Microsoft

# Latvian Localization Style Guide

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# 1 Welcome




Welcome to the *Microsoft Localization Style Guide* for Latvian. This guide will help you understand how to localize Latvian content in a way that best reflects the Microsoft voice.
Before you dive in:

- Make sure you understand the key tenants of the Microsoft voice.
- Familiarize yourself with the recommended style references in Latvian.

## 1.1 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.

**Normative references**

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. Angļu-latviešu-krievu informātikas vārdnīca – Rīga: Avots, 2001.
2. Blinkena A. Latviešu interpunkcija – Rīga: Zvaigzne ABC, 2009.
3. Ceplīte B., Ceplītis L. Latviešu valodas praktiskā gramatika – Rīga: Zvaigzne ABC, 1997.
4. Ceplītis L., A. Miķelsone A., Porīte T., S. Raģe S. (ed.) Latviešu valodas pareizrakstības un pareizrunas vārdnīca – Rīga: Avots, 1995.
5. Guļevska D., Miķelsone A., Porīte T.Pareizrakstības un pareizrunas rokasgrāmata – Rīga: Avots, 2002.
6. Latviešu valodas gramatika – Rīga: LU Latviešu valodas institūts, 2015.
7. Kalniņa Dz. (ed.) Angļu-latviešu, latviešu-angļu vārdnīca – Rīga: Avots, 2003.
8. Latviešu valodas vārdnīca – Rīga: Avots, 1998.
9. Veisbergs A. (ed.) Jaunā latviešu-angļu vārdnīca – Rīga: SIA "EKLV", 2003.
10. Latvijas Nacionālais terminoloģijas portāls: termini.gov.lv – terms accepted by the Latvian Terminology Committee

**Informative references**

These sources are meant to provide supplementary and background information.

1. Baldunčiks J. (ed.) Svešvārdu vārdnīca – Rīga; Jumava, 1999.
2. Bankavs A. Saīsinājumu vārdnīca – Rīga: Avots, 2003.
3. Veisbergs A. (ed.) Latviešu valoda – Rīga: LU Akadēmiskais apgāds, 2013
4. Koluža R. Tā vai šitā? Latviešu valodas rokasgrāmata – Lielvārde: Lielvārds, 2003.
5. Liepiņa Ē. Sarežģītākie pieturzīmju lietošanas gadījumi – Lielvārde: Lielvārds, 2003.
6. Microsoft Computer Dictionary – Microsoft Press, 2002.
7. Skujiņa V. Latviešu valoda lietišķajos rakstos – Rīga: Zvaigzne, 1999.
8. Latvian explanatory dictionary Tēzaurs: https://tezaurs.lv/.
9. Lielais pasaules atlants – Rīga: Jāņasēta, 2008.
10. Translation Handbook for the EU Legislation: https://vvc.gov.lv/advantagecms/export/docs/publikacijas/VVC%20Tiesibu%20aktu%20tulkosanas%20rokasgramata%202020.pdf
11. The website of the State Language Centre: http://www.vvc.gov.lv/.
12. https://lv.oxforddictionaries.com/

# 2 Microsoft voice

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The voice used 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 professionals and enthusiasts to casual computer users. Although content might be different for different audiences, the principles of the Microsoft voice are the same. However, the Microsoft voice also requires us to keep 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 the Microsoft voice should extend across Microsoft content for all language locales. Each language has specific choices in style and tone that evoke the Microsoft voice in that language. The following guidelines are relevant for US English and for many other languages.

**Guidelines**

Keep the following guidelines in mind:

- Write short, easy-to-read sentences.
- Avoid the passive voice—it's difficult to read and understand quickly.
- Be pleasant. Make sure text is appropriate for the audience and subject and is as enjoyable to read as possible.
- Avoid slang and be careful with colloquialisms. It's OK to reassure and connect with customers in a conversational tone, but be professional in doing so.

**Brand and product names**

- Avoid overuse of the company, brand, and product names (or logos). Refer to Microsoft names correctly when you use them—don't wing it.
- Avoid the corporate "we," such as "Microsoft announces…" or "We're proud to introduce…" or "We want you to know." Keep the focus on "you"—the reader, the audience. *We* (Microsoft) aren't the important ones here.

## 2.1 Choices that reflect Microsoft voice

Translating Latvian in a way that reflects the 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 everyday conversation, rather than the formal, technical language that's often used in technical and commercial content.

When you're localizing source text written in the Microsoft voice, **feel free to choose words that aren't standard translations while adhering to approved terminology and staying true to the intent of the source text.**

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

In Latvian, there isn't much that you can do to make the translation sound more modern—Latvian is a very traditional language. However, try to make translations sound active and friendly. Try to use suggestive forms ("varat darīt") instead of imperative ("dariet"), where possible.

Another way to make your translation friendlier is to avoid long and complex sentences. If the sentence sounds complicated, you can divide it into two or more sentences in your translation. You can also break up the sentence using parentheses, a semicolon (instead of a comma), or a dash.

You can also try to avoid using constructions with a double negative (or similar constructions). For example, use "tas ir svarīgi" instead of "tas nav mazsvarīgi." (But keep in mind that the double negative is a grammatically correct form to express a positive statement and can't be avoided in some contexts.)

### 2.1.1 Flexibility

It's important for translators to modify or rewrite translated strings so that they are appropriate and sound natural to Latvian customers. To do so, try to understand the whole intention of the sentences, paragraphs, and pages, and then rewrite just like you're writing the content yourself. Sometimes, you need to remove unnecessary content.

| English example | Latvian example |
|---|---|
| Follow these steps to change your password. | Lai nomainītu paroli, veiciet šādas darbības: |

| | |
|---|---|
| Play around to see what works best for you. | Izmēģiniet vairākas iespējas, lai uzzinātu sev piemērotāko. |

### 2.1.2 Functional equivalence

In your translations, strive for functional equivalence. That is, the target text should function for the target audience in the same way that the source text functions for the original audience. Because there must be consistency in translated terms, which puts certain limits on the translator's choices, it's tempting to use literal or word-for-word translation, retaining the forms of the original, even if they aren't the most natural sounding in the target language. It's the translator's duty to aim for functional equivalence rather than formal equivalence.

Also, the translation should sound natural in the target language, as if it was written in that language. To achieve such authenticity, review the rhythm, phrasing, and style of the translated text carefully, and change the word order, use different parts of speech, and try other approaches, as appropriate.

Example:

| US English | Latvian target | Explanation |
|---|---|---|
| We **got** the address book server successfully. | (-) Adrešu grāmatas serveris sekmīgi **iegūts**.<br>(+) Adrešu grāmatas serveris sekmīgi **sasniegts**. | The literal translation of "got" (back-translated as "acquired/obtained"—first literal meaning of "got") makes the sentence senseless and functionally inappropriate for the given context. The correct translation would be "reached." Note that the English word "get" has lots of meanings, and the translator's task is to choose the one that corresponds to the context and common sense. |
| The calendar group "{2}" is **not empty**. | (-) Kalendāru grupa {2} **nav tukša**.<br>(+) Kalendāru grupas {2} **lauks nav tukšs**. | Word-for-word translation makes the sentence senseless. In Latvian, "group" isn't a container or room that could be empty. The additional word "field" (or "value") is needed to make the sentence meaningful. |
| Set to false if you want to have | (-) Iestatiet vērtību kā aplamu, ja vēlaties, lai, | The lack of functional equivalence results in an inappropriate translation of "email." |

| | | |
|---|---|---|
| an **email** sent out to the assignee when a task is canceled. | atceļot uzdevumu, lietotājam, kuram tas ir piešķirts, tiktu nosūtīts **e-pasts**.<br>(+) Iestatiet vērtību kā aplamu, ja vēlaties, lai uzdevuma saņēmējam tiktu nosūtīts **e-pasta ziņojums**, tiklīdz uzdevums tiek atcelts. | According to the context, an email message is meant here, not email as a service or the exchange of messages over a communications network or message transfer system. Note that the English word "email" has several different meanings—it can be understood as a service or the exchange of messages over a communications network or message transfer system, as well as an email address. Therefore, "email" should be translated as "e-pasta ziņojums" in similar contexts to avoid ambiguity. |

### 2.1.3 Words and phrases to avoid

The Microsoft voice avoids an unnecessarily formal tone.

The following table shows Latvian words and phrases to avoid and alternative words or phrases that express the Microsoft voice.

| en-US source | lv-LV word/phrase to avoid | Preferred lv-LV word/phrase |
|---|---|---|
| You are in control | Kontrole ir jūsu rokās (Contains inappropriate translation of "control" and idiomatic expression “jūsu rokās”. Normally, the word "kontrole" is used for inspection or checking.) | Jūs vadāt |
| necessary to carry out | nepieciešams veikt | jāveic |
| check | izpildīt pārbaudi | pārbaudīt |
| put in order | savest kārtībā | sakārtot |
| utilize | ekspluatēt, utilizēt | lietot |
| subsequent | sekojošais | nākamais |

| | | |
|---|---|---|
| provided below | zemāk minētais | nākamais, šis |
| give/provide guidance, give/provide information | sniegt palīdzību/nodrošināt informāciju | palīdzēt, informēt |
| identify | identificēt | noteikt |
| retry | atkārtot mēģinājumu | mēģināt vēlreiz |
| perform action | izpildīt darbību | paveikt |
| exist | eksistēt | pastāvēt, būt |
| have an opportunity | būt iespējamam | varēt |
| at the given moment | dotajā momentā | pašlaik |
| provided that | ar nosacījumu, ka | ja |
| in order to, with the aim of | ar mērķi/nolūku | lai |
| as a result | kā rezultātā | tādējādi, tā |
| To help prevent extra charges, keep this off. | Lai palīdzētu novērst papildu izmaksas, šo līdzekli turiet izslēgtu. | Lai izvairītos no papildu izmaksām, izslēdziet šo līdzekli. |
| Your PC is at risk of infection and needs you to take action. | Jūsu dators ir pakļauts inficēšanās riskam, un jums ir jārīkojas. | Dators var tikt inficēts, tāpēc jums ir jārīkojas. |
| sorry | atvainojiet, piedodiet | diemžēl |

- **Avoid slang**

Avoid trendy slang, which can seem forced and unnatural, is difficult to localize, and may not make sense to a broader audience. In marketing or explanatory text (but not in UI commands), some commonly used slang is OK, but only if it's in very common usage.

Example:

| Correct tone | Incorrect tone |
|---|---|
| Apskatiet sava drauga jaunos fotoattēlus | Parādiet savas foršākās bildes. (Too much jargon) |

| English | Latvian |
|---|---|
| Please wait while Windows copies the files to your computer. | (+) Lūdzu, uzgaidiet, kamēr Windows iekopē failus datorā. |

- Use "please" judiciously—only in situations where the customer is asked to do something inconvenient, the customer is asked to wait, or the software is to blame for the situation. Then think about ways to use “thank you” later in the scenario.
- Use “please” whenever its absence would be considered curt.

Example:

| en_US source | lv-LV target |
|---|---|
| Please select Next to continue. | (-) Lai turpinātu, lūdzu, atlasiet Tālāk.<br>(+) Lai turpinātu, atlasiet Tālāk. |
| Please wait while the server is working on that. | (-) Uzgaidiet, kamēr serveris apstrādā jūsu pieprasījumu.<br><br>(+) Lūdzu, uzgaidiet, kamēr serveris apstrādā datus. |
| Unable to save using the specified format. | (+) Nevar saglabāt, izmantojot norādīto |

| | |
|---|---|
| Please select another format. | formātu. Lūdzu, atlasiet citu formātu. |

- Use "please" if the user has gone out of their way to be helpful, such as by participating in a customer feedback program or filing a bug report.

| English | Latvian |
|---|---|
| To improve your experience, please participate in the customer feedback program. | (+) Lai uzlabotu lietošanas iespējas, lūdzu, iesaistieties klientu atsauksmju programmā. |

- Use “sorry” (diemžēl) only in error messages that warn the user about serious problems (for example, data loss, the user can’t continue to use the computer, or the user must get help from a technical representative). Don’t apologize if the issue occurred during the normal functioning of the program (for example, if the user needs to wait for a network connection to be found).

Example:

| English | Latvian | Comment |
|---|---|---|
| We’re sorry, the service isn’t available right now. | (-) Pašlaik pakalpojums nav pieejams.<br><br>(+) Diemžēl pašlaik pakalpojums nav pieejams. | In this context, the word "diemžēl" should be used because its absence would be considered curt. |
| Sorry, the maximum number of subscribed members has been reached. | (-) Atvainojiet, bet ir sasniegts abonēto dalībnieku maksimālais skaits.<br><br>(+) Diemžēl ir sasniegts maksimālais abonēto dalībnieku skaits. | The word "atvainojiet" isn't appropriate for this kind of context. |

- **Avoid idiomatic and colloquial expressions.** Idioms can confuse non-native speakers, and they take extra time to translate.

Example:

| English | Latvian |
|---|---|
| Kill two birds with one stone | (+) Nošaut divus zaķus ar vienu šāvienu |

- **Avoid surprising or humorous word choices, slang, and sarcasm.** Puns and coined phrases can be difficult to interpret, and non-native English speakers might not recognize humor or sarcasm.
- **Avoid acronyms and abbreviations** (except if the meaning is obvious), or use them sparingly and define them in context. Please remember that the use of acronyms and abbreviations may cause syntactical issues if they stand, e.g., in the dative case in the sentence but the case ending cannot be reflected because acronyms do not have grammatical endings in Latvian.

Example: The Latvian acronym EK is used for European Community, European Commission and European Movement.

- **Avoid using jargon and creating words or applying new meanings to common words.** If you must use these terms, define them near the beginning of every section or article. Jargon is also frequently based on metaphor or US business practices, which might not make sense to worldwide users—for example, kontrole, misija, limits, and agresīvs.
- Keep in mind that anglicisms won't make your translation sound friendlier, so avoid such translations as "inovatīvs" (innovative) and "kreatīvs" (creative).

Example:

| en-US source | Latvian word to avoid | Preferred Latvian word/phrase |
|---|---|---|
| innovative | inovatīvs | jauna veida, novatorisks |
| additionally | papildus | arī |
| creative | kreatīvs | radošs |

- **Avoid redundancy**

Avoid redundancy and omit needless words—don't use two or three words when one will do. Remember that saving space is becoming more and more important because of smaller screens, displays, and UIs. Don't add descriptors or additional words unless they are necessary to provide a fluent and contemporary translation.

