preposition from its objects.

Example:

US English	Filipino target
He was in charge of: reservation, registration and room assignments.	Siya ang may katungkulan sa pagrereserba, pagrerehistro at pagtatakda ng mga silid.

Dashes and Hyphens

Three different dash characters are used in English:

Hyphen

The hyphen is used to divide words between syllables, to link parts of a compound word, and to connect the parts of an inverted or imperative verb form. There are different uses of hyphens in the written form of the Filipino language.

Below are common uses hyphens and corresponding examples.

1. Hyphens are used in combining Filipino prefixes and English words.

Example:

US English	Filipino target
download	i-download / mag-download
upload	i-upload / mag-upload
print	i-print / mag-print
save	i-save / mag-save
debug	i-debug / mag-debug

In some cases, hyphens may be removed entirely. For an English word that sounds like a Filipino word when spoken, a hyphen may not be used anymore.

Example:

magmonitor (to monitor)

Just be careful when doing so as there are words that the audience might not recognize when used without the hyphen.

Example:

to ban (+) i-ban (to ban) (-) iban

2. Hyphens must be used when using the Filipino prefix "de-." The prefix "de-" is used to indicate usage of a thing to indicate a level or standing. It is wrong to remove the hyphen in such words to place a space instead.

US English	Filipino target
electric	de-kuryente
motorized	de-motor
of high quality	de-kalidad

3. Hyphens are used to connect phrasal adjectives: two words or more that collectively modify or describe another, which comes after.

Example:

one-click install	(+)	isang-klik na pag-install

4. Hyphens are used to separate the figures from the prefix ika- when writing the date, time and other numbers.

Examples:

October 24, 2014	(+)	ika-24 ng Oktubre, 2014
2:00 P.M.	(+)	ika-2:00 N.H.
chapter 20	(+)	ika-20 kabanata

5. Hyphens are used I writing worded fractions in Filipino

Example:

one-third	(+)	isang-katlo
one-fourth	(+)	isang-kapat

6. Hyphens are also used to separate two (nearly) identical parts of a word. Examples: Filipinos have been used to seeing hyphens on these words that in their minds, the repeated word without the hyphen simply do not exist.

Example:

isa-isa	dahan-dahan
tayo-tayo	turo-turo
sila-sila	luko-luko
pantay-pantay	taba-taba

7. Hyphens are used to combine two different words together to come up with a new one using hyphens to integrate two words together to come up with a totally unique idea. Not using hyphens in this case will muddle the thought of the sentence rendering it unintelligible.

Examples:

bantay-salakay
isip-bata

8. Use a hyphen between a prefix and a root word when the root begins with a vowel. Do not use a hyphen if the root begins with a consonant. Examples:

mag- ika- maki- paki- pag- kasing- labing-

9. Hyphens are used if the prefixes “pag” and “nag” are followed by vowels.

Examples:

nag-aalaga
pag-ilag
nag-impake
pag-aatubili

10. Hyphen is used when a proper noun comes after the prefix "taga." If it is a common noun such as "nayon," "bayan," etc. don't put anything.

Examples:

taganayon
tagabayan
tagasiyudad
taga-Davao
taga-Manila

En Dash

The en dash is used as a minus sign, usually with spaces before and after.

Example:

US English	Filipino target
10 – 5 = 5	10 – 5 = 5

The en dash is also used in number ranges, such as those specifying page numbers. No spaces are used around the en dash in this case.

Example:

US English	Filipino target
1966–2011	1966–2011
24–50	24–50

Em Dash

The em dash should only be used to emphasize an isolated element or introduce an element that is not essential to the meaning conveyed by the sentence. It is used to indicate a break or an explanatory expression in a sentence.

However, please note that in Filipino, the use of period, comma, or parentheses is recommended over em dash.

Example:

(+) “sa lahat ng mga kapatid na naririto (magkakasama kaming bumabati sa mga iglesya)”

(-) “sa lahat ng mga kapatid na naririto — magkakasama kaming bumabati sa mga iglesya”

Example:

US English	Filipino target	Comment
You choose the picture—and the gestures you use with it—to create a password that’s uniquely yours.	Pumili ka ng larawan—at mga pahayag na gamit mo dito—para makagawa ng password na tanging iyo lang.	"Pumili ka ng larawan (at mga pahayag na gamit mo dito) para makagawa ng password na tanging iyo lang." can also be used.

Ellipses (Suspension Points)

Ellipsis is a mark or series of marks that usually indicate an intentional omission of a word in the original text. It can be used to indicate a pause in speech, an unfinished thought, or, at the end of a sentence, a trailing off into silence.

The most common form of an ellipsis is a row of three periods. This triple-dot punctuation mark is also called a suspension point, points of ellipsis, periods of ellipsis, or, colloquially, dot-dot-dot.

Keep in mind the following when using ellipses/suspension points:

Filipino follows the English rules for the use of ellipses.

