Microsoft

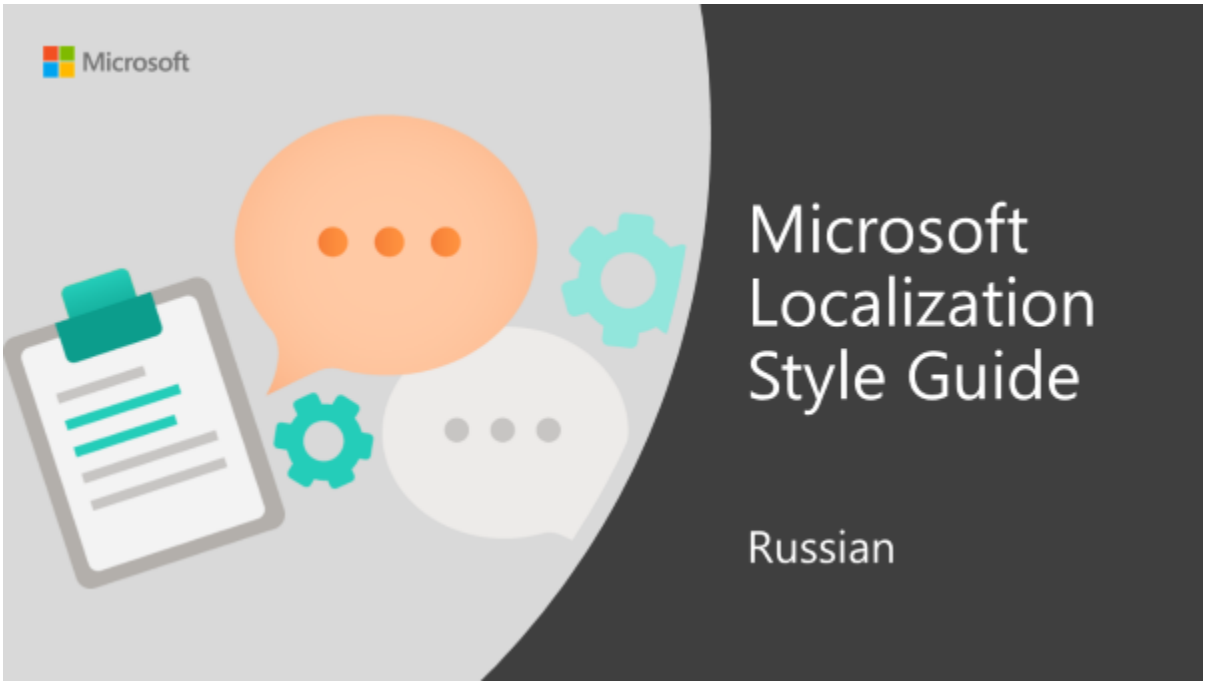
Russian Localization Style Guide

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1 Welcome



Welcome to the *Microsoft Localization Style Guide* for Russian. This guide will help you understand how to localize Russian 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 Russian.

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

Adhere to these normative references. When more than one solution is possible, consult the other topics in this style guide for guidance.

1. Правила русской орфографии и пунктуации. Полный академический справочник. — АСТ-Пресс, 2020 г.
2. Толковый словарь русского языка. Например, Ожегов С. И., Шведова Н. Ю. Толковый словарь русского языка / Российская академия наук. Институт русского языка им. В. В. Виноградова. — М.: Мир и Образование, 2017.
3. Орфографический словарь. Например, Русский орфографический словарь / Российская академия наук. Институт русского языка им. В. В. Виноградова / О. Е. Иванова, В. В. Лопатин (отв. ред.), И. В. Нечаева, Л. К. Чельцова. — Москва, 2005.
4. Справочник по правописанию и литературной правке / Д. Э. Розенталь; под ред. И. Б. Голуб. — М.: Айрис-пресс, 2016.

Informative references

These sources may provide supplementary and background information.

1. А. Э. Мильчин, Л. К. Чельцова. Справочник издателя и автора. Редакционно-издательское оформление издания. 2-е издание, исправленное и дополненное. М.: ОЛМА-Пресс, 2003.
2. http://www.gramota.ru (be careful when using spravka.gramota.ru as there can be some mistakes there)
3. Русская грамматика / АН СССР. Ин-т русского языка. Т. I-II. – М.: Наука, 1980.
4. Голуб И.Б. Стилистика русского языка. – М., 1997.