Example:

| en-US source | Latvian target (incorrect) | Latvian target (correct) | Comment |
|---|---|---|---|
| categorize,<br>group,<br>install | veikt kategorizēšanu,<br>veikt grupēšanu,<br>veikt instalēšanu | dalīt kategorijās,<br>grupēt,<br>instalēt | Remember simple verbs (such as “instalēt”) are preferred to constructions with verb “veikt” and noun (“veikt instalēšanu”), which are redundant. |
| In the case of a damaged disk, you must save the file to another location (for example, a different drive). | Gadījumā, ja disks ir bojāts, jums fails jāsaglabā citā vietā (piemēram, citā diskā). | Ja disks ir bojāts, fails ir jāsaglabā citā vietā (piemēram, citā diskā). | A literal translation of the English phrase "in the case of" causes unnecessary redundancy in Latvian. We recommend that you omit it and use only a conditional clause. Also, the translation contains the unnecessary personal pronoun "jums." |
| If this does not work… | Ja ar šīm darbībām problēmu neizdodas novērst… | Ja tas nelīdz… | |
| Make the mouse easier to use | Padarīt peli vieglāk lietojamu<br>or<br>Peles vieglākas lietošanas nodrošināšana | Vieglāka peles lietošana<br>or<br>Kā atvieglot peles lietošanu | These examples show how unnecessary words make the text clumsy, redundant, and unnatural sounding. Plus, the first example contains an inappropriate grammatical form for the page title, which |

| | | | |
|---|---|---|---|
| | | | requires a nominative noun construction. |

**Avoid rhyming**

Avoid repeating the same words or the words with the same root in one sentence or paragraph. Review each window, and eliminate duplicate words and statements. Don't avoid important text—be explicit whenever necessary—but don't be redundant and don't explain things that go without saying.

Example:

| English | Latvian |
|---|---|
| Choose the location where you want to save the file. | (-) *Izvēlieties* vietu, kur *vēlaties* saglabāt failu.<br>(+) Izvēlieties vietu, kur jāsaglabā fails. |
| Your accounts require Outlook to be activated as a device administrator to ensure security requirements are met. | (-) Jūsu konti pieprasa Outlook aktivizēšanu par ierīces administratoru, lai nodrošinātu drošības prasību izpildi.<br>(+) Lai tiktu izpildītas drošības prasības, jūsu kontiem ir nepieciešama programmas Outlook kā ierīces administratora aktivizēšana. |

### 2.1.4 Word choice

**Terminology**

Use approved terminology Microsoft language resources, for example for key terms, technical terms, and product names.

**Synonyms**

In Latvian, the Microsoft voice can also be conveyed through the use of synonyms. If approved synonyms (that is, interchangeable terms) exist in Microsoft Terminology - Globalization | Microsoft Learn and can be used without confusing the user, by all means use them. This will help you to avoid repetition and achieve a natural-sounding translation. Alternatively, you can use short variants of terms and abbreviations (unless the use of abbreviations causes syntactical issues).

In Latvian, we recommend that you use synonyms for words that aren't terms such as descriptive adjectives, adverbs, verbs, particles, and conjunctions, but make sure the synonym matches the context and style of the text.

| en-US source word | lv-LV synonym |
|---|---|
| before | līdz, pirms, iekams (especially in a sentence with a negative verb) |
| why | kāpēc, kādēļ |
| for the sake of | dēļ, labad |
| exciting | interesants, aizraujošs, neparasts, saistošs |

The following target terms may be interchanged in Latvian translations with the following synonyms.

| en-US source term | lv-LV synonym |
|---|---|
| application, app, program | lietojumprogramma (correct for Office), programma |
| refuse, reject | atteikties, noliegt, noraidīt |
| spam | surogātpasts, nevēlamais e-pasts, nevēlamais komerciālais e-pasts |
| weblog, blog | tīmekļa žurnāls, emuārs |
| ink, digital ink | rokraksts, ciparrokraksts |
| method | paņēmiens, metode |
| start | startēt, palaist |
| use | lietot, izmantot |

For the usage of synonyms, always check Microsoft Terminology - Globalization | Microsoft Learn.

The following list shows examples of formal target terms and their simpler alternatives.

| en-US source term | lv-LV term | lv-LV synonym |
|---|---|---|
| recommend | rekomendēt | ieteikt |
| additionally | turklāt, papildus | arī |
| control | kontrolēt | pārvaldīt, vadīt (depending on the context) |

**Short word forms and everyday words**

Writing US English text in the Microsoft voice means using 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 easy to read quickly. Precise, well-chosen words aid clarity, but it's important to use everyday words that customers are familiar with.

In Latvian, the Microsoft voice can be conveyed through similar means, by using the shortened words or short words used by people in daily conversations, as long as the context is clear and the shortened form doesn't cause misunderstanding.

Use approved terminology. Don't use different target terms when there's an established and approved term available.

**Acronyms**

Be careful with acronyms. On the one hand, they help to make the text shorter. On the other hand, they can make the text less friendly and harder to understand. In English, the use of acronyms is very common (even standard in the computer and technology field), but that's not the case in Latvian. The use of the English acronyms in the Latvian text may not be understandable to the average user, and it might take the user longer figure out what that acronym means. In other words, there's a risk that brevity will affect comprehensibility. Besides, acronyms don't have case endings, so their grammatical meaning in the running text may be unclear especially if they're in a grammatical case other than the nominative. These are the main reasons why the use of acronyms isn't a recommended way to convey the Microsoft voice in Latvian. It can be acceptable to use acronyms in table headings and drop-down menu items if there are space restrictions.

| en-US source term | lv-LV word | lv-LV word usage |
|---|---|---|
| disk | disks | For general reference, any area of storage that's formatted with a file system and has a drive letter. The storage can be a hard disk, USB drive, or another type of disk. |
| drive | diskdzinis | For general reference, any hardware device that reads data from and writes data to disks. |
| app | programma | Use “programma” instead of “lietojumprogramma." Note that “lietotne" (used as a translation of “application”) isn't a shortened form of "lietojumprogramma" and it isn't approved Microsoft terminology. |
| message | ziņojums | Use "ziņojums" as a shortened form of "e-pasta ziņojums" (email message) if the context is clear and the use of the shortened form doesn't cause misunderstanding. |
| email | e-pasts | Use "e-pasts" instead of "elektroniskais pasts." |
| mail | pasts | Use "pasts" instead of "e-pasts" only if the context is clear and the use of the shortened form doesn't cause misunderstanding. |

**Use everyday words** when you can, and avoid words that you wouldn’t use in everyday conversation. Imagine that you’re looking over a friend’s shoulder and explaining how to accomplish the task.

| Source | Do | Don’t | Comment |
|---|---|---|---|
| Crashes happen. The power goes out. The network goes down. | Avārijas mēdz notikt. Var nodzist elektrība. Var pazust savienojums ar tīklu. | Avārijas mēdz notikt. Var gadīties elektroenerģijas padeves traucējumi. Var rasties tīkla bojājumi. | Avoid overly technical language and giving technical details that aren't relevant to the general user. |
| Word can't complete this action because too many files are open. | Word nevarēja izpildīt šo darbību, jo bija atvērts par daudz failu. | Operācija nevarēja tikt izpildīta. | You can try to avoid the passive voice if the subject is defined. However, the passive voice is more appropriate |

| | | | |
|---|---|---|---|
| | | | in clauses without the subject. |

**Use short, plain words** as much as possible. Shorter words are more conversational, save space on-screen, and are easier to scan.

- To show simple and easy procedures, use simple sentences and phrases, minimal text, and everyday words.
- Avoid the use of very long words. They can lead to truncations.
- Use the language that customers use.
- Interjections should be localized in a neutral way. A more formal equivalent should be found, or the phrase should be omitted completely.

Example:

| en-US source | Latvian target (incorrect) | Latvian target (correct) |
|---|---|---|
| We're having trouble opening this page. | Mums ir problēmas ar šīs lapas atvēršanu. | Nevar atvērt šo lapu. |

**Don’t invent words** or apply new meanings to standard words. Don’t forget that some terms such as *hacker* are already part of everyday speech.

| en-US source term | Latvian word | Latvian word usage |
|---|---|---|
| start | startēt, palaist | “Sāknēt” (boot) is the old term—don’t use it. Otherwise, follow the source text, and translate it according to the approved terminology. |

But don’t forget that, in everyday language, people don’t use standardized phrasing but rather vary their choice of words. So consistency for consistency's sake is not a goal.

**Use unambiguous words**

Choose words with a clear meaning.

Example:

| en-US source | Latvian target | Comment |
|---|---|---|
| Download the Data Gateway Management client and then install it on your machine. | (-) Lejupielādējiet datu vārtejas pārvaldības klientu un tad instalējiet savā datorā.<br>(+) Lejupielādējiet datu vārtejas pārvaldības klientu un pēc tam instalējiet savā datorā. | This example contains an imprecise translation of "then" — the word "tad" has several meanings (“at that time” and “after that”) and is ambiguous. |

### 2.1.5 Word-for-word translation

To achieve a fluent translation, avoid word-for-word translation. If text is translated literally without an overall understanding of the paragraph or page, the tone will sound stiff and unnatural. The result may be ridiculous or even turn customers away. The text may be split into different sentences if that helps to simplify the translation. Sometimes you can omit descriptors to make the text snappier.

| English text | Correct Latvian translation | Incorrect Latvian translation |
|---|---|---|
| There’s a better way | Taču ir arī ērtāks veids. | Taču ir labāks ceļš. |
| If your professor has a PDF version of the handouts or case studies, you can save the files directly to your OneDrive or OneNote notebook. | Ja pasniedzējam izdales vai citi materiāli ir PDF formātā, varat saglabāt failus tieši savā OneDrive vai OneNote piezīmju grāmatiņā. | Ja jūsu profesoram ir izdales vai citu materiālu PDF versija, jūs varat saglabāt failus tieši savā OneDrive vai OneNote piezīmju grāmatiņā. |
| Aside from working together, OneDrive also makes it easy to share spring break photos, your band’s latest recording, a class video, or anything else | Pakalpojumā OneDrive var ne tikai kopīgi strādāt, bet arī ērti kopīgot brīvlaikā uzņemtos fotoattēlus, savas mūzikas grupas jaunākos ierakstus, stundā uzņemto video vai | Varat ne tikai kopīgi strādāt OneDrive, bet arī vienkārši kopīgot pavasara brīvlaikā uzņemtās fotogrāfijas, mūzikas ansambļa jaunākos ierakstus, stundā uzņemto |

| | | |
|---|---|---|
| you want to show your friends. | jebko citu, ko vēlaties parādīt draugiem. | video vai ko citu, ko vēlaties parādīt draugiem. |
| Be a presentation machine | Vienmēr esiet gatavs prezentācijai | Esiet prezentāciju mašīna |
| Check out more tips on how to save time and enhance your presentations in our blog post | Skatiet mūsu emuāra rakstā citus ieteikumus par to, kā ietaupīt laiku un uzlabot savu prezentāciju | Iepazīstieties ar citiem ieteikumiem par to, kā taupīt laiku un uzlabot savu prezentāciju, kas atrodas mūsu emuāru vietnē |

## 2.2 Sample Microsoft voice text

The following sections have examples of source and target phrase that illustrate the intent of the Microsoft voice.

### 2.2.1 Focusing on the user action

To make choices and next steps obvious for the user, focus on the action that the user needs to take.

| US English | Latvian target | Explanation |
|---|---|---|
| The password isn't correct, so try again. Passwords are case-sensitive. | Parole nav pareiza, tāpēc, lūdzu, mēģiniet vēlreiz. Paroles ir reģistrjutīgas. | The user has entered an incorrect password, so provide the user with a short and friendly message that lets them know that they need to try again. |
| This product key didn't work. Check it and try again. | Produkta atslēga nedarbojas. Lūdzu, pārbaudiet to un mēģiniet vēlreiz. | The user has entered incorrect product key. The message casually and politely asks the user to check it and try again.<br><br>For Latvian, use the present tense, except when the message refers specifically to an event in the past. |
| All ready to go | Viss sagatavots, lai sāktu | A casual and short message informs the user that setup has completed and the system is ready |

| | | |
|---|---|---|
| | | to be used. Don't translate this message literally. A literal translation makes no sense for the Latvian user. |
| Would you like to continue? | Vai vēlaties turpināt? | In English, the second-person pronoun "you" is used to politely ask the user if they would like to continue.<br><br>In Latvian, the second-person pronoun isn't needed because the second person is expressed by the verb form. |
| Give your PC a name—any name you want. If you want to change the background color, turn high contrast off in PC settings. | Piešķiriet datoram nosaukumu pēc saviem ieskatiem. Ja vēlaties mainīt fona krāsu, datora iestatījumu sadaļā izslēdziet augsta kontrasta iestatījumu. | Address the user directly, using the imperative mood, to help the user take the necessary action. The second-person pronoun isn't needed because the second person is expressed by the verb form. |

### 2.2.2 Explanatory text and providing support

| US English | Latvian target | Explanation |
|---|---|---|
| The updates are installed, but Windows Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off. | Atjauninājumi ir instalēti, bet, lai tie darbotos, ir jārestartē Windows uzstādīšanas programma. Pēc tās restartēšanas turpināsim no tās vietas, kur palikām. | The language is natural, the way people talk. In this case, the tone is reassuring, letting the user know that we're doing the work. The use of "we" provides a more personal tone. |

| | | |
|---|---|---|
| If you restart now, you and any other people using this PC could lose unsaved work. | Ja restartēsit tūlīt, jūs un citi šī datora lietotāji varat zaudēt nesaglabāto darbu. | The tone 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. | Kad izlabosit nederīgos rekvizītus vai ievadīsit trūkstošos, šis dokuments tiks automātiski pārvietots uz pareizo bibliotēku un mapi. | The text is informative and clearly and directly tells the user what will be taken. |
| Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive. | Radās sarežģījumi! Nevar atrast lejupielādētos failus, lai izveidotu palaižamu USB zibatmiņas disku. | Short, simple sentences inform the user what has happened. |

### 2.2.3 Promoting a feature

| US English | Latvian 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. | Attēlparole ir jauns veids, kā aizsargāt datoru, kam ir skārienekrāns. Izvēlieties attēlu un žestus, kas jālieto kopā ar to, lai izveidotu savu unikālo paroli. | **Promoting a specific feature**<br>To promote the picture password feature, the text lists the requirements needed to enable the feature. The parenthetical statement clarifies and emphasizes the requirements.<br><br>Punctuation marks like the em dash are used differently in English and Latvian. This example shows that the em dash is an appropriate punctuation mark for English |

| | | |
|---|---|---|
| | | but isn't suitable for Latvian. In Latvian, the final clause is separated from the main clause by using a comma, not an em dash. |
| Let apps give you personalized content based on your PC's location, name, account picture, and other domain info. | Ļaujiet, lai programma piedāvā personalizētu saturu, ņemot vērā datora atrašanās vietu, nosaukumu, konta attēlu un citu domēna informāciju. | **Promoting the use of apps**<br>Depending on the context, commonly used abbreviations (such as "PC") can help make the text sound familiar and friendly.In Latvian, using the English acronym with the grammatical meaning other than the nominative case and possessive case isn't appropriate in a running text because acronyms don't have case endings. Besides, the acronym "PC" isn't used in everyday Latvian speech. Thus, it may prevent the user from understanding the meaning without adding any familiarity to the text. |

### 2.2.4 Providing how-to guidelines

| US English | Latvian target | Explanation |
|---|---|---|
| To go back and save your work, select Cancel and finish what you need to. | Lai atgrieztos un saglabātu savu darbu, atlasiet Atcelt un pabeidziet iesākto. | In English, the second-person pronoun and short, clear direction help the user understand what to do next.<br><br>In Latvian, the second-person pronoun isn't needed because |

| | | |
|---|---|---|
| | | the grammatical meaning is expressed by the imperative verb. |
| To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture. | Lai apstiprinātu pašreizējo attēlparoli, noskatieties atkārtojumu un izpildiet attēlā parādītos žestus. | The tone is simple and natural. The user isn't overloaded with information; we tell them only what they need to know to make a decision. |

# 3 Inclusive language

Microsoft technology reaches every part of the globe, so it's critical that all our communications are inclusive and diverse. These guidelines provide examples on how to use inclusive language and avoid habits that may unintentionally lead to marginalization, offense, misrepresentation, or the perpetuation of stereotypes.