Example:

(+) For more information please contact… - Para sa higit na impormasyon makipag-ugnayan…

Period

While many other languages use a comma as the decimal separator, Filipino language follows US English in using a period.

Do not use a space for this purpose as a space separates the numeral from the abbreviation.

In paper sizes (the last example in the table below) the decimal separator and the abbreviation "in" for inches are kept, since the sizes are US norms and should be represented accordingly.

English example	Filipino example
5.25 cm	(+) 5.25 cm
5 x 7.2 inches	(+) 5 x 7.2 pulgada
Letter Landscape 11 x 8.5 in	(+) Letter na 11 x 8.5 in na Nakapahiga

Use comma as a separator of numerals. For thousand, English uses a comma while many other languages use a period (at Microsoft we normally do not use a space for this purpose, but we use a period instead to avoid wrapping problems). The comma is also used in Filipino.

English example	Filipino example
1,526	(+) 1,526
$ 1,526.75	(+) $ 1,526.75

Example:

(+) Kopyahin at i-paste sa dokumento.

Quotation Marks

Filipino follows the English rules for the use of quotation marks.

Examaple: "Related topics"

(+) "Mga kaugnay na paksa"

Parentheses

In English, there is no space between the parentheses and the text inside them.

Filipino follows the English rules.

Example: (does not contain all languages)

(+) (hindi naglalaman ng lahat ng wika)

4.1.17 Percentage

In Filipino, do not leave a space between the number and the % sign, unless specified by English source:

	Incorrect	Correct
50%	50 %	50%

4.1.18 Subjunctive

Subjunctive mood in Filipino is used to express wishes, desires, etc. However, the tense used is either present or future (i.e., on a case-to-case basis).

In Filipino, the subjunctive is expressed by using particles with the infinitive. The particles are sana, kaya and nawa.

Example:

US English	Filipino target
What if I remove this now?	Tanggalin ko kaya ito ngayon?

4.1.19 Symbols & non-breaking spaces

Filipino follows the English rules for the use of symbols and non-breaking spaces.

Example: (+) Mr. Gamboa

4.1.20 Verbs

Sometimes an English verb can be used as loan word in the target language. Such loan words usually follow the syntactic and morphological rules of the target language. For the sake of exposition, let us assume that the verbs below are not translated in Filipino.

English example	Filipino examples		
chat	mag-chat	nakipag-chat	nakikipag-chat
crawl	mag-crawl	nag-crawl	nagko-crawl
debug	mag-debug	nag-debug	nagde-debug

To have a common understanding on grammatical terms and features of Filipino used in the Style Guide as well as to correctly integrate loan words, it is important to discuss the basics of Filipino grammar.

Verb System in Filipino

Consider the two important properties of verbs when translating verbal sentences. These are focus and aspect of the verb.

A subject of a sentence would have to take a role in a sentence. These roles are—actor, object, beneficiary, instrument, location or cause. Focus is the expression in the verb of the grammatical role of the subject of the sentence.

Aspect on the other hand refers to the duration of the action. To simplify grammatical terms, we will use the terms—Action Not Begun, Action Begun Not Completed, or Action Begun Completed in this Style Guide.

Focus and aspect are inflected through affixation and reduplication of a part of the root word. To illustrate this better, refer to the table of sample verbal affixes and table of sample conjugation.

Type of Action	AFFIXES					
Actor (who,what)		**Object/ Goal (what)**	**Benefactive (to whom/ for whom)**	**Locative (where)**		**Instrumental (using what)**
Neutral Action	Mag- ,-um-, ma- ,mang-	-in, -an, i-		i-, ipag-	-an/-han, -in/-hin, pag-...-an	Ipang-/Ipan-/ Ipam-
Aptative/ Abilitative Action	Maka-, Makapag-	Ma-, Mai-		Mai-, Mai-...an	Ma...-an, Mapag... -an	maipang-/maipan-/ maipam-

Focus	Infinitive	Action Not Begun	Action Begun Not Completed	Action Begun Completed
Actor	mag-chat	magtsa-chat	nagtsa-chat	mag-chat
Object	i-install	ii-install	ini-install	ininstall
Benefactive	ipaghahanda	ipaghahanda	ipinaghahanda	ipinaghanda
Locative	pagpindutan	pagpipindutan	pinagpipindutan	pinagpindutan
Instrumental	ipangkopya	ipangkokopya	ipinangkokopya	ipinangkopya

When using a loan word as a verb, treat the loan word as a root word, or noun and incorporate the features of the language.

Here are basic sentences to illustrate the markers and affixes above:

Actor: (+) Mag-i-install ang technician ng software sa iyong computer.

Goal: (+) Ii-install ko ang software sa iyong computer.

The marker 'ang' marks the subject of the sentence. Notice the different positions of 'ang' in the illustrated sentences. The noun marked by ‘ang’ is the subject of the sentence.