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.

2.1 Choices that reflect Microsoft voice

Translating Russian 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** if you think that's the best way to stay 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.

2.1.1 Flexibility

It's important for translators to modify or rewrite translated strings so that they are appropriate and sound natural to Russian 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 text example	Russian text example
Whether you're an aspiring Annie Leibovitz—or just take occasional pictures of the kids—Windows can help you organize, fix up, share, and show off your growing photo collection.	Не важно, являетесь ли вы всемирно известным фотографом или просто любите фотографировать своих детей, Windows поможет вам делиться снимками, а также упорядочивать, редактировать и демонстрировать свою растущую коллекцию фотографий.
And now you're done—unless (like me) you still need to go burn the popcorn.	Итак, можно начинать просмотр.
A friend recently asked me how I use Windows 10 for work. That's too long a conversation for one lunch.	Недавно друг спросил меня, как я использую Windows 10 в работе. В двух словах об этом не расскажешь.

2.1.2 Precision

Omit needless words—don't use two or three words when one will do. But keep clarity and readability in mind.

Source	Do	Don't	Comment
Follow these steps to change your password.	Чтобы сменить свой пароль, сделайте следующее:	Чтобы сменить свой пароль, выполните приведенные ниже действия.	приведенные ниже sounds too long and formal.
Go to **Programs** in the Control Panel. Find Office 365 in the list of programs, and	Откройте **Программы** в панели управления. Найдите Office 365 и нажмите кнопку **Восстановить** или **Изменить**.	Откройте **Программы** в панели управления. Найдите Office 365 в списке программ и нажмите кнопку **Восстановить** или **Изменить**.	Sometimes you can omit whole phrases to avoid overexplaining and repetitions.

click **Repair** or **Change**.			

Avoid unnecessary adverbs.

Source	Do	Don’t	Comment
No accessibility issues were found. Persons with disabilities shouldn’t have difficulty reading this presentation.	Недостатки читаемости не обнаружены. Люди с ограниченными возможностями не будут испытывать затруднений при чтении этого документа.	Недостатки читаемости не обнаружены. Люди с ограниченными возможностями не будут испытывать никаких затруднений при чтении этого документа.	Don't overemphasize the ease of use.

Choose **words with a clear meaning.**

Source	Do	Don’t	Comment
You can personalize your system by choosing different settings.	Вы можете настроить систему так, как вам удобно, выбрав различные параметры.	Вы можете персонализировать систему, выбрав различные параметры.	Avoid words that can be hard for some users to understand, such as children or elderly people. Some terms can be replaced by generic words for clarity.
Do you want to keep this data?	Вы хотите сохранить эти данные?	Вы хотите сохранить данные сведения?	Avoid translating "this" as данный as it can lead to confusion with "data."

Choose **single-word phrases** over multiple-word phrases—unless the multiple-word phrase is friendlier and more familiar.

Source	Do	Don't	Comment
Do you want to cancel the delete operation?	Вы хотите отменить удаление?	Вы хотите отменить операцию удаления?	Beware of such nouns as операция, процедура, действие. If there is another (verbal) noun after them, in the majority of cases they should be deleted.
To avoid losing all your work when stuff like that happens, make sure AutoRecover and AutoSave are turned on:	Чтобы не потерять результаты своей работы в таких случаях, включите автосохранение и автовосстановление:	Чтобы избежать потери результатов своей работы в таких случаях, убедитесь, что автосохранение и автовосстановление включено:	In English "make sure" often means that you should do some action, not simply check whether it is done. Therefore, just translate structures with "make sure + verb" as action verbs.

Don’t use verbal nouns instead of verbs. Don’t convert verbs into the structure "generic verb + verbal noun."

Source	Do	Don’t	Comment
To connect…	Чтобы подключиться …	Чтобы установить подключение…	*None*
To delete…	Чтобы удалить…	Чтобы выполнить удаление…	Beware of the verb выполнить: often it can be changed into an action verb with a clearer meaning.