**General guidelines**

**Comply with local language laws.**

**Use plain language**. Use straightforward, concrete, and familiar words. Plain and accessible language will help people of all learning levels and abilities. Some examples include using a two-syllable word over a three-syllable word or several clear words instead of one complicated term or concept.

**Be mindful when you refer to various parts of the world**. If you name cities, countries, or regions in examples, make sure they're not politically disputed. In examples that refer to several regions, use equivalent references—for example, don't mix countries with states or continents.

**In text and images, represent diverse perspectives and circumstances.** Depict a variety of people from all walks of life participating fully in activities. Show people in a wide variety of professions, educational settings, locales, and economic settings.

**Don't generalize or stereotype people by region, culture, age, or gender**, not even if the stereotype is positive. For example, when representing job roles, choose names that reflect a variety of gender identities and cultural backgrounds.

**Don't use profane or derogatory terms.**

**Don’t use slang that could be considered cultural appropriation.**

**Don't use terms that may carry unconscious racial bias or terms associated with military actions, politics, or controversial historical events and eras.**

The following table contains examples of preferred and recommended language to convey inclusivity, as well as terms and expressions that should not be used.

| Use this | Not this | Use this | Not this |
|---|---|---|---|
| **English examples** | | **Target examples** | |
| stop responding | hang | pārtrauc reaģēt, vairs nereaģē | uzkaras |
| expert | guru | eksperts, speciālists | guru, specs, profs |
| meeting | pow wow | sanāksme | pasēdēšana |
| colleagues; everyone; all | guys; ladies and gentlemen | kolēģi, visi, ikviens | zēni; dāmas un kungi |
| lunch and learn; learning session | brown bag session | mācību sesija | pamācīšanās pusdienu pauzē |
| parent | mother or father | vecāks | māte vai tēvs |

## 3.1 Avoid gender bias

**Use gender-neutral alternatives for common terms.** Avoid the use of compounds containing gender-specific terms (“*vīrietis*”, “*sieviete*”, etc.) whenever possible.

The table that follows contains examples of gender-biased words or compounds that should be avoided in Latvian and the alternative that should be used to promote gender inclusivity. Do not forget, though, that the general form for, e.g., professions, is

masculine singular, so please **do not** refer to salespersons as "*pārdevējs(-a)*", making the text less readable.

| Use this | Not this | Comments |
|---|---|---|
| **Target examples** | | |
| stiprs cilvēks | spēkavīrs | Avoid words that incorporate direct references to gender if the text might refer to anyone.<br>In Latvian, there are not many such words, as opposed to English, where "-man" is often part of the word. |
| skolēni | skolnieki/skolnieces | Use words carrying the general inclusive meaning. |

**When presenting generalization, use plural noun forms (for example, *cilvēki*, *personas*, *studenti*, etc.)**.

**Don't use gendered pronouns (*viņa, viņas, viņš, viņam, etc*.) in generic references.** Instead:

- Rewrite to use the second person (*jums) or "savs";* or use generalization *(use "tas nav nepieciešams*" instead of *"viņam tas nav jādara").*
- Rewrite the sentence to have a plural noun and pronoun.
- Use demonstrative pronouns instead of personal pronouns (for example, *šis dokuments* instead of *viņa dokuments).*
- Refer to a person's role (*lasītājs*, *darbinieks*, *klients*, for example).
- Use *persona* or *indivīds*.

The following table contains strings and sentences that were translated taking those gender-neutral principles into account.

| Use this | Not this | Use this | Not this |
|---|---|---|---|
| **English examples** | | **Target examples** | |
| A user with the appropriate rights can set other users' passwords. | If the user has the appropriate rights, he can set other users' passwords. | Lietotājs ar piemērotām tiesībām var iestatīt citu lietotāju paroles. | Ja lietotājam ir piemērotas tiesības, viņš var iestatīt paroles citiem lietotājiem. |

| | | | |
|---|---|---|---|
| Developers need access to servers in their development environments, but they don't need access to the servers in Azure. | A developer needs access to servers in his development environment, but he doesn't need access to the servers in Azure. | Izstrādātājiem ir nepieciešama piekļuve serveriem savās izstrādes vidēs, taču tiem nav nepieciešams piekļūt Azure serveriem. | Izstrādātājam ir nepieciešama piekļuve serveriem viņa izstrādes vidē, taču viņam nav nepieciešams piekļūt Azure serveriem. |
| When the author opens the document …. | When the author opens her document …. | Kad autors atver savu dokumentu... | Kad autore atver viņas dokumentu.. |
| To call someone, select the person's name, select Make a phone call, and then choose the number you'd like to dial. | To call someone, select his name, select Make a phone call, and then select his number. | Lai kādam piezvanītu, atlasiet personas vārdu, atlasiet "Veikt tālruņa zvanu" un pēc tam izvēlieties attiecīgo tālruna numuru. | Lai kādam piezvanītu, atlasiet viņa vārdu, atlasiet "Veikt tālruņa zvanu" un pēc tam atlasiet viņa numuru. |

Don't use constructions like *viņš/viņa* and *viņam(-i)*.

When you're writing about a real person, use the pronouns that the person prefers, whether it's *viņš, viņa, viņi*, or another pronoun. It's OK to use gendered pronouns (like*viņš, viņa, viņam*, and *viņai*) when you're writing about real people who use those pronouns themselves.

**Use gender-neutral verb forms as much as possible.**

Avoiding gender-specific verb endings is not always possible for Latvian but do try to find alternative solutions, e.g., by using verbs in simple past instead of present perfect tense where appropriate (for example, use *"es aizmirsu paroli"* instead of "*es esmu aizmirsis(-usi) paroli"*). In case of conflict, Latvian grammar rules have higher priority than gender-neutral expression. Use masculine gender singular where perfect tense is needed.

The following table contains an example illustrating this guideline.

| Use this | Not this | Use this | Not this |
|---|---|---|---|
| **English example** | | **Target example** | |
| Created by {0} | Created by user {0} | Izveidoja {0} | Izveidojis(-usi) lietotājs(-a) {0} |

## 3.2 Accessibility

Microsoft devices and services empower everyone, including people with disabilities, to do the activities they value most.

**Focus on people, not disabilities.** Don't use words that imply pity, such as *(persona) kuru skārusi (slimība) or kas cieš no*. The preferred option is not to mention a disability unless it's relevant.

The following table contains examples that illustrate people-first language.

| Use this | Not this | Use this | Not this |
|---|---|---|---|
| **English examples** | | **Target examples** | |
| person with a disability | handicapped | persona ar invaliditāti | invalīds |
| person without a disability | normal person; healthy person | persona bez invaliditātes | normāla persona, vesels cilvēks |

**Use generic verbs that apply to all input methods and devices**. In procedures and instructions, avoid verbs that don't make sense with alternative input methods used for accessibility.

The table that follows contains an example employing a verb that can apply to all input methods and devices.

| Use this | Not this | Use this | Not this |
|---|---|---|---|
| **English example** | | **Target example** | |
| Select | Click | Atlasiet | Noklikšķiniet |

**Keep paragraphs short and sentence structure simple**—aim for one verb per sentence. Read text aloud and imagine it spoken by a screen reader.

**Spell out words like *un*, *plus*, and *aptuveni*.** Screen readers can misread text that uses special characters like the ampersand (&), plus sign (+), and tilde (~).

# 4 Language-specific standards

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

## 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 the names of buttons and options) due to lack of space. This can be done in the following ways:

| Method | Examples |
|---|---|
| Truncation with a period | Formatēšana => Format.<br><br>skatīt => sk. |
| Initial capitals | Domain Name Server => DNS |

Abbreviations usually end with a consonant.

Extended characters are preserved in the abbreviated form of a word.

If a sentence ends with an abbreviation, don't add another period after the abbreviation's period.

Avoid using abbreviations when translating software or documentation, unless they are conventional abbreviations normally used in Latvian. Unconventional abbreviations should be used only when there's no space available in the software string for the

spelled-out form of a term. If the unconventional abbreviation is unavoidable, make sure it conforms to the Latvian language standards.

If the abbreviation is clear to the user and appears often in the system, avoid creating new abbreviations even when space is available for extra characters. For example, "dok." is a common abbreviation for "dokuments" and shouldn't be changed to "doku.," "dokum.," "dkmt.," or "dmt." just because there's space for a few extra characters.

List of common abbreviations:

| Expression | Acceptable abbreviation |
|---|---|
| attēls | att. |
| dokuments | dok. |
| eksemplārs | eks. |
| ieskaitot | iesk. |
| lappuse | lpp. |
| miljons | milj. |
| nodaļa | nod. |
| pielikums | piel. |
| piemēram | piem. |
| pulksten | plkst. |
| skatiet | sk. |
| šā gada | š.g. |
| tas ir | t.i. |
| valoda | val. |
| vienskaitlis | vsk. |

Don’t abbreviate words that are only one syllable.

Avoid acronyms and abbreviations (unless the meaning is obvious, as in "St. Petersburg"), or use them sparingly and define them in context. For example, the Latvian acronym "EK” is used for both European Community (Eiropas Kopiena) and European Commission (Eiropas Komisija).

The Latvian abbreviations "utt.," "u.t.j.p.," and "u.c." should be used carefully. Sometimes well-known abbreviations can save space. However, it isn't recommended to use these abbreviations in the middle of sentences, as a connector between parts of a sentence.

| English | Translation |
| --- | --- |
| Services in charge of raw materials such as ink, paper, etc. | Dienesti, kas nodrošina izejmateriālus, piemēram, tinti, papīru un citus materiālus. |

If the abbreviation "utt." occurs at the end of an example, it may be deleted because calling something out as an example indicates that the listing is incomplete. In these cases, the abbreviation "utt." is redundant. However, if those abbreviations are used, they shouldn't be preceded by a comma.

### 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).

In Latvian, acronyms are always written with all capital letters.

**Localized acronyms**

The English acronyms used in the IT industry aren't localized by using a respective Latvian acronym. The acronyms stay in English.

Example:

DDC/CI (Display Data Channel Command Interface) protocol—protokols DDC/CI

However, acronyms may be translated by using a spelled-out form when an approved Latvian translation exists.

Example:

| en-US source | Latvian target |
|---|---|
| LCD | šķidro kristālu displejs |
| LAN | lokālais tīkls or LAN |
| URL | vienotais resursu vietrādis or vietrādis URL |

**Unlocalized acronyms**

Don't translate the English acronyms—for example, DDC/CI (Display Data Channel Command Interface) protocol—protokols DDC/CI. An exception is when there's an approved Latvian translation (for example, LCD—šķidro kristālu displejs).

Example:

| en-US source | Latvian target |
|---|---|
| HTML | HTML |
| SQL | SQL |
| XML | XML |
| ICMP | ICMP |
| POP | POP |
| WAP | WAP |

**Note:** Acronyms don't have case endings, so the reader may not be able to grasp the correct grammatical meaning because they don't show their syntactical role in the sentence, especially if used in the locative or dative. In these cases, another sentence construction should be used for clarity. Possible solutions include putting the acronym in the nominative or possessive case, or using a full Latvian word or phrase if it exists. Alternatively, the unlocalized acronym should be preceded by an appropriate modifier in the appropriate grammatical case.

### 4.1.3 Adjectives

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

Latvian single adjectives, unlike those in English, have gender, number, and case. So it's impossible to localize a single adjective correctly without having a context, or when the context requires the adjective to be in masculine or feminine, plural or singular, or several case forms at the same time. (This often happens in elliptical menus, as well as concatenated strings.) In these cases, try to localize the adjective with a verb or noun, use the masculine singular, or check with the developers so see if concatenation could be avoided.

| en-US source | Latvian target |
|---|---|
| New | Jauns |
| Unknown | Nezināms |

Note that the names of colors have to be written in feminine because the word “krāsa” (color) is of the feminine gender.

**Be careful with using comparative and superlative degrees.** Remember that they aren't used with all adjectives. The incorrect use of the comparative or superlative degree is a grammar mistake.

Example:

| en-US source | Latvian target (wrong) | Latvian target (correct) | Comment |
|---|---|---|---|
| Add a personal touch | Personiskāks profils | Personisks profils | This example shows an incorrect use of the comparative degree with the adjective "personisks." |

**Possessive adjectives**

The frequent use of possessives is common in English. However, in Latvian, when translating the English "you" and "our," don't overuse possessive adjectives (also known as possessive determiners, which imply the definite article "the"—for example, *my, your, her, his*) or the possessive pronouns "jūsu," "mūsu."

Example:

| English | Latvian |
|---|---|
| Click your mouse. | + Noklikšķiniet ar peli.<br>- Noklikšķiniet ar jūsu peli.<br>- Noklikšķiniet ar savu peli. |

### 4.1.4 Articles

Latvian doesn't have articles. However, there are certain rules to be followed for conveying the meaning of the definite and indefinite articles that are used in English.

In Latvian translations, definite articles are often reproduced by the use of the definite ending of the adjective (if the adjective is related to the noun that's preceded by the article) or by the use of the demonstrative pronoun. However, avoid pronouns in technical texts and software products. Indefinite articles are usually reproduced by using the indefinite endings of adjectives (if the adjective is related to the noun that's preceded by the article).

Examples:

| English | Latvian |
|---|---|
| The Taskbar is adjustable and can be "hidden" from view until you need it to select **an open** program tab. | Uzdevumjoslu var pielāgot un paslēpt līdz brīdim, kad tā būs nepieciešama, lai atlasītu **atvērtu** programmas cilni. |
| You can change the size of **the** open program tabs so they don't take up as much space on the Taskbar. | **Atvērto** programmas ciļņu lielumu varat mainīt, lai cilnes uzdevumjoslā neaizņemtu tik daudz vietas. |

**Unlocalized feature names**

In Latvian, Microsoft product names and untranslated feature names are used without definite or indefinite articles.

### 4.1.5 Capitalization

In English, the first characters of the words in titles, names, and similar text, and sometimes the middle characters, too, are often capitalized. This is an error in the Latvian text.

Example:

| English | Latvian |
|---|---|
| Move Down… | + Pārvietot lejup<br>- Pārvietot Lejup |
| AutoArchive | + Automātiskā arhivēšana<br>- Automātiskā Arhivēšana<br>- AutoArhivēšana |

In titles, follow the normal capitalization rules for your language unless otherwise instructed.

If a UI string appears as a part of another string, capitalization of the first word is sufficient.

| English | Latvian |
|---|---|
| Select Save As and close the window | + Atlasiet Saglabāt kā un aizveriet logu<br>+ Atlasiet “Saglabāt kā” un aizveriet logu |

In the English text, an additional short explanation that appears in parentheses often starts with a capital letter. In Latvian, this kind of text should start with a lowercase letter unless the short text in brackets is a full sentence.

| English | Latvian |
|---|---|
| Keep existing driver (Recommended) | + Saglabāt esošo draiveri (ieteicams)<br>- Saglabāt esošo draiveri (Ieteicams) |

The names of days, months, languages, and nationalities, in addition to adjectives derived from country names, aren't capitalized in Latvian.