To illustrate how loan words are integrated in as a verb and as a noun:

> When you submit a new migration request, the CSV file is uploaded to the Microsoft datacenter over a Secure Sockets Layer (SSL) connection.
>
> Kapag nagsumite ka ng bagong kahilingang maglipat, ia-upload ang CSV file sa datacenter ng Microsoft sa koneksyong Secure Sockets Layer (SSL).

For more of these grammar features and explanations, refer to Modern Tagalog by Teresita Ramos and Resty Cena, and Basic Tagalog by Paraluman Aspillera.

The -UM and -MAG Verbs

A Filipino verb is always composed of a root and an affix:

1. The root provides the main lexical content of the verb.

The affix shows the relation of the verb to the other elements in the sentence as well as to the character of the action involved.

Accordingly, Filipino verbs are said to inflect for aspect. The inflected forms speak about the state or state of action; whether started, still going on or terminated. This is rather like the tense system of English.

Following are the three aspect forms:

1. The Perfective Aspect

> The infix *um* occurs after the first consonant of the root word as in bumasa, kumain, lumakad, tumayo (read, ate, walked, stood), etc. If the root word, however, begins with a vowel, the affix occurs at the beginning.
>
> Examples:
>
> > (+) umawit – sang

(+) uminom – drank

(+) umalis – went away

2. The Imperfective Aspect

The infix *um* occurs after the first consonant just like in the perfective aspect. Here, the first two letters of the root word are duplicated.

Examples:

(+) bumabasa – reading

(+) kumakain – eating

(+) lumalakad – walking

(+) tumatayo – standing

With root words beginning with a vowel, the affix um occurs at the beginning followed by the reduplicated first vowel, as in umaawit, umiinom, and umaalis (singing, drinking, going).

3. The Contemplative Aspect

This is also called the future aspect; the affix is dropped and only the root and the reduplication remain.

Examples:

(+) babasa – will read

(+) kakain – will eat

(+) lalakad – will walk

(+) tatayo – will stand

(+) await – will sing

(+) iinom – will drink

(+) aalis – will go

In contrast, the pattern formations for mag-verb aspects are as follows:

4. The Perfective Aspect – nag- is affixed to the root word.

Examples:

(+) naglaro – played

(+) naglinis – cleaned

(+) nagmartsa – marched

(+) nag-usap – talked

5. The Imperfective Aspect – nag- + reduplicated first syllable + root word

Example:

(+) nag – la – laro = naglalaro (playing)

6. The Contemplative Aspect – mag- + reduplicated first syllable + root word

Example:

(+) mag – la – laro = maglalaro (will play)

Thus, in giving specific commands, these two verb forms should be used and all verbs must be in infinitive forms.

Example:

English	Translation
The password must be identical to the password that is defined in the registration service.	(+) Dapat na kapareho ng password na inilarawan sa serbisyo ng pagrerehistro ang password.

5 Localization considerations

Localization means that the translated text needs to be adapted to the local language, customs and standards.

The language in Microsoft products should have the "look and feel" of a product originally written in Filipino, using idiomatic syntax and terminology, while at the same time maintaining a high level of terminological consistency, so as to guarantee the maximum user experience and usability for our customers.

5.1 Accessibility

Accessibility options and programs are designed to make the computer usable by people with cognitive, hearing, physical, or visual disabilities.

Hardware and software components engage a flexible, customizable user interface, alternative input and output methods, and greater exposure of screen elements. Some accessible products and services may not be available in Filipino-speaking markets. Please double-check with the appropriate resources.

General accessibility information can be found at https://www.microsoft.com/en-us/accessibility/.

5.2 Applications, products, and features

Application/product names are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (e.g. IntelliSense™). Before translating any application, product, or feature name, please

verify that it is in fact translatable and not protected in any way. This information needs to be obtained from the MS team.

Version Numbers

Version numbers always contain a period (e.g. Version 4.2). Please note the following punctuation examples of "Version x.x":

US English	Filipino target
Version 4.2	Bersiyong 4.2

Version numbers are usually also a part of version strings, but technically they are not the same.

Translation of Version Strings

Product, feature and component names are often located in the so-called "version strings" as they appear in the software. Version strings that contain copyright information should always be translated.

Example:

US English	Filipino target
© 2019 Microsoft Corporation. All rights reserved.	Please refer to Microsoft Terminology - Globalization | Microsoft Learn to check the correct translations "All rights reserved" and "Microsoft Corporation."