2.1.3 Words and phrases to avoid

The Microsoft voice avoids an unnecessarily formal tone. To write successfully in the Microsoft voice in Russian, avoid the formal words and expressions listed in the table.

en-US source	Russian word or phrase to avoid	Preferred Russian word or phrase
currently, now	в данный момент, в текущий момент	сейчас
then, afterwards	впоследствии	затем, потом, далее, позднее, позже
print	вывести на печать	распечатать
display	вывести на экран	показать
do	выполнить действия	сделать
above	вышеуказанный	указанный, этот
configure	задать конфигурацию	настроить

identify	идентифицировать	определить, обнаружить, найти, перечислить, указать
be	иметь место	быть, возникать и т. д.
be	иметься	быть или вообще без использования глагола: There are 3 solutions to the issue. = У этой проблемы три решения
below	нижеперечисленные	указанные ниже, следующие, последующие
helps	обеспечивает возможность, предоставляет возможность	позволяет, помогает
refer to	обратитесь к (when speaking about documents)	см., вы можете найти в...
people	пользователи	люди
before, previously	предварительно	сначала, для начала, раньше
be, exist	присутствовать	быть, находиться
be, exist	существовать	быть, без глагола

2.1.4 Word choice

General rules

These are the general rules to guide your word choice:

- Use terms that are common in the business or industry.
- Use words that are specific (not vague) and crystal clear.
- Use words that are used in daily life by ordinary people. For example, don't use "bookish," official words such as процедура (unless they are technical terms and are necessary in the context).
- Use standard words, not slang.
- Try to use verbs, not verbal nouns.

English text	Correct Russian translation	Incorrect Russian translation
Follow these steps to change your password.	Чтобы сменить свой пароль, сделайте следующее:	Для изменения пароля используйте приведенную ниже процедуру.

Terminology

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

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 Russian, the Microsoft voice can be conveyed through similar means, by using shortened words or short words used by people in daily conversation.

en-US word	Russian word	Russian word usage
email	почта	Use it instead of *электронная почта*, if it's clear that the sentence refers to email.
email (message)	сообщение, письмо	Use it instead of *сообщение электронной почты*, if it's clear that the sentence refers to an email message.
to email (support)	написать в службу поддержки	Use it instead of the literal translation, *отправить сообщение электронной почты в службу поддержки*. You can also use another translation if it suits your context better.
user account	учетная запись	You can omit *пользователя* if it’s clear from the context that the user is meant. If the context doesn't

		make that clear, use the full form: *учетная запись пользователя*.
spam	спам	Use it instead of *нежелательная почта* if you need to save space or use more informal language.
hacker	хакер	Use it instead of *злоумышленник* where appropriate. Use modern words that sound natural and have made it into dictionaries. Remember that you can request to change a term if you find that it's obsolete or unnatural.

Here are some more examples of casual terms that may be helpful:

English source	Russian term	Russian casual term usage
ID	ИД	идентификатор, код
hard disk	жесткий диск	диск
flag	флаг	флажок

2.1.5 Word-for-word translation

Avoid word-for-word translation, which can make the contents hard to understand and even ridiculous sounding. It also makes the tone stiff and unnatural. The text may be split into different sentences if that helps to simplify the translation. Sometimes you can omit descriptors before product names to make the text snappier.

English text	Correct Russian translation	Incorrect Russian translation
You'll never miss a racquetball game or forget an anniversary. And, if you click Delete, no one has to remember your birthday.	Вы никогда не пропустите футбольный матч и не забудете о годовщине своей свадьбы. А если нажмете кнопку Удалить, не обижайтесь, если никто не вспомнит о вашем дне рождения.	Вы никогда не пропустите игру в баскетбол и не забудете о годовщине. А если нажмете кнопку Удалить, никто не обязан помнить о вашем дне рождения.

Ever open a closet and see a sport coat you hadn't worn in two presidential administrations?	Вы когда-нибудь находили в своем шкафу спортивную куртку, которую сто лет не надевали?	Когда-нибудь обнаруживали в собственном шкафу спортивную куртку, которую не надевали за время двух президентских сроков?
There's nothing more frustrating than installing a hot new title and finding out it doesn't play.	Ничто не расстраивает больше, чем невозможность запустить только что установленную новую игру.	Ничто не может так расстроить, как ситуация, когда вы устанавливаете самую новейшую игру и обнаруживаете, что ее невозможно запустить.