Note that personal pronouns "jūs, jūsu, jums..." and "tu, tavs, tev..." must be used with an initial lowercase letter, except in correspondence.

Common nouns are never capitalized in Latvian unless they're the first words in a sentence or title.

### 4.1.6 Compounds

Generally, compounds should be understandable and clear to the user. Avoid overly long or complex compounds. Keep in mind that compounds that are hard to understand diminish usability.

In Latvian, the meaning of a compound word may be different from the meaning of a phrase consisting of the same components. Take that difference into account, and use the correct form.

Example:

| en-US source | Latvian target (phrase) | Latvian target (compound) | Comment |
|---|---|---|---|
| User name | Lietotāja vārds | Lietotājvārds | This example shows how the meaning changes depending on how the words are combined. If a phrase is used, it means the user's name or surname. If a compound is used, it means a unique name that identifies a user account. |

In vary rare cases, a hyphen may be used to link parts of a compound word (for example, e-mail).

Example:

| English | Latvian | Comments |
|---|---|---|
| email | e-pasts | The hyphen links parts of a compound word. |

### 4.1.7 Conjunctions

Writing in the Microsoft voice in English uses conjunctions to make the text sound friendly and conversational. For example, start a sentence with a conjunction to convey an informal tone and style.

In Latvian, don't start a sentence with the conjunction "un" or "bet."

Example:

| English | Latvian (incorrect) | Latvian (correct) |
|---|---|---|
| And this is where you go to turn off or lock your computer. | Un šeit datoru var izslēgt vai slēgt. | Šeit datoru var izslēgt vai aizslēgt. |

Avoid the ampersand (&) in translations. Localize the ampersand as the conjunction "un," unless it's part of a name that can't be localized.

If the plus sign (+) is used with the meaning "and," it can be used as long as it matches the style of the text (for example, in headings, such as "pictures+camera" > "attēli + kamera").

### 4.1.8 Gender

All nouns and pronouns in Latvian are either in masculine or feminine gender. Several verb forms (for example, the perfect tenses) also imply the gender. Adjectives and numerals are always coordinated with the noun.

For information regarding gender neutrality on Microsoft products, see Avoid gender bias.

### 4.1.9 Genitive

Don't attach a genitive "-s" "-a" to (trademarked) product names. It could be interpreted as a modification of such names.

Example:

| en-US source | Latvian target |
|---|---|
| Use this setting to enable or disable SharePoint Newsfeed. | (+) Izmantojiet šo iestatījumu, lai iespējotu vai atspējotu SharePoint jaunumu plūsmu.<br>(-) Izmantojiet šo iestatījumu, lai iespējotu vai atspējotu SharePointa jaunumu plūsmu |

### 4.1.10 Grammatical form consistency

Observe the rules for using Latvian verb tenses, and use verb forms consistently. For example, use the same tense and verb form for all the options listed in a group.

In Latvian, there are two grammatical forms of verbs used with the indicative mood, active voice, second-person plural, simple future, for example, verb conjugation endings āsiet/-āsit, -īsiet/-īsit, -ēsiet/-ēsit, -osiet/-osit, and -ūsiet/-ūsit, as in the following verbs: “saglabāsiet/saglabāsit," "rediģēsiet/rediģēsit," "rakstīsiet/rakstīsit," and "ievietosiet/ievietosit." Grammatically, both forms are correct, but only one grammatical form should be used consistently in the entire localized product. According to the previous practice, only the shortest form (-āsit, -ēsit, -īsit, -osit, -ūsit) should be used in Microsoft texts.

Grammatical form consistency should also be maintained in all the items in a list or menu, in terms of verb tense, the grammatical case of nouns, grammatical voice, and other grammatical forms. The same rule applies to tab names of the same dialog box.

Example:

| English | Inconsistent grammatical form | Consistent translation |
|---|---|---|
| In this article:<br>- Overview<br>- Create an alert for a list or library<br>- Create an alert for a folder, file, or list item<br>- Subscribe to an RSS Feed for a list or library | Šajā rakstā:<br>- Pārskats<br>- Kā izveidot brīdinājumu par sarakstu vai bibliotēku<br>- Brīdinājuma izveide par mapi, failu vai saraksta vienumu<br>- Saraksta vai bibliotēkas RSS plūsmas abonēšana<br>- Abonējiet skata RSS plūsmu | Šajā rakstā:<br>- Pārskats<br>- Saraksta vai bibliotēkas brīdinājuma izveidošana<br>- Mapes, faila vai saraksta vienuma brīdinājuma izveidošana<br>- Saraksta vai bibliotēkas RSS |

| English | Inconsistent grammatical form | Consistent translation |
|---|---|---|
| - Subscribe to an RSS Feed for a view | | plūsmas abonēšana<br>- Skata RSS plūsmas abonēšana |

**Parallelism**

Parallelism requires that words and phrases that have the same function have the same form.

**When to use:**

- Use parallel language whenever you express ideas of equal weight.
- Use parallel language for UI elements that are parallel in function, such as:
  - Headings
  - Labels
  - Lists
  - Page titles

**How to format:**

- Make all items similar in length.
- Make all items similar in form.
- Make all items use the same part of speech.

For example, make them all begin with a verb, make them all utilize a noun-verb-adjective structure, or make them all single-word imperative verbs.

Use parallel construction for items in lists and all the labels for check boxes and options in a group. All item labels should begin with the same type of word, a verb or a noun, and consistently use singular or plural nouns.

| Source | Do | Don’t |
|---|---|---|
| Select entire word Format drawing canvas | Atlasiet veselus vārdus<br>Formatējiet zīmēšanas pamatni | Veselu vārdu atlasīšana<br>Formatējiet zīmēšanas pamatni |

In the following example, list items aren't parallel because Music and Video are nouns, but Share and Listen are verbs.

Example:

| English | Latvian (-) | Latvian (+) |
|---|---|---|
| Music<br>Video<br>Share<br>Listen | Mūzika<br>Video<br>Koplietot<br>Klausīties | Mūzika<br>Video<br>Koplietošana<br>Klausīšanās |

To make them parallel, transform verbs into deverbal nouns “Koplietošana” and “Klausīšanās”.

Use parallel language whenever you express ideas of equal weight, and for UI elements that are parallel in function (such as headings, labels, lists, and page titles).

Example:

In the table below, all the items are topic titles on a web page. " They have a similar grammatical form, which starts with the verb in the infinitive preceded by “to.”. When translating the topic titles should be translated using a consistent pattern.

| English | Latvian |
|---|---|
| To start a game | Spēles sākšana |
| To save a game | Spēles saglabāšana |
| To change game options | Spēles opciju mainīšana |

### 4.1.11 Localizing colloquialism, idioms, and metaphors

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

To express the intent of the source text appropriately, choose from the following options:

- Replace the source colloquialism with an Latvian colloquialism only if it's 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), 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.

A little humor is OK, but it must be used very carefully. Use the colloquialisms and humor used in English in specific situations, such as Getting Started experiences, Product Tours, and Setup screens.

Avoid colloquialisms and idioms that might be offensive or too expressive. Avoid expressions that might sound old-fashioned like "*Ak tu tētīt!*" or similar. Be mindful of cultural considerations and globalization.

Source text that has humor may be tagged or provided with contextual comments that describe the colloquialism in plain terms.

| en-US source | Latvian target |
|---|---|
| We've hit a snag… | Neliela aizķeršanās… |
| Bummer… | Sasodīts! |
| Working on it… Bear with us. | Pašlaik meklējam risinājumu… Lūdzu, nedaudz uzgaidiet. |

### 4.1.12 Modifiers

In localized Latvian text, you often need to add modifiers (descriptions of the object that the name refers to) before the names of objects, menus, commands, dialog box elements, icons, and other elements. In general, English text doesn't have these modifiers. Modifiers are especially necessary when the whole phrase needs to be declined. You can decline only the modifier, and leave the name in the form that's used in the user interface.

Example:

| en-US source | Latvian target |
|---|---|
| Click Save | Noklikšķiniet uz Saglabāt |

| | |
|---|---|
| Select Save from the File menu | Izvēlnē Fails atlasiet komandu Saglabāt<br><br>Izvēlnē Fails atlasiet Saglabāt |

Pay particular attention to strings that have placeholders, where the placeholder is replaced by a variable that may not be provided in the appropriate case form. We recommend that you add a modifier, separate the placeholder from the rest of the text by quotation marks or a colon, or both.

Normally, modifiers (descriptors) should be used before unlocalized product names if the unlocalized product name is in a grammatical case other than the nominative case, possessive case, and instrumental case in the sentence, and/or the verb connected to it has to be coordinated with the gender and number of the noun. However, the modifier may be omitted if the product name is preceded by a preposition that's grammatically related to it and clearly conveys the syntactical relationship of the product name in the sentence.

Descriptors (usually the main words from the translation) can be added to provide for the declination, but they can be omitted if there are length restrictions (for example in UI) or for the sake of fluency. Don't omit the descriptor if doing so would lead to ambiguity.

Example:

| English | Latvian |
|---|---|
| Download files from Windows Update | Lejupielādēt failus **no** Windows Update |

### 4.1.13 Nouns

Traditional grammars define nouns as independent words that are the “name of something”—that is, they name or identify real phenomena: persons and things.

In Latvian, nouns have two genders—feminine and masculine.

Nouns have two grammatical numbers—singular and plural.

The functions of the noun in the sentence are subject, attribute, predicate (together with a link verb), adjunct, supplement, and object.

All nouns are divided into:

- **Common noun:** A noun referring to anything or anybody as an example of what a word in question denotes. It may refer to the whole class of subjects.
- **Proper noun**: A noun distinguished from the common noun on grammatical and semantic grounds and written with an initial capital letter.

In localized software, use deverbal nouns with the "-šana" suffix to refer to system status, ongoing processes, and similar things.

Example:

| en-US source | Latvian target |
|---|---|
| Saving the file | Faila saglabāšana |

**Inflection**

The Latvian language is highly inflected: nouns have six declinations with seven grammatical cases in any declination: nominative, genitive (or possessive), dative, accusative, locative, instrumental, and vocative. There are special rules for transformations of letters in these forms.

In Latvian, noun inflections depend on the noun function and syntactical relationship in the sentence as well as grammatical number.

**Plural formation**

Noun plurals in Latvian are formed by adding the respective plural ending. There are nouns used either in singular or in plural.

Example:

| en-US source | Latvian target (singular) | Latvian target (plural) |
|---|---|---|
| file | fails | faili |
| menu | izvēlne | izvēlnes |
| program | programma | programmas |

Nouns that are usually used only in the singular are called *singularia tantum*.

Example:

| en-US source | Latvian target |
|---|---|
| video | video |
| radio | radio |
| audio | audio |
| management | pārvaldība |
| software | programmatūra |
| hardware | aparatūra |

Nouns that are usually used only in the plural are called *pluralia tantum*.

Example: beigas, principal form of "tikšanās," durvis

**Singular vs. plural**

The translation of English phrases that allow both singular and plural forms at the same time should generally be changed into the plural form only in order to avoid confusing noun/verb endings in the statement.

Example:

| en-US source | Latvian target |
|---|---|
| Fill in the field(s) .. | (-) Aizpildiet lauku(s)<br>(+) Aizpildiet laukus |

If possible, use the plural to signify both singular and plural, or use phrases like "one or more" or "at least one." Translate these phrases as follows: "vismaz viens."

Use the plural in parentheses—"(s)"—only if there are length restrictions. Don't include an additional hyphen in parentheses before the plural ending.

Example:

| en-US source | Latvian target |
| --- | --- |
| To add one or more rows to a table,... | (-) Lai tabulai pievienotu rindu(as)...<br>(+) Lai tabulai pievienotu vismaz vienu rindu... |

### 4.1.14 Numbers

This topic includes guidelines for when to use numerals (the symbol that represents a number, for example, *1, 2, 3,* and *234*) and when to spell out numbers (for example, *one, two, three,* and *two hundred thirty-four*).

Numbers 0 to 9 are written as words only in running text (sentences). It's correct to use, "You have seven unanswered calls," not "You have 7 unanswered calls."

In tables and other places where the numbers 0 through 9 are standalone text, they are written as numerals.

### 4.1.15 Prepositions

Be careful to use prepositions correctly in the translated text. Many translators, influenced by the English source text, omit them or change the word order.

Preposition use is another consideration when trying to achieve a casual and conversational tone. In the Microsoft voice, starting or ending a sentence with a preposition is acceptable.

In Latvian, there are no prepositions that characterize a formal style. However, the preposition “priekš,” which is sometimes used with the meaning of time and place in colloquial speech, is bookish, obsolete, and more appropriate for expressive texts (literary works). To convey the Microsoft voice in Latvian, the preposition “pirms” should be used instead.

| en-US source text | lv-LV incorrect use of prepositions | lv-LV correct use of prepositions |
| --- | --- | --- |
| Your license expired one year ago. | Jūsu licences derīguma termiņš beidzās priekš viena gada. | Jūsu licences derīguma termiņš beidzās pirms viena gada. |

Using the preposition “priekš” isn't acceptable for expressing purpose; it's too slangy.

Prepositions should be used according to their correct purpose and with the nouns in the correct grammatical case determined by the Latvian grammar rules.

To ensure a fluid and natural expression, avoid using two successive prepositions, which may make the text hard to understand.

| en-US source text | lv-LV incorrect use of prepositions | lv-LV correct use of prepositions |
|---|---|---|
| The message could not be sent to the address related to this username due to an error. | Kļūdas **dēļ uz ar** šo lietotājvārdu saistīto adresi nevarēja nosūtīt ziņojumu. | **Uz** adresi, kas saistīta ar lietotājvārdu, kļūdas **dēļ** nevarēja nosūtīt ziņojumu. |
| with user-oriented theme | **ar uz** lietotāju vērstu dizainu | ar lietotājvērstu dizainu |
| with down arrow | **ar uz** leju vērstu bultiņu | ar lejupvērstu bultiņu |

The preposition "uz" should be used to describe clicking a button, icon, tab, menu, or menu item. No preposition should be used to describe clicking a field or the desktop. In these cases, the accusative may be used.

| Source text expression | Latvian expression | Comment |
|---|---|---|
| click the button | + noklikšķiniet uz pogas<br><br>- noklikšķiniet pogu<br><br>- noklikšķiniet ar pogu | Inappropriate use of accusative.<br><br>Incorrect use of the preposition "ar." |
| Do you want it to be placed on the desktop? | + Vai vēlaties, lai mape tiktu novietota darbvirsmā?<br><br>- Vai vēlaties, lai mape tiktu novietota uz darbvirsmas? | Inappropriate use of the preposition "uz." |

To describe selecting a UI item preceded by the descriptor, use the dative case without any preposition. The dative case should also be used to describe selecting a

descriptively named UI item (for example, "izvēlne"). However, if the descriptor is missing or unknown or the UI item is an unlocalized word or phrase, use the preposition “pie” between the verb “pieskarieties” and the UI item.

| en-US source text | lv-LV incorrect use of prepositions | lv-LV correct use of prepositions |
|---|---|---|
| Tap File | Pieskarieties Fails | Pieskarieties pie Fails |
| Tap the OK button | Pieskarieties pie pogas Labi | Pieskarieties pogai Labi |
| Tap the menu item | Pieskarieties pie izvēlnes | Pieskarieties izvēlnei |

### 4.1.16 Pronouns

People who use software products are of different ages and come from different social backgrounds. To address this audience, the translated software and documentation should use the polite form of "you" (jūs). Don't capitalize it, unless it's used in a letter.