5.3 Copilot predefined prompts

Copilot prompts are the instructions or questions you use to tell Copilot what you want it to do. You can ask Copilot to create or edit content, ask questions, summarize information, and catch

Source prompt	Target prompt	Comments
List ideas for a fun remote team building event	Maglista ng mga ideya para sa isang masaya at remote na team building event	Since conversational Filipino heavily mixes the local language with English, feel

		free to use well-adapted English terms that native speakers commonly use—like team building event in this example.
What are the goals and topics from the meeting? Format each section with a bolded heading, a bulleted list, and bolded names	Ano ang mga layunin at paksa mula sa meeting? I-format ang bawat seksyon nang may bold na heading, naka-bullet na listahan, at mga naka-bold na pangalan	Notice that despite the heavy mix of the local language and English, we still follow conventional Filipino grammar rules—such as the proper use of hyphens in this case.
Propose a new introduction to <entity type='file'>file</entity>	Mag-propose ng bagong introduction sa <entity type='file'>file</entity>	This placeholder is an entity token. The text between the entity type tags should be translated, but not the entity type attribute value (‘file’ in <entity type=’file’>)
What were the open issues from <entity type='meeting'>meeting</entity>?	Ano ang mga bukas na isyu mula sa <entity type='meeting'>meeting</entity>?	This placeholder is an entity token. The text between the entity type tags should be translated, but not the entity type attribute value (‘meeting’ in <entity type=’meeting’)
List key points from [file]	Maglista ng mga pangunahing punto mula sa [file]	[file] is an entity token. The text within the brackets should be translated.
Give me ideas for icebreaker activities for a new team	Bigyan ako ng mga ideya tungkol sa mga icebreaker activity para sa isang bagong team	
Create a list of <placeholder>color names inspired by the ocean</placeholder>	Gumawa ng listahan ng <placeholder>mga pangalan ng kulay na inspired ng karagatan</placeholder>	The text within the placeholder is a ghost text and should be placed at the end of the sentence.

Create a brochure for <placeholder>a new theme park that is entirely underwater</placeholder>	Gumawa ng brochure para sa <placeholder>isang bagong theme park na ganap na nasa ilalim ng tubig </placeholder>	The text within the placeholder is a ghost text and should be placed at the end of the sentence.

Across various projects, you will find an array of predefined prompts designed to guide users in creating, learning, and using Microsoft Copilot.

Best practices for the localization of Copilot predefined prompts

Copilot prompts are functional. It is crucial that the translations for Copilot predefined prompts are accurate, consistent, concise, natural, and use the appropriate tone of voice. Please remember that the quality of these translations can significantly influence Copilot responses or outcomes.

- **Be clear and specific**: English prompts are generally questions or requests starting with an action verb. Make sure the target prompts are natural questions or requests. Avoid using vague language. Use clear and specific phrases or keywords.
- **Keep it conversational**: Be consistent with Microsoft Voice principles. Use simple and natural language when translating prompts. Avoid adopting a tone that resembles a machine. Use an informal tone of voice and form of address when translating Copilot predefined prompts.
- **Be polite and professional:** Use kind and respectful language, as this helps foster collaboration and improves the AI's responsiveness and performance. Don't use slang and jargon. However, since we're aiming for an informal and approachable tone, please avoid using honorifics like 'po' and 'opo,' as they can make the target prompts sound too formal.
- **Use quotation marks**: This helps Copilot know what to write, modify, or replace for the user.
- **Pay attention to punctuation, grammar, and capitalization**: Clear communication helps collaboration between Copilot and the user.
- **Pay attention to the placement of entity tokens**: An **entity token** is a placeholder that is used to trigger a pop-up menu in the UI to let customers choose an entity, such as a file, contact, meeting, so that the prompt uses specific data from the specified entity. The position of the entity token should make sense in the target text syntax.
  Entity tokens may be within tags, such as **<entity type='file'>file</entity>**, or within **( )** or **[ ]**. The word or expression within the entity token should be translated. Read the Dev comments carefully, as they typically contain information on what should be translated. See examples containing entity tokens in the table that follows.
- **Place ghost texts at the end of the sentence.** Copilot provides real-time hints or suggestions, known as "ghost texts", based on the surrounding context.

In English Copilot predefined prompts, ghost texts appear within placeholder tags at the end of the sentence, as in the following example:
Add a slide about <placeholder>the benefits of meditation</placeholder>.
As a rule of thumb, the ghost text should be placed at the end of the sentence in the translated prompts, so that users do not need to move the cursor to the beginning or in the middle of the prompt to add their own context. Place ghost texts at the end of the sentence.

- **Be consistent**: Some English prompts are remarkably similar. Make sure to translate them consistently.