2.2 Sample Microsoft voice text

The following sections have examples of source and target phrases 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	Russian target	Explanation
The password isn't correct, so try again. Passwords are case-sensitive.	Это неправильный пароль. Попробуйте еще раз. Не забывайте про регистр.	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.	Этот ключ продукта не подошел. Проверьте его и попробуйте еще раз.	The user has entered an incorrect product key. The message casually and politely asks the user to check it and try again.
All ready to go	Все готово	A casual and short message informs the user that setup has

		completed and the system is ready to be used.
Would you like to continue?	Вы хотите продолжить?	The use of the second-person pronoun "you" is a polite way to ask the user if they would like to continue.
Give your PC a name—any name you want. If you want to change the background color, turn high contrast off in PC settings.	Назовите свой компьютер так, как вам нравится. Если вы хотите изменить цвет фона, отключите высокую контрастность в окне «Параметры компьютера».	Address the user directly, using the second-person pronoun, to help the user to take the necessary action.

2.2.2 Explanatory text and providing support

US English	Russian target	Explanation
The updates are installed, but Windows 11 Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	Обновления установлены, но нужно перезапустить программу установки Windows 11, чтобы применить их. После перезапуска мы продолжим с этого места.	The language is natural, the way people talk. In this case, the voice is reassuring, letting the user know that we're doing the work. The use of "we" contributes to a personal, friendly tone.
If you restart now, you and any other people using this PC could lose unsaved work.	Если вы перезагрузите компьютер, вы и другие люди, использующие его, можете потерять несохраненные данные.	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.	Этот документ будет автоматически перемещен в нужную библиотеку или папку, как только вы исправите недопустимые или отсутствующие свойства.	The text is informative and clearly and directly tells the user what will happen.
Something bad happened! Unable to locate downloaded files	Кажется, у нас проблема. Не удалось найти скачанные файлы,	Short, simple sentences inform the user what has happened.

to create your bootable USB flash drive.	чтобы создать загрузочное USB-устройство.	

2.2.3 Promoting a feature

US English	Russian 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.	Графический пароль — это новый способ защиты компьютеров с сенсорными экранами. Чтобы создать свой уникальный пароль, вы выбираете картинку и придумываете, какие жесты использовать.	The text promotes a specific feature through the use of the present active tense (вы выбираете) instead of a neutral contruction (нужно выбрать) or imperative (выберите). The order of clauses is changed for a more natural-sounding text in Russian.
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	Разрешить приложениям предлагать вам персонализированное содержимое на основе сведений о расположении компьютера, вашем имени, аватаре и домене.	Promoting the use of apps: depending on the context, commonly used words, such as аватар, can help make the text sound familiar and friendly.

2.2.4 Providing how-to guidelines

US English	Russian target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Чтобы вернуться и сохранить свои данные, нажмите кнопку Отмена.	The second-person pronoun and short, clear direction help the user understand what to do next.
To confirm your current picture password, watch the replay and trace the example gestures shown on your picture.	Чтобы подтвердить графический пароль, просмотрите его еще раз и повторите жесты, показанные на картинке.	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.
It's time to enter the product key. When you	Пора ввести ключ продукта. Когда вы подключитесь к	The second-person pronoun "you" and direct, natural

connect to the internet, we'll activate Windows for you.	Интернету, Windows активируется.	language clearly tell the user about entering the product key.

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.

Use this	Not this	Use this	Not this
English examples		**Russian examples**	
primary/subordinate	master/slave	главный/подчиненный	хозяин/подневольный
homeless	bum	бездомный	бомж
stop responding	hang	не отвечает	тормозит
expert	guru	эксперт/специалист	гуру
meeting	pow wow	собрание/встреча	стрелка
colleagues; everyone; all	guys; ladies and gentlemen	коллеги; все; коллектив	ребята; парни; дамы и господа
labor migrant/migrant worker	illegal alien	трудовой мигрант	гастарбайтер
parent	mother or father	родитель/родители	мама и папа; отец и мать

3.1 Avoid gender bias

Use gender-neutral alternatives for common terms. Avoid using the masculine or feminine gender when referring to the user. Use neutral structures and select verbs that don't have gender bias.

The table below contains examples of gender-specific constructions that should be avoided in Russian and the alternative that should be used to promote gender neutrality.

Use this	Not this	Comments
Russian examples		
Я принимаю условия лицензионного соглашения	Я согласен с условиями лицензионного соглашения	Please keep gender neutrality.
Мною прочитана/изучена политика конфиденциальности	Я ознакомился с политикой конфиденциальности	Please keep gender neutrality.