Avoid overusing the personal pronoun “jūs” and possessive pronouns when translating the English "you" and "your."

If it's necessary to convey the intended meaning correctly, the doer of the action may be implied by the respective verb ending, instead of using a personal pronoun.

Example:

| en-US source | Latvian target |
|---|---|
| You can open the file by double-clicking... | Failu var**at** atvērt, veicot dubultklikšķi... |
| Follow these steps in order to change your password: | (-) Izpildiet šīs darbības, lai mainītu savu paroli.<br><br>(+) Lai nomainītu paroli, rīkojieties šādi: |

In Latvian, the Microsoft voice can be conveyed through the use of first-person and second-person pronouns, like in English, but avoid overusing the personal pronoun “jūs” and possessive pronouns when translating the English "you" and "your." If you need to indicate the doer to make sure the text is clear and understandable, try to use the respective verb endings. Usually, the second person is implied by the verb ending, and the personal pronoun is omitted.

Use the first person ("I, me, my") to let users tell the program what to do, but don't overuse this pronoun. To avoid unnatural-sounding and redundant text, don't translate every "I," "me," and "mine."

Avoid third-person references (to "the user"). They convey a formal, impersonal tone.

| en-US user reference | lv-LV user reference |
|---|---|
| You can change when new updates get installed. | (-) Lietotāji var mainīt laiku, kad tiek instalēti atjauninājumi.<br><br>(+) Varat mainīt laiku, kad jāinstalē atjauninājumi. |
| Choose one of these schemes or make your own. | Izvēlieties kādu no šīm shēmām vai izveidojiet savējo. |
| Remember my password | Atcerēties manu paroli |
| Tell me when a new Bluetooth device tries to connect to my PC | Paziņot man, tiklīdz jauna Bluetooth ierīce mēģina sazināties ar manu datoru |
| We recommend that you back up your files on a regular schedule. | (-) Lietotājiem ieteicams regulāri dublēt failus.<br><br>(+) Iesakām regulāri dublēt failus. |

| | |
|---|---|
| We strongly discourage you from installing these codec packs. | (-) Lietotājiem nav ieteicams **instalēt šīs kodeku pakotnes.**<br><br>(+) Nav ieteicams instalēt šīs kodeku pakotnes. |
| We can't find a printer. Do you want to add one? | Nevar atrast printeri. Vai vēlaties kādu pievienot? |
| The information we collect won't be used to personally identify you. | (-) Savāktā informācija netiks izmantota, lai personiski identificētu lietotāju.<br><br>(+) Mēs neizmantosim savākto informāciju, lai jūs identificētu. |

**Addressing the user**

"Voice" refers to how writers speak to their audience. The people who use software products are of different ages and have varying social backgrounds. To address this audience, use the polite second person of "you" (jūs) in the Latvian software and documentation. However, remember that the singular ending should be used with the verbs and other grammatically related words because the software and help texts address only one user at time. Avoid overusing the personal pronoun "jūs" as well as possessive pronouns when translating the English "you" and "your," for example, in instructions. Normally, the pronoun itself won't be needed, but if it is used, write it with a lowercase letter.

Example:

| English | Latvian |
|---|---|
| You are now connected to the internet. | Jūsu datorā tagad ir izveidots savienojums ar internetu. |

| English | Latvian |
| --- | --- |
| After you restart your computer, a dialog box is displayed. | (-) Kad esat restartējuši datoru, parādās dialoglodziņš.<br><br>(+) Kad esat restartējis datoru, tiek parādīts dialoglodziņš. |

### 4.1.17 Punctuation

Punctuation *supports* the Microsoft voice; it isn't a substitute for good word choice.

If the sentence sounds too complicated, you can divide it in two or even more sentences in your translation. You can consider using parentheses, a semicolon (instead of a comma), or a dash. Sometimes punctuation can help you to rephrase your translation and make it a bit playful.

Example:

"Lai tā nenotiktu, varat mēģināt bloķēt piekļuvi atsevišķām šūnām." —> "Bloķējiet piekļuvi atsevišķām šūnām — un tā nenotiks."

Punctuation marks (quotation marks, colons and semicolons, exclamation points, and question marks) aren't preceded by a space in Latvian.

**Bulleted lists**

If the items in a bulleted list are preceded by an introductory phrase, it ends with a colon. Regardless of how the list items end in the US source text—with or without a period—the items in the Latvian text never end with a period unless they're complete sentences or the final item of the list.

**Comma**

Commas should always be used according to the Latvian grammar rules.

### Colon

Use colons after the words that introduce a numbered or bulleted list and between equal parts of a sentence.

The text after the colon should begin with a lowercase letter, unless the text following the colon starts a new paragraph. In some cases, we recommend that you use one word followed by a period, and the next part of the sentence starts with a capital letter.

Example:

| US English | Latvian target |
|---|---|
| Tip: Do the following | Padoms. Rīkojieties šādi.<br><br>Or<br><br>Padoms: rīkojieties šādi. |

If this phrase occurs repeatedly, use the same construction consistently throughout the text.

The colon may also be used to separate concatenated variables from the rest of the text.

Example:

| English | Latvian |
|---|---|
| To debug a [document], proceed as follows. | Veiciet tālāk minētās darbības, lai atkļūdotu šo elementu: dokuments. |

Don't use colons and periods after column headings.

### Dashes and hyphens

Three different dash characters are used in Latvian: the hyphen, the en dash, and the em dash.

### 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. In Latvian, the hyphen is used to divide words between syllables, in the Latvian postal codes, and in some other cases.

Example:

| US English | Latvian target | Comment |
|---|---|---|
| email | e-pasts | The hyphen links parts of a compound word (email). |
| Jānis Bērziņš-Krūmiņš | Jānis Bērziņš-Krūmiņš | The hyphen separates a person’s surname consisting of two equal parts. |
| LV-1011 | LV-1011 | The hyphen is used in Latvian postal codes. |

### En dash

In English, the en dash is used as a minus sign, usually with spaces before and after. In Latvian, the short hyphen (-) is used instead, with no spaces before and after the mathematical sign.

Example:

500-200=300

The exception is the mixed use of numbers and letters in a mathematical expression. In these cases, spaces are used around the mathematical signs:

Example: 90 cm x 120 cm

In Latvian, the punctuation rules don't distinguish between the em dash (U+2014)(ALT+150) and the en dash (U+2013)(ALT+151). If you need to use a dash, use the en dash (for consistency), but don't confuse it with the hyphen (U+002D). A dash is longer and has a space before and after it. Using a dash instead of a hyphen and vice versa is an error.

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. In Latvian, the en dash (–) is always used in number ranges, without spaces around the en dash.

Example: 30–50 cm

| US English | Latvian target | Comment |
|---|---|---|
| The broadcast name must be between 1–32 characters. | Apraides nosaukumā ir jābūt 1–32 rakstzīmēm. | An en dash is used to indicate a range. Also, a nonbreaking space is used between the number and its descriptor in order to prevent these two elements from appearing on different lines. |

**Em dash**

Use the em dash only to set off a parenthetical element or introduce an element that isn't essential to the meaning of the sentence. In Latvian, the dash is used to structure the sentence, to indicate a clause that sums up the previous clauses, and to clearly divide the parts of a sentence. For UI content, the en dash (–) should be used when possible. The em dash (—) takes up more UI space and may cause formatting issues.

**Ellipsis (suspension points)**

According to general Latvian grammar rules, the ellipsis is used mainly to express emotional attitude or experience, to indicate pauses in speaking the sentence, or to show that an unexpected event follows.

Keep in mind the following when using ellipses (suspension points) in localized software texts:

No punctuation marks are needed at the end of menu titles or command names. However, if the command leads to a corresponding dialog box, use an ellipsis (x… ).

When translating menu items, keep the ellipsis where it is used in English.

Example:

| US English | Latvian target |
|---|---|
| Save as... | Saglabāt kā... |

An ellipsis is often used to indicate an action that's in process.

Example:

| US English | Latvian target |
|---|---|
| Backup Files... | Dublē failu... |

**Period**

Periods are used in all cases described by the Latvian grammar rules.

Example:

| US English | Latvian target | Comment |
|---|---|---|
| Formatting | Formatēšana => Format. | Shortening with a period. |
| See | skatīt => sk. | Shortening with a period. |

If a sentence ends with an abbreviation, don't add another, final period after the abbreviation's period.

Example:

| English | Latvian |
|---|---|
| For further information about XXX, see page 50. | (+) Plašāku informāciju par XXX skatiet 50. lpp.<br><br>(-) Plašāku informāciju par XXX skatiet 50. lpp.. |

Periods are always used after ordinal numbers.

When translating the names of check boxes into Latvian, don't put a period at the end, regardless of how they end in English—with or without a period. An exception is when the check box label is a complete sentence.

Messages in dialog boxes and error messages should always end with a period or another punctuation mark, even though the English source text might not do this.

**Quotation marks**

Quotation marks are used when referring to the names of appendixes, chapters, and sections in cross references.

In US source strings, you may find software references surrounded by English quotation marks. In Latvian, don't use double quotation marks or any special punctuation when referring to a software item within text unless it's hard to distinguish from the surrounding text, making the sentence hard to understand. The use of double quotation marks is also permitted in concatenated strings, when a variable in a wrong case form is inserted in a message during runtime.

Don't use quotation marks for these items if they already have special formatting (bold or italic).

Example:

| en-US source | Latvian target | Comment |
|---|---|---|
| To debug a [document], proceed as follows. | Lai atkļūdotu elementu "dokuments", veiciet šādas darbības. | |
| Tap Skip if you want to check your voicemail by calling instead. | Pieskarieties pogai Izlaist, ja vēlaties pārbaudīt balss pastu zvanot. | The translation for UI item "Skip" is not put into quotation marks since the element is not merged with the surrounding text. Also a descriptor is used to create a grammatically fluent sentence. When space restrictions apply (e.g., for UI elements) descriptor can be omitted if the |

| | | |
|---|---|---|
| | | meaning is not jeopardized; in such cases sentence structure can be changed. |

When quotation marks are necessary in Latvian, use double upper curly quotation marks (“xxx”) for software texts and double upper straight quotation marks (“xx”) for online content. Note that opening curly quotation marks are different from closing curly quotation marks.

Normally, product names and feature names aren't enclosed in quotation marks. The only exception is when the product name or feature name has a complex syntactical structure (for example, with nouns in the dative case or locative case) that makes it difficult to comprehend the whole sentence.

Example:

| English | Latvian |
|---|---|
| For customers who want an even more visual, interactive solution, Power BI for Office 365 includes Power BI sites on Power BI for Office 365. | (+) Klientiem, kuri vēlas vairāk vizuālu un interaktīvāku risinājumu, pakalpojumā “Power BI pakalpojumam Office 365” ir iekļautas “Power BI vietnes pakalpojumā Power BI pakalpojumam Office 365”.<br>(-) Klientiem, kuri vēlas vēl vizuālāku un interaktīvāku risinājumu, pakalpojumā Power BI pakalpojumam Office 365 ir iekļautas Power BI vietnes pakalpojumā Power BI pakalpojumam Office 365. |

**Parentheses**

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

The same rule applies to Latvian.

In the English texts, additional short explanations in parentheses often start with a capital letter. In Latvian, this kind of text is integrated in the sentence structure—it starts

with a lowercase letter, and a period is placed after the closing parenthesis unless the short text in parentheses isn't a full sentence.

Example:

| US English | Latvian target |
|---|---|
| Sentence to be explained. (Explanation.) | Paskaidrojamais teikums (paskaidrojošais teksts iekavās). |

**Semicolon**

Avoid using semicolons. Two shorter sentences are better than a single long sentence and are easier to read.

**Exclamation point**

Avoid exclamation points. Choose stronger words instead.

### 4.1.18 Sentence fragments

Sentence fragments help convey the conversational tone that's consistent with the Microsoft voice. They are used whenever possible because they're short and to the point.

In Latvian, the Microsoft voice can be conveyed through the use of sentence fragments, which are especially appropriate before bulleted or numbered list items. In these cases, sentence fragments are followed by a colon.

| US English source text | Latvian long form | Latvian sentence fragment |
|---|---|---|
| Use the following steps. | Veiciet zemāk minētās darbības. | Rīkojieties šādi: |
| For more information, see the site referenced below. | Plašāku informāciju skatiet tālāk norādītajā vietnē. | Skatiet arī šeit: |
| stronger password required | | nepieciešama stiprāka parole |

When using sentence fragments, don't omit the interrogative particle “vai” at the beginning of an interrogative sentence. That's considered a grammar mistake.

Example:

| En-US source | lv-LV term | Comment |
|---|---|---|
| Cancel event? | (-) Atcelt pasākumu?<br><br>(+) Vai atcelt pasākumu? | Leaving out the interrogative particle is considered a grammar mistake. |
| Continue without Undo? | (-) Turpināt bez atsaukšanas?<br><br>(+) Vai turpināt bez atsaukšanas? | Leaving out the interrogative particle is considered a grammar mistake. |

### 4.1.19 Subjunctive

Avoid the subjunctive mood when you're localizing the UI. However, in some contexts (such as letters and marketing communications), the subjunctive mood can be used.

Example:

| US English | Latvian target |
|---|---|
| Number of characters should not exceed: | (+) Rakstzīmju skaits nedrīkst pārsniegt:<br><br>(-) Rakstzīmju skaitam nevajadzētu pārsniegt: |

### 4.1.20 Symbols and nonbreaking spaces

From logograms included in the LVS 8-92 standard character set, the following symbols are included in Latvian for general use: %, +, -, x, =, <, >, º, §, ±

Don’t use symbols as a substitute for simple words.

Remember that the ampersand (&) isn't used in Latvian to replace the conjunction "and." The same applies to the hash character (#), which represents "number" in English but isn't used in Latvian.

Example:

| en-US source | Latvian target |
|---|---|
| users & computers<br><br>users + computers | (-) lietotāji & datori<br><br>(-) lietotāji + datori<br><br>(+) lietotāji un datori |
| # of users | (-) # lietotāji<br><br>(+) lietotāju skaits |

There is no space between the number and the percent (%) symbol.

Use nonbreaking spaces (Ctrl+Shift+Spacebar or Alt+0160) between words that shouldn't be separates onto different lines. If two words are connected by a nonbreaking space, Word will keep them together, even if subsequent editing causes line breaks to change. On-screen, a nonbreaking space looks like a degree symbol ( ° ), but it will print like a space.