5.4 Trademarks

Trademarked names and the name Microsoft Corporation shouldn't be localized unless local laws require translation and an approved translated form of the trademark is available. A list of Microsoft trademarks is available for your reference at the following location: [Trademark and Brand Guidelines | Microsoft Legal]

5.5 Software considerations

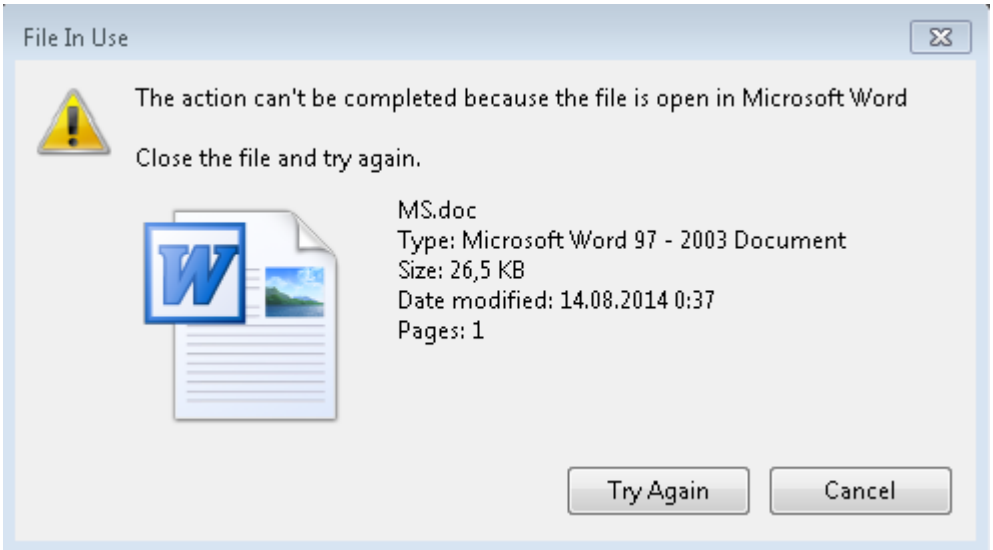
This section refers to all menus, menu items, commands, buttons, check boxes, etc., which should be consistently translated in the localized product.

5.5.1 Arrow keys

The arrow keys move input focus among the controls within a group. Pressing the right arrow key moves input focus to the next control in tab order, whereas pressing the left arrow moves input focus to the previous control. Home, End, Up, and Down also have their expected behavior within a group. Users can't navigate out of a control group using arrow keys.

5.5.2 Error messages

Here is an example:



Error messages are messages sent by the system or a program, informing the user of an error that must be corrected in order for the program to keep running. The messages can prompt the user to take action or inform the user of an error that requires rebooting the computer.

Considering the underlying principles of Microsoft voice, translators are encouraged to apply them to ensure target translation is more natural, empathetic and not robot-like.

English term	Correct Filipino translation
Oops, that can't be blank...	Oops, hindi puwedeng blangko iyan...
Not enough memory to process this command.	Kulang ang memory para iproseso ang command na ito.

Filipino Style in Error Messages

It is important to use consistent terminology and language style in the localized error messages, and not just translate them as they appear in the US product.

Standard Phrases in Error Messages

The phrases bellow commonly occur in error messages. When you are translating them, try to use the provided target phrases. However, feel free to use other ways to express the source meaning if they work better in the context.

Examples:

English	Translation	Halimbawa
Cannot ... Could not ...	Hindi maka...	"Could not connect" (+) "Hindi makakunekta"
Failed to ... Failure of ...	Nabigong...	"Failed to connect" (+) "Nabigong kumunekta"
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	Hindi makita ... Or Hindi mahanap...	"Unable to find the file" (+) "Hindi makita ang file" (+) "Hindi mahanap ang file"
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	Hindi sapat ang memory	"Not enough memory to save the file" (+) "Hindi sapat ang memory upang i-save ang file"
... is not available ... is unavailable	... ay hindi magagamit	"The file is not available" (+) “Ang file ay hindi magagamit”

Error Messages Containing Placeholders

When localizing error messages containing placeholders, try to find out what will replace the placeholder. This is necessary for the sentence to be grammatically correct when the placeholder is replaced with a word or phrase. Note that the letters used in placeholders convey a specific meaning, see examples below:

%d, %ld, %u, and %lu means <number>

%c means <letter>

%s means <string>

Examples of error messages containing placeholders:

"Checking Web %1!d! of %2!d!" means "Checking Web <number> of <number>."

"INI file "%1!-.200s!" section" means "INI file "<string>" section."

5.5.3 Keys

In English, References to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps).

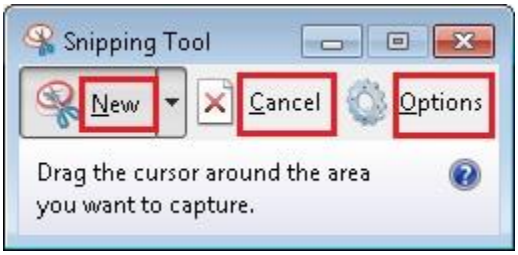
Key Names

English Key Name	Filipino Key Name
Alt	Alt
Backspace	Backspace
Break	Break
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete
Down Arrow	Down Arrow
End	End
Enter	Enter
Esc	Esc
Home	Home
Insert	Insert

English Key Name	Filipino Key Name
Left Arrow	Left Arrow
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	Right Arrow
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	Spacebar
Tab	Tab
Up Arrow	Up Arrow
Windows key	Windows key
Print Screen	Print Screen
Menu key	Menu key

5.5.4 Keyboard shortcuts

Sometimes, there are underlined or highlighted letters in menu options, commands or dialog boxes. These letters refer to keyboard shortcuts, which help the user to perform tasks more quickly.