When presenting generalization, use plural noun forms (for example, *люди*, *коллектив*, *коллеги*, *пользователи,* etc.).

Don't use gendered pronouns (*она, ее, он, его, etc.*) in generic references. Instead:

- Rewrite to use the second (plural form) or third person (plural form).
- Rewrite the sentence to have a plural noun and pronoun.
- Try not to use pronouns before nouns (for example, *документ* instead of *его документ*).
- Refer to a person's role (*читатель, сотрудник, заказчик,* or *клиент,* for example).

Use this	Not this	Use this	Not this
English examples		**Russian 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.	Пользователь с соответствующими правами может настроить пароли других пользователей.	Если у пользователя есть соответствующие права, он может настроить пароли других пользователей.
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.	Разработчикам нужен доступ к серверам в их среде разработки, но им не нужен доступ к серверам Azure.	Разработчику нужен доступ к серверам в его среде разработки, но ему не нужен доступ к серверам Azure.
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.	Чтобы позвонить пользователю, выберите имя, выберите «Позвонить» и выберите номер.	Чтобы позвонить пользователю, выберите его имя, выберите «Позвонить» и выберите его номер.

In cases where the person is represented by a placeholder/variable to be replaced by a name, use neutral “Пользователь” before placeholder or the verb ending in parentheses.

Example:

Use this	Not this
Source text: {user} replied to your message	
Пользователь {user} ответил на ваше сообщение. {user} ответил(-а) на ваше сообщение.	{user} ответил на ваше сообщение. {user} ответила на ваше сообщение.

When you're writing about a real person, use the pronouns that the person prefers, whether it's *он, она, они,* or another pronoun. It's OK to use gendered pronouns (like *он, она, его,* and *ее*) when you're writing about real people who use those pronouns themselves.

Note: Gender-neutral language should be used in new products and content going forward, but it’s acceptable that we don’t update all existing or legacy material.

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 *поразилаболезньwith* or *страдаетчем-либо*. The preferred option is not to mention a disability unless it's relevant.

Use this	Not this	Use this	Not this
English examples		**Russian examples**	
person with a disability	handicapped	человек/люди с особыми потребностями	инвалид; калека; человек/люди с ограниченными

			возможностями/с физическим недостатком
person without a disability	normal person; healthy person	человек без особых потребностей; человек, не относящийся к категории "с особыми потребностями"	нормальный; здоровый
sign language	body language	жестовый язык	язык жестов

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.

Use this	Not this	Use this	Not this
English examples		**Russian examples**	
Select	Click	Выберите/выбрать	Нажмите/нажать; щелкните/щелкнуть

Keep paragraphs short and sentence structure simple. Read text aloud and imagine it spoken by a screen reader.

Spell out words like *плюс* and *около*. Screen readers can misread text that uses special characters like plus sign (+) and tilde (~).

4 Language-specific standards

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

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

You might need to abbreviate some words in the UI (mainly buttons or option names) due to lack of space. This can be done in the following ways.

List of common abbreviations:

Expression	Acceptable abbreviation
страница	стр.
рисунок	рис.
смотрите	см.
и так далее	и т. д.
и тому подобное	и т. п.
час	ч
минута	мин
секунда	с
год	г.
месяц	мес.
неделя	нед.
день	дн.
килобайт	КБ
мегабайт	МБ
килобит	кбит

Don’t abbreviate such words as например. Moreover, don't abbreviate other words arbitrarily; use only the commonly accepted abbreviations listed above.

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), and HTML (Hypertext Markup Language).

Localized acronyms

English acronyms with a well-known Russian translation should be translated. All translations of acronyms should be approved and checked in Microsoft Terminology - Globalization | Microsoft Learn.

No ending is added to the acronym.

Example:

en-US source	Russian target
RAM	ОЗУ
OS	ОС

Don't use the abbreviation ПК for "PC" unless there are space restrictions; use компьютер instead. You can also use ПК to distinguish between a PC and a Mac (as in 5 ПК или компьютеров Mac).

Unlocalized acronyms

Acronyms that don't have an established translation will be used as they are in English. The following general rules apply:

- No ending is added to the acronym. If there is a plural ending in the source, use a singular form in Russian, and try to reflect the plural meaning by other means (for example, use the plural form for the verb, modifier, or descriptor).
- The gender of the acronym is determined by the main word in the full translation. 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 leads to ambiguity.
- There used to be a general tendency to expand English acronyms, translating them as descriptive phrases in Russian. That led to the expansion of text and sometimes resulted in truncations. To avoid this problem, try to use English acronyms without a descriptive Russian translation.