**Typical situations where nonbreaking spaces are used:**

- Long date format: 2022. gada 17. februāris
- Between the shortening of the first name and the family name: J. Bērziņš
- In temperature designations between the number and degree symbol: 37 ˚C
- In measurement designations between the number and the measurement abbreviation: 5 cm
- In numbers consisting of many digits: a nonbreaking space is used to group digits by three (except four-digit numbers): 24 888 459

### 4.1.21 Syntax

Syntax and register differ between Latvian and English in several ways:

- Sequence of tenses. In English, a future form or conditional tense isn't used in a time clause and conditional clause (an "if" clause). Future forms become a present tense when they are put in a time clause and conditional clause ("if" clause). In Latvian, the tense form of the verb in a time clause and "if" clause should always be coordinated with the tense form of the verb in the principal clause—when the main verb of a sentence is in the future tense, verbs in subordinate clauses are in the future tense, too.

Example:

| English | Latvian | Comment |
|---|---|---|
| As soon as I have finished, I will give you a call.<br><br>The program will open if you select the icon on your desktop. | (-) Tiklīdz es esmu pabeidzis, es jums piezvanīšu.<br><br>(+) Tiklīdz es būšu pabeidzis, es jums piezvanīšu.<br><br>(-) Ja atlasāt darbvirsmā redzamo ikonu, programma tiks atvērta.<br><br>(+) Ja atlasīsit darbvirsmā redzamo ikonu, programma tiks atvērta. | This example shows that future forms become a present tense in English when they are put in a time clause and conditional clause ("if" clause). In Latvian, the tense form of the verb in a time clause and "if" clause should always be coordinated with the tense form of the verb in the principal clause. |

- Word order, placement of adverbs of place and time in a sentence.
- In English, “when” is often used instead of “if” (zero conditional) when the result of the condition is always true. In Latvian, these sentences should be translated by using the conditional conjunction “ja” (if) instead of “kad” (when).

### Word order

The basic word order in Latvian is Subject, Verb, Object. Although there's an impression that the Latvian word order is relatively loose, word order is important not only for fluent expression of the idea, but also for correct understanding of the meaning, especially in complex and compound-complex sentences.

The Latvian word order differs significantly from the English word order. In English, adverbials of time and place are usually placed at the end of the sentence. In Latvian, they are generally placed either at the beginning of the sentence or before the predicate. Therefore, using the English word order in Latvian translations makes the sentence sound unnatural and clumsy and sometimes even makes it incomprehensible. In the latter case, it's considered a syntactical error.

Example:

| English | Latvian | Comment |
|---|---|---|
| You can change your profile settings at any time if you don't want search engines to index your profile. | (-) Varat mainīt sava profila iestatījumus jebkurā laikā, ja nevēlaties, lai meklētājprogrammas indeksētu jūsu profilu.<br><br>(+) Ja nevēlaties, lai meklētājprogrammas indeksētu jūsu profilu, jebkurā laikā varat mainīt tā iestatījumus. | The use of the English word order makes the sentence sound clumsy and unnatural. However, the meaning is still understandable. |

### Frequent errors

Examples:

| English | Latvian | Error description |
|---|---|---|
| And this is where you go to turn off or lock your computer. | (-) Un šeit datoru var izslēgt vai slēgt. | In Latvian, avoid starting the sentence with the conjunction "un." |

| English | Latvian | Error description |
| --- | --- | --- |
| | (+) Šeit datoru var izslēgt vai aizslēgt. | |
| + {0} to store and access your documents in the cloud from anywhere. | (-) +{0}, lai neatkarīgi no savas atrašanās vietas varētu saglabāt dokumentus un piekļūt tiem mākonī.<br><br>(+) Pievienojiet krātuvi {0}, lai saglabātu dokumentus un piekļūtu tiem mākonī no jebkuras vietas. | In the English text, {0} is a storage name and the plus sign (+) means "add." In Latvian, the + sign isn't used as a verb with the meaning of "add" in nonmathematical contexts. Besides that, the plus sign (+) is not used with the meaning of “more”. |
| Use the information on this page if you need to use POP or IMAP to connect your mailbox. | (-) Izmantojiet informāciju šajā lapā, ja savienojuma izveidei ar savu pastkasti ir nepieciešams lietot POP vai IMAP.<br><br>(+) Izmantojiet šajā lapā sniegto informāciju, ja savienojuma izveidei ar savu pastkasti ir jālieto POP vai IMAP. | Ambiguous, misunderstandable translation (Izmantojiet informāciju šajā lapā = Use information by entering it in this page) due to using the English word order. |
| Printers are devices that print text and graphics from your computer onto paper. | (-) Printeri ir ierīces, kas uz papīra izdrukā tekstu un attēlus no datora.<br><br>(+) Printeri ir ierīces, kas uz papīra izdrukā datorā redzamo tekstu un attēlus. | Direct translation and the English word order leads to misinterpreted meaning. (Text and graphics aren't printed from the computer but from the printer.) |
| When you open a dialog resource that contains ActiveX control(s), you’ll get the following message box before the | (-) Kad atverat dialoga resursu, kas satur ActiveX vadīklas, tiks parādīts šāds ziņojuma lodziņš, pirms | Using “kad” instead of “ja.” Alternatively, a participial clause may be used instead of the conditional clause. |

| English | Latvian | Error description |
| --- | --- | --- |
| dialog resource is opened in Dialog Editor: | dialoga resurss tiek atvērts rīkā Dialogu redaktors.<br><br>(+) Atverot dialoga resursu, kurā ir ActiveX vadīklas, pirms dialoga resursa atvēršanas rīkā Dialogu redaktors tiek parādīts šāds ziņojuma lodziņš.<br><br>(+) Ja atverat dialoga resursu, kurā ir ActiveX vadīklas, pirms dialoga resursa atvēršanas rīkā Dialogu redaktors tiek parādīts šāds ziņojuma lodziņš. | |
| Compliance High Priority Policy Processing | (-) Atbilstības augstas prioritātes politikas apstrāde<br><br>(+) Augstas prioritātes atbilstības politikas apstrāde | An incomprehensible translation is due to incorrect word order. The word order is wrong if it hinders correct understanding of the meaning. |
| Allows this application full access to mailboxes acting as users in the organization. | (-) Ļauj šai lietojumprogrammai pilnībā piekļūt pastkastēm, darbojoties kā organizācijas lietotājiem.<br><br>(+) Ļauj šai lietojumprogrammai, darbojoties kā organizācijas lietotājiem, pilnībā piekļūt pastkastēm. | Misinterpretation results from using the English word order. In the English text, the application is acting as users in the organization, but the word order in the translated text prevents the reader from understanding the correct relationship between words. The participle ("darbojoties") should stand next to the |

| English | Latvian | Error description |
| --- | --- | --- |
| | | noun in the dative case ("lietojumprogrammai") to which it refers. |
| If mailbox audit logging isn't enabled for a mailbox, you won't get any results for it when you run this report. | (-) Ja pastkastes auditēšanas reģistrēšana nav iespējota, palaižot šo atskaiti, rezultātus nesaņemsit.<br><br>(+) Ja pastkastes audita reģistrēšana nebūs iespējota, pēc šīs atskates palaišanas rezultātus nesaņemsit. | Misinterpretation results from incorrect word order. As a result, the participial clause "palaižot šo atskaiti" ("when you run this report") refers to "Ja pastkastes auditēšanas reģistrēšana nav iespējota" ("If mailbox audit logging isn't enabled for a mailbox"). In fact, it should refer to "rezultātus nesaņemsit" ("you won't get any results"). |
| Give this device policy a friendly name so you can easily find it again later. | (-) Norādiet šai ierīču politikai draudzīgu nosaukumu, lai vēlāk to varētu viegli atrast.<br><br>(+) Piešķiriet šai ierīču politikai viegli atpazīstamu nosaukumu, lai vēlāk to varētu viegli atrast. | This ambiguous translation "ierīču politikai draudzīgu nosaukumu" is due to inappropriate word order, back-translated as "give a name which is friendly to this device policy." |

### 4.1.22 Unlocalized items

The items that should remain in English and not be localized into Latvian include trademarked names, font names, and product names. Also, there are few words in Latvian that are spelled similarly to the respective English words.

Example:

| Word | Comment |
|---|---|
| preferences | The Latvian spelling of this word is similar to the English word if used in the nominative case, in singular and plural. In other grammatical cases, the ending is different. |
| radio | The spelling of this word in Latvian corresponds to that of the English word in all grammatical cases and both grammatical numbers. “Radio” is a noun used only in the singular (*singularia tantum*). |
| video | The spelling of this word in Latvian corresponds to that of the English word in all grammatical cases except the plural. In English, this word also has a plural ending (videos). In Latvian, “video” is a noun used only in the singular (*singularia tantum*). Besides, it's translated differently in Latvian, depending on the context: when video technology is meant, the translation is similar to the source. When a video clip is meant, the noun "video" should be translated as "videoklips." |
| audio | The spelling of this word in Latvian corresponds to that of the English word in all grammatical cases and both grammatical numbers. "Audio" is a noun used only in singular (*singularia tantum*). |

### 4.1.23 Verbs

In Latvian, verbs have three conjugations.

The English forms often don't distinguish between various uses of verbs (such as command, function name, and description of an ongoing process). Find out what the string really means, and translate accordingly. For details on translating specific dialog box elements, see the corresponding paragraph.

Continuous operations (for example, when referring to system status and similar ongoing processes) are usually expressed in English with a gerund, which should be translated into Latvian either by a deverbative noun with the *-šana* suffix or by an imperfect verb.

The US English source text uses simple verb tenses to support the clarity of the Microsoft voice. The easiest tense to understand is the simple present, like we use in this guide. Avoid the future tense unless you're describing something that really will happen in the future and the simple present tense isn't accurate.

In Latvian, use the present tense, except when the message refers specifically to an event in the past. Don't use the perfect tense in the passive voice. Avoid the future tense unless you must say that something will really happen in the future and the simple present tense won’t do.

| US English source text | Latvian use of verb tense |
|---|---|
| The product has been removed from your PC. | (-) Produkts **ir ticis noņemts** no datora.<br><br>(+) Produkts **ir noņemts** no datora. |

Observe the rules for using Latvian verb tenses, and use verb forms appropriately.

**Grammatical voice**

Use the active voice, which emphasizes the person or thing doing the action. It's more direct and personal than the passive voice, which can be confusing or sound formal.

Example:

| en-US source | Latvian target |
|---|---|
| Icons *can be arranged* by name in alphabetical order. | (-) Ikonas **var tikt sakārtotas** pēc nosaukuma alfabēta secībā.<br>(+) Ikonas **var sakārtot** pēc nosaukuma alfabētiskā secībā. |
| When a Personal Digital Assistant (PDA) or laptop *is plugged in*... | (-) Kad **tiek pievienots** personālais ciparasistents vai klēpjdators...<br>(+) Kad **esat pievienojis** personālo ciparasistentu vai klēpjdatoru... |

Use the passive voice only to avoid a wordy or awkward construction; when the action rather than the doer is the focus of the sentence; when the subject is unknown; to avoid an awkward use of the reflexive verbs; or in error messages, when the user is the subject and might feel like they're being blamed for the error if the active voice were used.

Example:

| en-US source | Latvian target |
|---|---|
| The new icon appears in the upper-left corner. | (-) Augšējā labajā stūrī **parādās** jaunā ikona.<br>(+) Augšējā labajā stūrī **tiek parādīta** jaunā ikona. |

The above example shows the use of the passive voice to avoid the reflexive verb "parādās," which sound odd when used with inanimate objects.

**Reflexive verbs**

Avoid reflexive verbs when possible, especially if the verb refers to an inanimate object. To avoid reflexive verbs, use either the passive voice or another grammatical form.

Example:

| English | Latvian |
|---|---|
| For example, you can use a Chart Web Part to see sales amounts across different teams or geographical regions in a retail organization. | (-) Piemēram, diagrammas tīmekļa daļu var izmantot, lai mazumtirdzniecības uzņēmumā **skatītos** dažādu grupu vai ģeogrāfisko reģionu pārdošanas apjomus. |

| English | Latvian |
| --- | --- |
| | (+) Piemēram, diagrammu tīmekļa daļu var izmantot, lai mazumtirdzniecības uzņēmumā **skatītu** dažādu grupu vai ģeogrāfisko reģionu pārdošanas apjomus. |
| Automatically opens as a slide show | (-) Automātiski **atveras** kā slaidrāde<br>(+) Automātiski **tiek atvērts** kā slaidrāde |

# 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 Latvian, using idiomatic syntax and terminology, while it maintains 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 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 aren't available in Latvian-speaking markets. If you have questions about the availability of a specific accessibility product or service, 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

The names of applications and products are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (for example, IntelliSense).

**Localizing product names containing "with" and "for"**

Instructions for localizing product names that contain the prepositions "with" and "for" differ from one product name to another.

**Version numbers**

Version numbers always contain a period (for example, *Version 4.2*).

Version numbers are usually also a part of version strings, but technically they aren't 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 | Latvian target |
|---|---|
| © 2022 Microsoft Corporation. All rights reserved. | Refer to Microsoft Terminology - Globalization \| Microsoft Learn to check the correct translations for "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 up on things.

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

## 5.4 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 addressing (second-person singular) when translating Copilot predefined prompts. It should be noted that the form of addressing Copilot differs from that of addressing the user — the latter always uses the formal form (second-person plural).
    - **Avoid pronouns:** Avoid using personal/possessive pronouns such as “es”, “tu”, “mans”, if the subject is irrelevant. Try to use gender-neutral wording whenever possible, and where it is not, use masculine singular.
- **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.
- **Use upper curled quotation marks (“text”):** 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. As with any other placeholder, an entity token is not localizable, and the position of the entity token should make sense in the target text syntax.

  **Entity token localization exception:** Some prompts may be a display text (i.e., an example) and, in such cases, the entity token needs to be translated. Read the Dev comment carefully.
  **Exception example:**
  Source string: List key points from [file]
  Target string: Izveido sarakstu ar galvenajiem punktiem no [faila]
  DevComment=Translate [file]

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

| Source prompt | Target prompt | Comments |
|---|---|---|
| **List** ideas for a fun remote team building event | **Piedāvā** vairākas idejas jautram attālam komandas veidošanas pasākumam | When referring to Copilot, use informal form of addressing. Pay attention to the verb form. Imperative mood should be used – as in a regular conversation. |
| What are the goals and topics from the meeting? **Format** each section with a bolded heading, a bulleted list, and bolded names | Kādi ir sapulces mērķi un tēmas? **Formatē** katru sadaļu, izmantojot virsrakstu treknrakstā, sarakstu ar aizzīmēm un vārdiem treknrakstā | |
| **Propose** a new introduction to <entity type='file'>file</entity> | **Ierosini** jaunu <entity type='file'>faila</entity> ievaddaļu | |
| What were the open issues from <entity type='meeting'>meeting</entity>? | Kādi bija <entity type='meeting'>sapulces</entity> neatrisinātie jautājumi? | |
| **Give** me ideas for icebreaker activities for a new team | **Piedāvā** idejas jaunas komandas iesildīšanās aktivitātēm | |
| **Create** a list of <placeholder>color names inspired by the ocean</placeholder> | **Izveido** <placeholder>okeāna iedvesmotu krāsu nosaukumu</placeholder> sarakstu | |
| **Generate** 3-5 bullet points to prepare me for a meeting with Client X to discuss their “Phase 3+” brand campaign | **Ģenerē** 3–5 punktus ar aizzīmēm, lai es varētu sagatavoties sapulcei ar klientu X un apspriest viņu zīmola kampaņu “Phase 3+”. | Use quotation marks to to enhance clarity, such as setting a title apart. |

## 5.5 Product names and feature names

**Unlocalized product names**

Normally, unlocalized product names should be preceded by the respective modifiers (descriptors) if the unlocalized product name is in a grammatical case other than the nominative case, possessive case, and instrumental case in the sentence or the verb connected to it has to be coordinated with the gender and number of the noun. However, the modifier may be omitted if the product name is preceded by a preposition that's grammatically related to it and that clearly conveys the syntactical relationships of the product name in the sentence.