The following table lists special options for keyboard shortcuts in US-English interfaces and describes whether each option is allowed in Filipino:

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
"Slim characters," such as I, l, t, r, f can be used as keyboard shortcuts	Yes	The “Slim characters” in Filipino can be used as keyboard shortcut.
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	Yes	The characters with downstrokes in Filipino can be used as keyboard shortcuts.
Extended characters can be used as keyboard shortcuts	No	The 28 letters of the Filipino alphabet are more than enough to be used as keyboard shortcuts.
An additional letter, appearing between brackets after item name, can be used as keyboard shortcuts	No	
A number, appearing between brackets after item name, can be used as keyboard shortcut	No	
A punctuation sign, appearing between brackets after item name, can be used as keyboard shortcut	No	
Duplicate keyboard shortcuts are allowed when no other character is available	Yes	

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
No keyboard shortcut is assigned when no more characters are available (minor options only)	Yes	

Additional notes

Some very common keyboard shortcuts are listed in the following table:

English	Function	Product
Ctrl+A	select all	Windows Office
Ctrl+A	reset all	Windows
Ctrl+B	send to back	Windows
Ctrl+C	reset current	Windows
Ctrl+C	copy	Windows Office SQL
Ctrl+D	delete	Windows Works
Ctrl+D	duplicate	Powerpoint PictureIt
Ctrl+D	dial	Windows
Ctrl+D	select domain	Windows
Ctrl+E	open image for editing	Windows
Ctrl+E	attributes	Windows
Ctrl+F	filter	Windows

English	Function	Product
Ctrl+F	forward	Outlook
Ctrl+F	view bitmap	Windows
Ctrl+F	file transfer	Windows
Ctrl+F	find	Windows SQL
Ctrl+F	full screen	Windows
Ctrl+G	go to	Windows
Ctrl+G	grid	Windows
Ctrl+G	paste to page	Windows
Ctrl+G	date	Works
Ctrl+H	replace	Windows SQL Outlook
Ctrl+H	space	Windows
Ctrl+I	invert colors	Windows
Ctrl+L	rotate left	Windows
Ctrl+L	color box	Windows
Ctrl+L	view log	Windows
Ctrl+M	new slide	Powerpoint
Ctrl+N	new call	Windows
Ctrl+N	new message	Outlook
Ctrl+N	new snapshot	Office
Ctrl+N	next code	Windows

English	Function	Product
Ctrl+N	new	Windows Office SQL
Ctrl+N	new connection	Windows
Ctrl+O	options	Windows
Ctrl+O	select code	Windows
Ctrl+O	open	Windows Office Works Visual Studio
Ctrl+P	previous	Windows Excel
Ctrl+P	print	Windows SQL Outlook Visual Studio Access Publisher
Ctrl+R	rotate right	Windows
Ctrl+R	flip/rotate	Windows
Ctrl+R	reply	Outlook
Ctrl+S	sharing	Windows
Ctrl+S	update	Windows
Ctrl+S	save	Windows Office Visual Studio
Ctrl+S	send	Windows

English	Function	Product
Ctrl+S	setup	Windows
Ctrl+T	toolbox	Windows
Ctrl+T	transfer	Windows
Ctrl+V	paste/insert	Windows SQL Works Outlook
Ctrl+W	stretch/skew	Windows
Ctrl+W	whiteboard	Windows
Ctrl+Y	redo	Windows Office
Ctrl+Y	repeat	Windows Works
Ctrl+Z	undo	Windows Office SQL Works Visual Studio

The following table lists the keyboard shortcuts that are permissible in Filipino. Please note that only single stroke characters can be used. If there are no single stroke characters in your language, or not enough of them, please indicate whether US characters can be used instead.

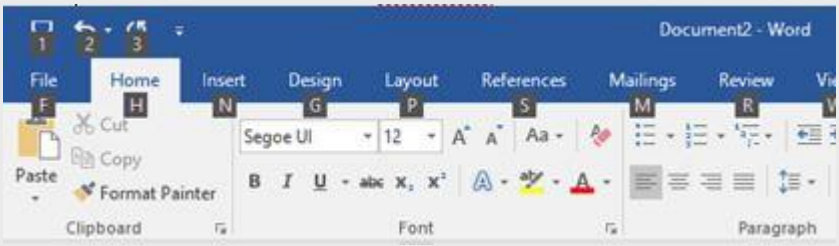
Keyboard shortcut character	Preferred or allowed?	Case-sensitive?
PREFERRED		
a		False
b		False

Keyboard shortcut character	Preferred or allowed?	Case-sensitive?
c		False
d		False
e		False
f		False
G		True
i		False
J		True
k		False
l		False
m		False
n		False
o		False
P		True
r		False
s		False
t		False
u		False
v		False
w		False
x		False
Y		True
z		False

Keyboard shortcut character	Preferred or allowed?	Case-sensitive?
ALLOWED		
g		True
j		True
p		True
y		True
q		False
NUMERIC		
0		False
1		False
2		False
3		False
4		False
5		False
6		False
7		False
8		False
9		False

Content writers usually just refer to “keyboard shortcuts” in content for a general audience. In localization, however, we distinguish the following terms:

Term	Usage
access key	A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly.