4.1.3 Capitalization

Follow standard capitalization conventions and use sentence casing for titles and headings. This means capitalizing only the first word of a title or heading, just like you would in a normal sentence. For example, in Russian proper nouns that consist of several words, capitalize only the first word. Here are more examples:

English	Incorrect usage	Correct usage	Comments
exit Design view	выход из режима Конструктора	выход из режима конструктора	The names of things like modes and wizards aren't capitalized when referred to descriptively.
More details in Chapter 25.	Дополнительные сведения см. в Главе 25.	Дополнительные сведения см. в главе 25.	The word "chapter" (and similar units) isn't capitalized.
Open Calendar	откройте календарь	откройте Календарь	Capitalize Microsoft product names that sound like generic nouns and could be confused with them.

In general, follow the capitalization used in the English source when translating UI elements and stylized text, such as marketing campaigns. For example: “Select the Edit button” should be translated as “Нажмите кнопку «Изменить»”.

4.1.4 Conjunctions

Use of conjunctions is another way to help convey a conversational tone. For example, starting a sentence with a conjunction can convey an informal tone and style. Translators can freely add conjunctions to connect ideas in a way that sounds natural.

Source text example	Russian text example
Add a display picture or video clip of yourself at the top of your window. Or use a dynamic display picture—a picture that changes when you send emoticons to your friends.	Добавьте картинку или видеозапись в верхней части окна. Или используйте живую картинку, которая изменяется вместе с вашим настроением.

And with 64-bit support, you can take full advantage of the latest in powerful 64-bit PCs.	А благодаря поддержке 64-разрядных систем вы можете использовать все преимущества новейших технологий на мощных 64-разрядных компьютерах.
But if you and your laptop will be going mobile a lot, smaller might be better: screen is a major factor in both a laptop's weight and its battery life.	Но если вы планируете использовать ноутбук преимущественно в пути, небольшой размер может быть более предпочтителен: размер экрана — это основной фактор, влияющий на вес устройства и время работы от батареи.

In Russian, writing in the Microsoft voice avoids formal conjunctions:

en-US source text	Russian old use of conjunctions	Russian new use of conjunctions
because	вследствие того, что	так как, из-за того, что
because	поскольку	так как, потому что
in order to	в целях, с целью	чтобы, для
but	однако	но

4.1.5 Localizing colloquialisms, 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:

- Translate the *intended meaning* of the colloquialism in the source text (as opposed to literally translating the colloquialism).
- Replace the source colloquialism with a Russian colloquialism that means the same thing in that particular context.
- If the colloquialism can be omitted without affecting the meaning of the text, omit it. Omit any references to colloquialism in the translation.
- A little humor is OK, but it must be used very carefully. Avoid colloquialisms and idioms that might be offensive or too expressive. For example, don't use irony or sarcasm, and don't use jokes that might not be understood by elderly people. Don't use jokes that are very popular now or refer to the latest movies, TV programs, and other pop culture

events because they might cease to be funny very soon. Don't use too many jokes on one screen. Be mindful of cultural considerations and globalization.

English example	Russian example	Comment
With Windows 11, you can set up your PC in no time	С Windows 11 настройка компьютера займет ***считаные секунды***.	If possible, replace the source colloquialism "in no time" with a Russian colloquialism that fits the same meaning.
"At home, work, or school—do everything you need to in record time"	"Дома, на работе или в школе — выполняйте все необходимые задачи ***моментально***".	If possible, replace the source colloquialism "in record time" with a Russian colloquialism that fits the same meaning.
We've hit a snag…	Кажется, у нас ***проблема***…	You can use a neutral word (проблема) if a colloquial expression sounds awkward.
Uploads are limited to 100 MB. Got something smaller?	Максимальный размер файла — 100 МБ. ***Хотите*** добавить что-нибудь поменьше?	Literal translation (Есть что-нибудь поменьше?) might sound rude and should be avoided.
Bummer…	Вот ***досада***…	
Working on it… Bear with us.	Мы работаем над этим… ***Подождите минутку.***	Translating "bear with us" literally would sound awkward.