Example:

| English | Latvian |
|---|---|
| Windows encountered a problem installing the driver software for your device | Instalējot draivera programmatūru jūsu ierīcē, **sistēmā** Windows radās problēma |
| What peripheral devices work with Windows 11? | Kādas perifērijas ierīces darbojas **kopā ar** Windows 11? |
| The following shows Word 2021. | Šie attēli attiecas **uz** Word 2021. |

Synonyms of modifiers are acceptable (like “application suite/product” for Microsoft Office) if they can be found in approved definitions on Microsoft Terminology - Globalization | Microsoft Learn or reliable Microsoft webpages.

If the source text doesn't contain any descriptor for the unlocalized feature name, the translator may refer to the Microsoft Terminology - Globalization | Microsoft Learn definition and Microsoft webpages to choose the most appropriate descriptor. The definition in Microsoft Terminology - Globalization | Microsoft Learn should be the first choice. If the same product name pertains to different modules of the product, the translator should use the context and the available product descriptions to choose the

right descriptor. In addition, there are several keywords that may indicate which product type and descriptor to use.

Example:

| English | Latvian | Comment |
|---|---|---|
| upload to OneDrive and send a link | augšupielādēt pakalpojumā OneDrive un nosūtīt saiti | OneDrive is an online service and a local app, but "upload" and "publish" usually refer to the service/website, not to the installed app. Thus, the context and the translator's knowledge of product functionality will help the translator to choose the right descriptor for the specific context. |
| Publish on OneDrive | Publicēšana pakalpojumā OneDrive | |
| Installing OneDrive | Programmas OneDrive instalēšana | OneDrive is an online service and a local app, but the presence of the word "installing" in the sentence usually implies that the object is a program. Thus, the context may help the translator to choose the right descriptor. |

**Examples of product names and their respective modifiers (for Office):**

Get Genuine Windows – application
Microsoft Office – without descriptors
Microsoft Office Home and Student 2021 – without descriptors
Microsoft Office 365 Plan E1 – subscription or plan
Microsoft Office 365 Home – subscription
Microsoft Office 365 - if necessary, use "service"
OneDrive – online service, also a local app
SharePoint – if necessary, use "sharing environment," "platform"

Microsoft Word – application
Microsoft Access – if necessary, use "program"
Power Map – feature (according to the term definition on Microsoft Terminology - Globalization | Microsoft Learn)
Power Pivot for Excel – add-in (according to the term definition on Microsoft Terminology - Globalization | Microsoft Learn)
Skype Manager – a web tool (according to the term definition on Microsoft Terminology - Globalization | Microsoft Learn)

**Localized feature names**

Regardless of the capitalization used for the feature name in the source text, translated feature names are lowercase unless they start with an unlocalized name or an acronym, or the reference is to a named UI element.

Example:

| English | Latvian |
|---|---|
| alerts manager | brīdinājumu pārvaldnieks |
| advanced search | detalizētā meklēšana |
| Admin Approval Mode | administratoru apstiprināšanas režīms |
| ACE Management View | ACE pārvaldības skats |
| Accounting Integration | grāmatvedības integrācija |
| Access Services Administration | Access pakalpojumu administrēšana |

Normally, quotation marks aren't used around the localized product names and feature names. The only exception is when the product name or feature name has a complex syntactical structure (for example, with nouns in the dative case or locative case) that makes it difficult to comprehend the sentence.

Example:

| English | Latvian |
| --- | --- |
| For customers who want an even more visual, interactive solution, Power BI for Office 365 includes Power BI sites on Power BI for Office 365. | (+) Klientiem, kuri vēlas vairāk vizuālu un interaktīvāku risinājumu, pakalpojumā "Power BI pakalpojumam Office 365" ir iekļautas "Power BI vietnes pakalpojumā Power BI pakalpojumam Office 365".<br>(-) Klientiem, kuri vēlas vēl vizuālāku un interaktīvāku risinājumu, pakalpojumā Power BI pakalpojumam Office 365 ir iekļautas Power BI vietnes pakalpojumā Power BI pakalpojumam Office 365. |
| Microsoft OneNote for iPhone gives you instant access to your notebooks. | (+) Programma "Microsoft OneNote iPhone ierīcei" sniedz tūlītēju piekļuvi jūsu piezīmju grāmatiņām.<br><br>(-) Programma Microsoft OneNote iPhone ierīcei sniedz tūlītēju piekļuvi jūsu piezīmju grāmatiņām. |

## 5.6 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: https://www.microsoft.com/en-us/legal/intellectualproperty/trademarks

## 5.7 Software considerations

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

In Latvian texts, you often need to add modifiers (descriptions of the object that the name refers to) before the names of objects, menus, commands, dialog box elements, icons, and other elements. In general, the English text doesn't have these modifiers.

### 5.7.1 Arrow keys

The arrow keys move the input focus among the controls within a group. Pressing the right arrow key moves the input focus to the next control in tab order, whereas pressing the left arrow key moves the 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.

The arrow key names should be translated in Latvian according to the approved Microsoft terminology.

### 5.7.2 Dialog boxes

When you translate dialog box text, remember to use terminology and a language style that's consistent across all dialog boxes, within the application that you're currently localizing and in other Microsoft applications. Also take into account that applications that aren't currently localized may be localized in the future, so any solutions that you adopt today must be usable there as well. This is particularly important when you're localizing dialog boxes that are common to several applications. An example of a common dialog box containing the same terminology is the Options dialog box.

**Dialog box titles**

In English, dialog box titles are usually the same as the command that opened the dialog box. In Latvian, they should normally be nouns, derived from the command verbs into deverbal nouns with the "-šana" suffix, except for adjectives and questions that are translated as adjectives and questions.

Example:

| English | Latvian |
|---|---|
| Save | + Saglabāt (as command)<br>+ Saglabāšana (as dialog box title) |
| New | + Jauns |
| Include in index? | + Vai iekļaut indeksā? |

If for some reason the command name in the US English software isn't the same as the dialog box title, the translation should be close to the original.

Example:

| English | Latvian |
|---|---|
| Command: *Information* | Informācija |
| Dialog box title: *Information window* | Informācijas logs |

**Note:** Always look for the current approved translation of the term in the Microsoft terminology databases.

### Nouns and verbs in headers and descriptions

In English, verbs in the imperative form are often used in dialog boxes headers and descriptions of features and options. In Latvian, you should use nouns instead.

Example:

| English | Latvian | Comment |
|---|---|---|
| Install Windows | (-) Instalēt sistēmu Windows<br><br>(+) Sistēmas Windows instalēšana | Inappropriate grammatical form for a dialog box title. |

### Group box titles

Group titles are usually not grammatically connected to the options that follow. This means that the options are capitalized as usual, and their language form doesn't depend on the form of the group title. When the group box title and the options that follow it together form a sentence in English, either the title should be rephrased to make the options grammatically independent, or case forms should be carefully coordinated.

Example:

| English | Latvian |
|---|---|
| Include with document *(group title)* | + Iekļaut dokumentā |
| Document properties *(an option)*<br><br>Field codes *(an option)*<br><br>Comments *(an option)* | + Dokumenta rekvizītus<br>+ Lauku kodus<br>+ Komentārus |

**Note:** Always look for the current approved translation of the required term in the Microsoft terminology databases.

**Dialog box tabs**

Dialog box tabs should be treated similarly to dialog box titles (see above), taking into account the obvious length constraints.

Also pay attention to consistency with other tabs of the same dialog box and with similar dialog boxes elsewhere. An example of a common dialog box that contains the same terminology is the Options dialog box, accessible from the Tools menu.

The preferred action for use with dialog box tabs is "atlasīt" (select/click), even if the original English text uses something else.

Example:

| English | Latvian |
|---|---|
| Click the Edit tab | Noklikšķiniet uz cilnes Rediģēšana |
| Select the Edit tab | Atlasiet cilni Rediģēšana |

**Note:** Always look for the current approved translation of the required term in the Microsoft terminology databases.

### Check boxes and radio buttons

Check boxes that can be treated as system commands are translated as infinitive verbs, and those that correspond to nominative titles are translated as nouns in the nominative case.

Example:

| English | Latvian |
|---|---|
| Hidden text | + Slēptais teksts |
| Update links | + Atjaunināt saites |

Don't try to make full sentences out of groups of checkboxes. Checkboxes are usually not grammatically connected to the preceding group titles. This means that check boxes are capitalized as usual, and their form doesn't depend on the form of the group title. In the rare cases when they form a sentence with the group title, case forms should be carefully coordinated.

Regardless of how the check box labels end in the English source text—with or without a period—the Latvian translations never end with a period unless they're complete sentences.

The preferred actions to be performed with check boxes are "atzīmēt" (check) and "noņemt atzīmi, notīrīt" (clear, uncheck), regardless of whether the text mentions the check box or only refers to the item that the check box applies to.

Example:

| English | Latvian |
|---|---|
| To add a component, select its check box. To remove the component, clear the check box. | Lai pievienotu komponentu, atzīmējiet tā izvēles rūtiņu. Lai noņemtu komponentu, notīriet izvēles rūtiņu. |
| Check all subfolders | Atzīmēt visas apakšmapes |
| Uncheck all subfolders | Noņemt atzīmi no visām apakšmapēm |

**Drop-down lists and tables**

Items in a list box or table aren't grammatically connected to list box titles or table headings. This means that the items are capitalized as usual, and their form doesn't depend on the form of the title or heading.

Regardless of how the list items or table items end in the US English text—with or without a period—the translations into Latvian never end with a period unless they're complete sentences.

Table column and row headings should use the same language style throughout the software. Column and row headings should start with capital letters, and they usually don't end with any punctuation marks.

When table items are complete sentences, each of them starts with a capital letter and ends with a period. When table items aren't complete sentences, they may start with a lowercase or capital letter and don't end with a period. However, the whole column must be consistent—that is, it should start with either a lowercase or capital letter.

Example:

| English | Latvian |
|---|---|
| Select your location from the Country list box. | Sarakstlodziņā Valsts atlasiet savu atrašanās vietu. |

### 5.7.3 Error messages

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.

When translating error messages, translators are encouraged to apply the Microsoft voice principles to help ensure that the target translation is natural sounding, empathetic, and not robot-like.

| English term | Correct Latvian translation |
|---|---|
| Something went wrong. | Diemžēl radās problēma. |

| | |
|---|---|
| Not enough memory to process this command. | Šīs komandas apstrādei nepietiek atmiņas. |

**Latvian style in error messages**

It's important to use consistent terminology and language style in the localized error messages. Don't just translate them as they appear in the US English product.

Latvian error messages always end with a punctuation mark, which is usually the period (unless the message is a question), even if the English message doesn't end with a punctuation mark. Exclamation points aren't used. Question marks are used for questions.

Don't use the first person (except for personas like the Office Assistant). If possible, use the generic third person (especially in negative expressions). In the rare cases where this isn't possible, rephrase using nominalizations or similar techniques.

Example:

| en-US source | lv-LV target |
|---|---|
| Unable to save the file | Nevar saglabāt failu. |

If the agent is mentioned in US English text, use it in the translation as well.

Example:

| en-US source | lv-LV target |
|---|---|
| Word is deleting file [2] | Word dzēš failu [2]. |

Avoid the excessive use of personal pronouns in error messages.

Example:

| en-US source | lv-LV target |
|---|---|
| Do you want to .. | - Vai jūs vēlaties ..<br><br>+ Vai vēlaties .. |

Example:

| en-US source | lv-LV target |
|---|---|
| Verifying your number... | Pārbauda jūsu numuru... |
| Deleting file [2] | Dzēš failu [2]. |

**Use of tenses in error messages**

Use the present tense, except when the message refers specifically to an event in the past. Don't use the perfect tense in the passive voice.

Example:

| en-US source | lv-LV target |
|---|---|
| The product has been removed from your computer. | (-) Produkts ir ticis noņemts no datora.<br>(+) Produkts ir noņemts no datora. |
| Word was unable to open the file. | (+) Programma Word nevarēja atvērt failu. |

**Standard phrases in error messages**

The phrases below commonly occur in error messages. When you translate them, try to use the target phrases provided. However, feel free to use other ways of expressing the source meaning if they work better in the context.

Examples:

| en-US source | lv-LV target | en-US example | lv-LV example |
|---|---|---|---|
| Cannot ...<br><br>Could not ... | Nevar... | Cannot read the item. | Nevar nolasīt vienumu. |
| Failed to ...<br><br>Failure of ... | Neizdevās... | Failed to send a message. | Neizdevās nosūtīt ziņojumu. |

| | | | |
|---|---|---|---|
| Cannot find ...<br><br>Could not find ...<br><br>Unable to find ...<br><br>Unable to locate ... | Nevar atrast... | Could not find field. | Nevar atrast lauku. |
| Not enough memory<br><br>Insufficient memory<br><br>There is not enough memory<br><br>There is not enough memory available | Nepietiek atmiņas | Not enough memory for Log File<br><br>There is not enough memory to publish<br><br>Not enough memory available to complete this command. | Žurnālfailam nepietiek atmiņas.<br><br>Nepietiek atmiņas, lai publicētu.<br><br>Šīs komandas pabeigšanai nepietiek atmiņas. |
| ... is not available<br><br>... is unavailable | ... nav pieejams | The linked file is not available.<br><br>The XML source file is unavailable for viewing. | Saistītais fails nav pieejams.<br><br>XML avota fails skatīšanai nav pieejams. |

**Error messages containing placeholders**

When you localize error messages that contain 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 the examples below:

%d, %ld, %u, and %lu means <number>
%c means <letter>
%s means <string>

Examples of error messages that contain placeholders:

"Checking Web %1!d! of %2!d!" means "Checking Web <number> of <number>."
"INI file "%1!-.200s!" section" means "INI file "<string>" section."

Pay particular attention to strings with placeholders, where the placeholder is replaced by a variable that may not be provided in the appropriate case form (in most cases, it's in the nominative case). We recommend that you add a modifier, separate the placeholder from the rest of the text by quotation marks or a colon, or use both approaches.