Term	Usage
	Example: F in Alt+F Example in UI localization: H&ome In keyboard shortcuts, most access keys are used with the Alt key.
key tip	The letter or number that appears in the ribbon when the Alt key is pressed. In UI localization, the key tip is the last character present in the strings after the "`" character. Example: In UI localization Home`H 
shortcut key	A subtype of keyboard shortcut. A key that the user types to perform a common action without having to go through the UI. Shortcut keys are not available for every command. Example: Ctrl+N, Ctrl+V In keyboard shortcuts, most shortcut keys are used with the Ctrl key. Ctrl+letter ombinations and function keys (F1 through F12) are usually the best choices for shortcut keys.

5.5.5 Numeric keypad

It is recommended that you avoid distinguishing numeric keypad keys from the other keys, unless it is required by a given application. If it is not obvious which keys need to be pressed, provide necessary explanations.

5.5.6 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes used to perform defined functions in a software application. Shortcut keys replace menu commands and are sometimes given next to the command they represent. While access keys can be used only when available on the screen, shortcut keys can be used even when they are not accessible on the screen.



Standard Shortcut Keys

US Command	US English Shortcut Key	Filipino Command	Filipino Shortcut key
General Windows Shortcut keys			
Help window	F1	Window ng tulong	F1
Context-sensitive Help	Shift+F1	Tulong na sensitibo-sa-konteksto	Shift+F1
Display pop-up menu	Shift+F10	Ipakita ang pop-up menu	Shift+F10
Cancel	Esc	Ikansela	Esc
Activate\Deactivate menu bar mode	F10	Isaaktibo\Ideaktibo ang mode na bar ng menu	F10
Switch to the next primary application	Alt+Tab	Lumipat sa kasunod na pangunahing application	Alt+Tab
Display next window	Alt+Esc	Ipakita ang kasunod na window	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	Ipakita ang pop-up menu para sa window	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	Ipakita ang pop-up menu para sa aktibong child window	Alt+-

US Command	US English Shortcut Key	Filipino Command	Filipino Shortcut key
Display property sheet for current selection	Alt+Enter	Ipakita ang tala ng katangian para sa kasalukuyang pinili	Alt+Enter
Close active application window	Alt+F4	Isara ang aktibong window ng application	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	Lumipat sa kasunod na window sa loob ng application (modeless-compliant)	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	Kumuha ng imahe ng aktibong window sa Clipboard	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	Kumuha ng imahe ng desktop sa Clipboard	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	I-access ang pindutan ng Start sa taskbar	Ctrl+Esc
Display next child window	Ctrl+F6	Ipakita ang kasunod na child window	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	Ipakita ang kasunod na naka-tab na pane	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Ilunsad ang Task Manager at tagapagpasimula ng system	Ctrl+Shift+Esc
File Menu			
File New	Ctrl+N	File Bago	Ctrl+N
File Open	Ctrl+O	File Buksan	Ctrl+O
File Close	Ctrl+F4	File Isara	Ctrl+F4
File Save	Ctrl+S	File I-save	Ctrl+S

US Command	US English Shortcut Key	Filipino Command	Filipino Shortcut key
File Save as	F12	File I-save bilang	F12
File Print Preview	Ctrl+F2	File I-print Preview	Ctrl+F2
File Print	Ctrl+P	File I-print	Ctrl+P
File Exit	Alt+F4	File Lumabas	Alt+F4
Edit Menu			
Edit Undo	Ctrl+Z	I-edit I-undo	Ctrl+Z
Edit Repeat	Ctrl+Y	I-edit Ulitin	Ctrl+Y
Edit Cut	Ctrl+X	I-edit Alisin	Ctrl+X
Edit Copy	Ctrl+C	I-edit Kopyahin	Ctrl+C
Edit Paste	Ctrl+V	I-edit Idikit	Ctrl+V
Edit Delete	Ctrl+Backspace	I-edit Tanggalin	Ctrl+Backspace
Edit Select All	Ctrl+A	I-edit Piliing Lahat	Ctrl+A
Edit Find	Ctrl+F	I-edit Maghanap	Ctrl+F
Edit Replace	Ctrl+H	I-edit Palitan	Ctrl+H
Edit Go To	Ctrl+G	I-edit Pumunta Sa	Ctrl+G
Help Menu			
Help	F1	Tulong	F1
Font Format			
Italic	Ctrl+I	Pahilis	Ctrl+I
Bold	Ctrl+B	Makapal	Ctrl+B
Underlined\Word underline	Ctrl+U	May-salungguhit	Ctrl+U