4.1.6 Nouns

Grammatical animation of program components

All program components and applications such as wizards, agents, clients, and browsers should be treated as unanimated nouns in all Microsoft materials in Russian.

Incorrect usage	Correct usage
использовать (кого?) мастера	использовать (что?) мастер
установить (кого?) клиента	установить (что?) клиент

Plural formation

Use the following standardized plural forms:

Singular Russian form	Plural Russian form
компьютер	компьютеры
драйвер	драйверы
сервер	серверы
мастер	мастеры

4.1.7 Numbers

This topic includes guidelines 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*).

In Russian, one-digit numbers may be spelled out or written as numbers.

If possible, numbers should be spelled out at the beginning of a sentence. The numeral is preferred with currencies and units of measurement, including such units as MB or GB.

Example:

Для установки потребуется:
100 МБ свободного места на жестком диске.

4.1.8 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 Russian, avoid using formal, bookish prepositions.

Source text expression	Inappropriate usage	Appropriate usage
due to	вследствие	из-за, так как, потому что, в связи с
through	посредством	с помощью, при помощи, путем, not translated
in order, for	в целях, с целью	для
about	касательно, относительно	о

4.1.9 Pronouns

In the Microsoft voice in Russian, personal pronouns are used much more often than in traditional writing. Nevertheless, that doesn't mean that you should use a personal pronoun in the translation whenever it's used in English.

For example, we translate "your" only when it applies directly to the user or the noun belongs personally to them. We don't translate "your" when it serves a grammatical purpose and doesn't have a meaning of its own or when it is obvious that something belongs to the user. Specifically, we translate "your" in "your settings" (settings that the user made) or "your files" (the user's personal files), but not in "your hand" (it's obvious that the text refers to the user's hand, not somebody else's), "connect your mouse" ("your" here doesn't add meaning, it simply means "a mouse").

The same applies to "I," "me," and "mine"—they're appropriate when the user is the focus, but don't translate each and every "I," "me," and "mine," and avoid unnatural-sounding sentence structures. Don't translate "you" and "I" as "пользователь" (user) as we used to do.

Also remember that in some cases "your" and "mine" correspond to the Russian pronoun «свой».

The pronouns "we" and "us" usually refer to Microsoft or its products and should be translated using the pronouns мы and наш. Avoid using Корпорация Майкрософт, which was traditionally recommended. In general, avoid literal translations, and use personal pronouns only if they sound natural. For example, don't translate "we" as "мы" if it refers to a service or system, not to a group of people.

Example:

Inappropriate usage	Appropriate usage
Можно изменить время установки новых обновлений.	Вы можете изменить время установки новых обновлений.
Запомнить пароль	Запомнить мой пароль
Рекомендуется регулярно архивировать личные файлы.	Мы советуем вам регулярно архивировать свои файлы.
Установить это приложение?	Вы хотите установить это приложение?
Мы добавляем ваши файлы на сервер.	Ваши файлы добавляются на сервер.
Windows помогает всем пользователям — как всемирно известным фотографам, так и тем, кто просто любит фотографировать своих детей, — делиться снимками, а также упорядочивать, редактировать и демонстрировать свою растущую коллекцию фотографий.	Не важно, являетесь ли вы всемирно известным фотографом или просто любите фотографировать своих детей, Windows поможет вам делиться снимками, а также упорядочивать, редактировать и демонстрировать свою растущую коллекцию фотографий.
Если на компьютере есть несколько учетных записей, то другой человек может войти в систему, воспользовавшись функцией быстрого переключения пользователей, а текущему пользователю при этом не придется выходить из системы или закрывать свои программы и файлы.	Если на вашем компьютере несколько учетных записей, другой человек может войти в систему быстрого переключения пользователей, а вам при этом не придется выходить из системы или закрывать свои программы и файлы.

4.1.10 Punctuation

General rules

- Don't use abbreviations. It's OK to use approved acronyms, however.
- Avoid semicolons. Two shorter sentences are often better than a single long sentence and are easier to read.
- You can use question marks in places like FAQs and headings to indicate direct interaction with the user.
- In general, stick to Russian punctuation rules and don't copy the punctuation in the source.
- Use a colonbefore all bulleted lists, even if the source sentences end with a period. **Exception:** When the list isn't an actual bulleted list, but consists of several paragraphs, it's OK to use a period.