Example:

| en-US source | lv-LV target | Comment |
|---|---|---|
| We've asked the owner to share \|0 with: | (-) Esam lūguši īpašniekam koplietot \|0 ar:<br>(+) Esam lūguši īpašniekam kopīgot saiti \|0 ar: | According to the string instructions, the placeholder represents a link that doesn't have any grammatical case. Therefore, the placeholder should be preceded by a descriptor to convey the accusative in Latvian. |
| Before you can use Open with Explorer, we need to add a cookie to this computer to help operate the service. | (-) Pirms varat izmantot Atvērt ar Explorer, mums šim datoram ir jāpievieno sīkfails, lai palīdzētu nodrošināt pakalpojumu.<br>(+) Lai jūs varētu izmantot komandu Atvērt ar Explorer, mums šim datoram ir jāpievieno sīkfails, kas palīdz nodrošināt pakalpojumu. | A descriptor is needed before the command "Open with Explorer" (Atvērt ar Explorer) to convey the accusative in Latvian. |
| {0} flow test has been skipped because the MEX metadata from your identity provider did not contain a {1}. | (-) {0} plūsmas pārbaude tika izlaista, jo jūsu identitātes nodrošinātāja MEX metadatos nebija ietverts šāds vienums: {1}.<br>(+) Plūsmas {0} pārbaude tika izlaista, jo jūsu identitāšu nodrošinātāja MEX metadatos nebija ietverts galapunkts {1}. | Incorrect descriptor. According to the string instructions: (1) = negotiate authentication endpoint. But it's interpreted as "item" ("vienums"), which has too broad a meaning. Translators should always check string instructions and other available resources to choose the most appropriate |

| | | |
|---|---|---|
| | | modifier (descriptor) to be used before the placeholder. |

The example below uses the error message *Cannot open %s*, where the placeholder %s is replaced with 1) a file name (standard.doc), 2) an item name (document) in the nominative case. Try to find a workaround if it isn't possible to coordinate the case forms.

Example:

| English | Latvian |
|---|---|
| Cannot open standard.docx. | (+) Nevar atvērt failu standard.docx. |
| Cannot open document. | (+) Nevar atvērt šo vienumu: dokuments.<br><br>(-) Nevar atvērt dokuments. |

### 5.7.4 Keys

In English, references to key names, like arrow keys, function keys, and numeric keys, appear in normal text and sentence-style capitalization (not in small caps).

Translate key names using the translations shown in the Microsoft glossaries. Currently, keyboards aren't localized in Latvian, so assume that users will have the English keyboard. Key names that don't appear on the physical keyboard should be translated. Don't capitalize the translations of key names.

Example:

| English key name | Latvian key name |
|---|---|
| Alt | Alt |
| Backspace | Atpakaļatkāpes taustiņš |
| Break | Break |
| Caps lock | Caps Lock |

| English key name | Latvian key name |
|---|---|
| Ctrl | Control |
| Delete | Delete |
| Down arrow | Lejupvērstā bultiņa |
| End | End |
| Enter | Enter |
| Esc | Esc |
| Home | Home |
| Insert | Insert |
| Left arrow | Kreisā bultiņa |
| Num lock | Num Lock |
| Page down | Page Down |
| Page up | Page Up |
| Pause | Pause |
| Right arrow | Labā bultiņa |
| Scroll lock | Scroll Lock |
| Shift | Shift |
| Spacebar | Atstarpes taustiņš |
| Tab | Tabulēšanas taustiņš |
| Up arrow | Augšupvērstā bultiņa |
| Windows key | Windows taustiņš |
| Print screen | Print screen |
| Menu key | Izvēlnes taustiņš |

### 5.7.5 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.

Examples:

New

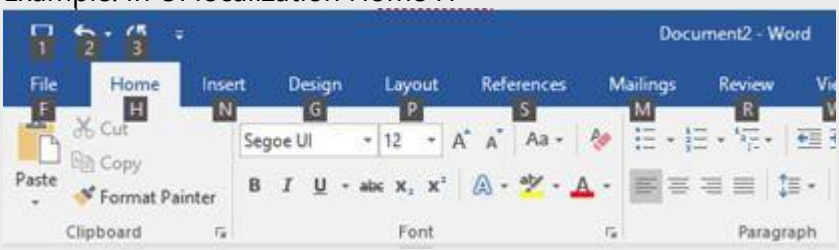
Cancel

Options

| Keyboard shortcuts special options | Usage: Is it allowed? | Notes |
|---|---|---|
| "Slim characters," such as I, l, t, r, and f can be used as keyboard shortcuts | yes | Only when no other characters are available. "Slim" characters should be used as the first choice among those listed in the Keyboard shortcuts special options column. |
| Characters with downstrokes, such as g, j, y, p, and q can be used as keyboard shortcuts | yes | Only when no other characters are available. "Downstroke" characters should be used as the second choice among those listed in the Keyboard shortcuts special options column. |
| Extended characters can be used as keyboard shortcuts | no | n/a |
| An additional letter, appearing between brackets after an item name, can be used as a keyboard shortcut | n> | n/a |
| A number, appearing between brackets after an item name, can be used as a keyboard shortcut | no | n/a |

| | | |
|---|---|---|
| A punctuation sign, appearing between brackets after an item name, can be used as a keyboard shortcut | no | n/a |
| Duplicate keyboard shortcuts are allowed when no other character is available | yes | Only when no other characters are available. Duplicate keyboard shortcuts should be used as the last choice among those listed in the Keyboard shortcuts special options column. |
| No keyboard shortcut is assigned when no more characters are available (minor options only) | no | n/a |

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.<br>Example: F in Alt+F<br>Example in UI localization: H&ome<br>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.<br>In UI localization, the key tip is the last character present in the strings after the “`” character.<br>Example: In UI localization Home`H<br> |
| **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 combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.

### 5.7.6 Numeric keypad

Avoid distinguishing keys on the numeric keypad from other keys, unless it's required because the software makes that distinction. If it isn't obvious which keys the user needs to press, provide the necessary explanation.

Example:

| en-US source | lv_LV target |
|---|---|
| Press any key on your numeric keypad. | Nospiediet jebkuru cipartastatūras taustiņu. |

### 5.7.7 Progress messages

To keep progress messages as brief and friendly as possible, use verbal phrases, not nominal phrases.

| English | Latvian correct | Latvian incorrect |
|---|---|---|
| Installing OneDrive... | Instalē programmu OneDrive... | Notiek programmas OneDrive instalēšana... |
| Backup Files... | Dublē failus... | Notiek failu dublēšana... |

### 5.7.8 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes that are used to perform defined functions in a software application. Shortcut keys replace menu commands and are sometimes given next to the command that they represent. Access keys can be used

only when they're available on-screen, but shortcut keys can be used even when they aren't accessible on-screen.

### Standard shortcut keys

| US command | US English shortcut key | Latvian command | Latvian shortcut key |
|---|---|---|---|
| **General Windows shortcut keys** | | | |
| Help window | F1 | Palīdzības logs | F1 |
| Context-sensitive Help | Shift+F1 | Kontekstjutīgā palīdzība | Shift+F1 |
| Display pop-up menu | Shift+F10 | Parādīt uznirstošo izvēlni | Shift+F10 |
| Cancel | Esc | Atcelt | Esc |
| Activate/deactivate menu bar mode | F10 | Aktivizēt\deaktivizēt izvēļņu joslas režīmu | F10 |
| Switch to the next primary application | Alt+Tab | Pārslēgties uz nākamo primāro lietojumprogrammu | Alt+Tab |
| Display next window | Alt+Esc | Parādīt nākamo logu | Alt+Esc |
| Display pop-up menu for the window | Alt+Spacebar | Parādīt loga uznirstošo izvēlni | Alt+atstarpes taustiņš |
| Display pop-up menu for the active child window | Alt+- | Parādīt aktīvā atvasinātā loga uznirstošo izvēlni | Alt+- |
| Display property sheet for current selection | Alt+Enter | Parādīt pašreizējās atlases rekvizītu lapu | Alt+Enter |
| Close active application window | Alt+F4 | Aizvērt aktīvās lietojumprogrammas logu | Alt+F4 |
| Switch to next window within (modeless-compliant) application | Alt+F6 | Pārslēgties uz nākamo lietojumprogrammas logu (bez režīma) | Alt+F6 |

| | | | |
|---|---|---|---|
| Capture active window image to the clipboard | Alt+Prnt Scrn | Tvert aktīvā loga attēlu, ievietojot to starpliktuvē | Alt+Prnt Scrn |
| Capture desktop image to the clipboard | Prnt Scrn | Tvert darbvirsmas attēlu, ievietojot to starpliktuvē | Prnt Scrn |
| Access Start button in taskbar | Ctrl+Esc | Piekļūt uzdevumjoslas pogai Sākt | Ctrl+Esc> |
| Display next child window | Ctrl+F6 | Parādīt nākamo atvasināto logu | Ctrl+F6 |
| Display next tabbed pane | Ctrl+Tab | Parādīt nākamo rūti ar cilnēm | Ctrl+Tab |
| Launch Task Manager and system initialization | Ctrl+Shift+Esc | Palaist uzdevumu pārvaldnieku un sistēmas inicializāciju | Ctrl+Shift+Esc |
| **File menu** | | | |
| File New | Ctrl+N | Fails, Jauns | Ctrl+N |
| File Open | Ctrl+O | Fails, Atvērt | Ctrl+O |
| File Close | Ctrl+F4 | Fails, Aizvērt | Ctrl+F4 |
| File Save | Ctrl+S | Fails, Saglabāt | Ctrl+S |
| File Save as | F12 | Fails, Saglabāt kā | F12 |
| File Print Preview | Ctrl+F2 | Fails, Drukas priekšskatījums | Ctrl+F2 |
| File Print | Ctrl+P | Fails, Drukāt | Ctrl+P |
| File Exit | Alt+F4 | Fails, Iziet | Alt+F4 |
| **Edit menu** | | | |
| Edit Undo | Ctrl+Z | Rediģēt, Atsaukt | Ctrl+Z |
| Edit Repeat | Ctrl+Y | Rediģēt, Atkārtot | Ctrl+Y |
| Edit Cut | Ctrl+X | Rediģēt, Izgriezt | Ctrl+X |

| | | | |
|---|---|---|---|
| Edit Copy | Ctrl+C | Rediģēt, Kopēt | Ctrl+C |
| Edit Paste | Ctrl+V | Rediģēt, Ielīmēt | Ctrl+V |
| Edit Delete | Ctrl+Backspace | Rediģēt, Dzēst | Ctrl+atpakaļatkāpes taustiņš |
| Edit Select All | Ctrl+A | Rediģēt, Atlasīt visu | Ctrl+A |
| Edit Find | Ctrl+F | Rediģēt, Atrast | Ctrl+F |
| Edit Replace | Ctrl+H | Rediģēt, Aizstāt | Ctrl+H |
| Edit Go To | Ctrl+G | Rediģēt, Pāriet uz | Ctrl+G |
| **Help menu** | | | |
| Help | F1 | Palīdzība | F1 |
| **Font format** | | | |
| Italic | Ctrl+I | Slīpraksts | Ctrl+I |
| Bold | Ctrl+B | Treknraksts | Ctrl+B |
| Underlined/word underline | Ctrl+U | Pasvītrots\<br><br>Vārda pasvītrojums | Ctrl+U |
| Large caps | Ctrl+Shift+A | Lielie burti | Ctrl+Shift+A |
| Small caps | Ctrl+Shift+K | Kapiteļi | Ctrl+Shift+K |
| **Paragraph format** | | | |
| Centered | Ctrl+E | Centrēts | Ctrl+E |
| Left aligned | Ctrl+L | Līdzināts pa kreisi | Ctrl+L |
| Right aligned | Ctrl+R | Līdzināts pa labi | Ctrl+R |
| Justified | Ctrl+J | Taisnots | Ctrl+J |

## 5.8 Voice video considerations

A video that successfully conveys the Microsoft voice has these qualities:

- It addresses only one topic (one customer problem).
- It's brief.
- It has high-quality audio.
- Its visuals add to and complement the information.
- It uses the right language variant, dialect, and accent in the voice-over.

**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 they're next to you, watching you explain the content.
- Record a scratch audio file. Use it to check for length, pace, and clarity.

### 5.8.1 English pronunciation

Generally speaking, English terms and product names that are left unlocalized in the target material should be pronounced the way they are in English. For instance, *Microsoft* must be pronounced as an English word. However, if your language has an established pronunciation for some common term (such as "server"), the local pronunciation should be used. Moreover, pronunciation can be adapted to the Latvian phonetic system if the original pronunciation sounds very awkward in Latvian.

| Example | Phonetics | Comment |
|---|---|---|
| SecurID | [sɪ'kjuər aɪ di:] | |
| .NET | [dot net] | |
| Skype | [s'kaips]  Nominative case, masculine, if the descriptor isn't used (usage of the descriptor changes the gender) | In spoken Latvian (rather than formal, written language), the proper case ending is always added to the product names, which are mostly pronounced the way they're pronounced in the source language (English) or transliterated. skaip+s (nominative case) |

### Acronyms and abbreviations

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

| Example | Phonetics | Comment |
|---|---|---|
| RADIUS | RADIUS | |
| RAS | RAS | |
| ISA | ISA | |
| LAN | LAN | |
| WAN | VAN | In Latvian the letter "w" doesn't exist, and the English "w" is pronounced as "v." |
| WAP | VAP | In Latvian the letter "w" doesn't exist, and the English "w" is pronounced as "v." |
| MAPI | MAPI | |
| POP | POP | |
| OWA | OVA | This acronym is pronounced like a word in Latvian. In Latvian, the letter "w" doesn't exist, and the English "w" is pronounced as "v." |

Other abbreviations are pronounced letter by letter.

| Example | Phonetics | Comment |
|---|---|---|
| ICMP | [ī cē em pē] | |
| IP | [ī pē] | |
| TCP/IP | [tē cē pē/ī pē] | |
| XML | [iks em el] | |
| HTML | [hā tē em el] | |
| SQL | [es kū el] | |
| URL | [ū er el] | In Latvian, this acronym isn't pronounced like a word. |

**URLs**

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

"www" should be pronounced as [vē vē vē] because the letter and sound "w" doesn't exist in Latvian, and the English "w" is pronounced as "vē" if spelled out letter by letter.

The "dot" should be omitted, but it can also be read aloud. If its read aloud, it must be pronounced the Latvian way, as "punkts."

| Example | Phonetics |
|---|---|
| http://www.microsoft.com/lv | [hā tē tē pē kols divas slīpsvītras vē vē vē punkts maikrosoft punkts kom slīpvītra el vē] |

**Punctuation marks**

Most punctuation marks (such as ? ! : ; ,) are naturally implied by the speaker's tone of voice.

En dashes (–) are used to emphasize an isolated element. An en dash should be pronounced the way a comma is, that is, as a short pause.

**Special characters**

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

### 5.8.2 Tone

Use a tone that's appropriate for the text and target audience. For example, an informal, playful, and inspiring tone may be used for most Microsoft products and games, while a more formal, informative, and factual tone is appropriate in technical content.

### 5.8.3 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 the voice-over.
- Alternate between first and second person if that sounds more natural.
- Repeat major points if that's appropriate.

### Visuals

- The eye is guided through the procedure
    - Smooth, easily trackable pointer motions
    - Judicious use of callouts
- Appropriate use of motion graphics, branding-approved visuals, or both

### Ending

- Recaps are unnecessary