US Command	US English Shortcut Key	Filipino Command	Filipino Shortcut key
Large caps	Ctrl+Shift+A	Malalaking malaking titik	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	Maliliit na malaking titik	Ctrl+Shift+K
Paragraph Format			
Centered	Ctrl+E	Nakagitna	Ctrl+E
Left aligned	Ctrl+L	Pantay sa kaliwa	Ctrl+L
Right aligned	Ctrl+R	Pantay sa kanan	Ctrl+R
Justified	Ctrl+J	Pantay magkabila	Ctrl+J

5.6 Voice video considerations

A good Microsoft voice video addresses only one intent (one customer problem), is not too long, has high audio quality, has visuals that add to the information, and uses the right language variant/dialect/accent in voiceover.

Successful Techniques for Voicing Video Content

- Focus on the intent. Show the best way to achieve the most common task and stick to it.
- Show empathy. Understand and acknowledge the viewer's situation.
- Use SEO (Search Engine Optimization). Include search phrases in the title, description, and headers so that people can easily find the topic.
- Talk to the customer as if (s)he is next to you, watching you explain the content.
- Record a scratch audio file. Check for length, pace and clarity.

5.6.1 English pronunciation

General Rules

Generally speaking, English terms and product names left unlocalized in target material should be pronounced the English way. For instance, Microsoft must be pronounced the English way.

Example	Phonetics
SecurID	[sɪ'kjuər aɪ di:]
.NET	[dot net]
Skype	[skaip]

Acronyms and Abbreviations

Acronyms are pronounced like real words, adapted to the local pronunciation:

Example	Phonetics
RADIUS	[rey-dee-uh s]
RAS	[ras]
ISA	[eye-sa]
LAN	[lan]
WAN	[wan]
WAP	[wap]
MAPI	[ma-pee]
POP	[pop]
URL	[yew-are-el]

Other abbreviations are pronounced letter by letter.

Example	Phonetics
ICMP	[eye-see-em-pee]
IP	[eye-pee]
TCP/IP	[tee-see-pee-eye-pee]
XML	[eks-em-el]

HTML	[ach-tee-em-el]
OWA	[oh-wah]
SQL	[ess-cue-el]
XP	[eks-pee]

URLS

"http://" should be left out; the rest of the URL should be read entirely.

"www" should be pronounced as double-u double-u double-u.

The "dot" should be omitted, but can also be read out. If read out, then it must be pronounced as “dot” or the same way as it is pronounced in English. This is always the case when Filipinos pronounce URLs.

Example	Phonetics
http://www.microsoft.com/	[double-u double-u double-u-dot-mai-kro-soft-dot-kom]

Punctuation Marks

Most punctuation marks are naturally implied by the sound of voice, e.g. ? ! : ; ,

En Dash (–) are used to emphasize an isolated element. It should be pronounced as a comma, i.e. as a short pause.

Special Characters

Pronounce special characters such as / \ ˇ < > + - using the Filipino translations approved in Microsoft Terminology - Globalization | Microsoft Learn.

5.6.2 Tone

Use a tone matching the target audience, e.g. more informal, playful and inspiring tone may be used for most Microsoft products, games etc., or formal, informative, and factual in technical texts etc.

The tone of the text need not be very respectful and very formal. The important thing to take into consideration is that the text, especially in giving directions and commands, should be direct to the point. In giving commands, it is not obligatory to say "please." The Filipino "paki" is the equivalent term for "please." "Paki" is a prefix, which means request:

English	Translation
Please save your files before closing this window.	(+) **Paki**-save ang iyong mga file bago magsara ng window na ito. (-) Mag-save ng iyong mga file bago magsara ng window na ito. (-) Mag-save ka ng iyong mga file bago magsara ng window na ito.

5.6.3 Video voice checklist

Topic and Script

- Apply the following Microsoft voice principles:
  - Single intent
  - Clarity
  - Everyday language
  - Friendliness
  - Relatable context

Title

- Includes the intent
- Includes keywords for search

Intro: 10 Seconds to Set up the Issue

- Put the problem into a relatable context

Action and Sound

- Keep something happening, both visually and audibly, BUT…
- …maintain an appropriate pace

- Synchronize visuals with voice-over
- Fine to alternate between first and second person
- Repetition of big points is fine

Visuals

- Eye is guided through the procedure
    - Smooth, easily trackable pointer motions
    - Judicious callout use
- Appropriate use of motion graphics and/or branding-approved visuals

Ending

- Recaps are unnecessary