Commas

Commas with например

The word *например* should be used with commas before and after it:

- Например, это может произойти, если ячейка уже удалена с листа.
- Сжатие не удается выполнить, например, при пересылке сжатых файлов.

If *например* is used at the beginning or at the end of an unattached clause (обособленный оборот), it isn't separated with a comma:

- Задайте допустимые единицы, например дюймы или сантиметры.

If *например* is used within a parenthetical construction (вставная конструкция со скобками), commas are used as usual:

- Некоторые элементы (например, списки рассылки) не удается экспортировать в vCard.

Commas with по умолчанию

The phrase *по умолчанию* shouldn't be used with commas.

- По умолчанию значение считается равным REG_SZ.

Colon

A colon after "Attention," "Caution," and other words meant to attract the reader's attention should be replaced with an exclamation point.

Example:

US English	Russian target
Caution:	Внимание!

Remember that regular text may not be capitalized after a colon in Russian.
Such capitalization is considered to be a language error. This guideline doesn't apply to lists and direct speech. If a colon is followed by a new paragraph, it can start with a capital letter.

Dashes and hyphens

Three different dash characters are used in Russian.

Hyphen

The hyphen is used to divide words between syllables, to link parts of a compound word, and (in English only) to connect the parts of an inverted or imperative verb form. In Russian, a hyphen has no spaces before or after it and shouldn't be used instead of a dash.

Example:

US English	Russian target
online shop	интернет-магазин

En dash

The en dash is used as a minus sign, usually with spaces before and after. Space is omitted only when the minus is used to show that the number is negative.

Example:

US English	Russian target
1 – 2 = –1	1 – 2 = –1

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

Example:

US English	Russian target
See pages 10–20.	См. стр. 10–20.

En dashes are also used as bullets to separate list items.

Em dash

The em dash should only be used when it has a grammatical function, for example to emphasize an isolated element or to introduce an element that's not essential to the meaning conveyed by the sentence. Don't substitute hyphens for dashes.

When using em dashes, follow Russian punctuation rules; don't just use em dashes whenever they are used in the English source text. Also, don't forget to add spaces around the dash:

Source text example	Russian text example
It's easy to rearrange your lineup of taskbar buttons—just click and drag them. And Jump Lists give you quick access to what you use the most—like frequently-viewed websites or favorite documents.	Вы можете легко изменять порядок расположения кнопок на панели задач — просто щелкайте и перетаскивайте их. А с помощью списков переходов можно открывать часто посещаемые веб-сайты, избранные документы и многое другое.

Ellipses (suspension points)

Place the ellipsis directly after the text, without a space. Use a true ellipsis (U+2026); don't use three periods (U+002E).

Period

Use a period instead of a colon after such words as **Note**.

Example:

US English	Russian	Comment
Note: For more information, see Chapter 1.	**Примечание.** Дополнительные сведения см. в главе 1.	The period should have the same formatting as the preceding word.

Quotation marks

Quotation marks are used when referring to UI items, such as menus and commands, if they don't have special formatting (such as bold or italic). In the software UI, in product help, and on webpages, use straight quotation marks (the same as in English). Don't use single quotation marks. In printed documentation, usually chevrons are used, and inside chevrons, straight quotation marks are used. For example, «кнопка "Готово"».

Whenever double quotation marks can't be used for technical reasons, workarounds should be used in the Russian text to display double quotation marks ("..." or «»). Examples of such workarounds include using two sequenced single quote characters ('') and using code (such as " in HTML) instead of characters.

Parentheses

In Russian, there is no space between the parentheses and the text inside them. The placement of a period with the parentheses depends on what they refer to: if they enclose a part of the sentence, the period is placed after the closing parenthesis; if they enclose a full sentence, the period is placed inside the parentheses.

Example:

US English	Russian target
Click Next to continue. You might need a product key.	Чтобы продолжить, нажмите кнопку «Далее» (может потребоваться ключ продукта).
Click Next to continue. You might need a product key.	Чтобы продолжить, нажмите кнопку «Далее». (Может потребоваться ключ продукта.)

4.1.11 Sentence fragments

The use of sentence fragments helps to convey the conversational tone recommended in the Microsoft voice. Use sentence fragments whenever possible because they're short and to the point. They are especially helpful before lists of items, instructions, and similar text. When you use sentence fragments, make sure that they fit the context and don't break grammar rules.

US English source text	Russian long form	Russian sentence fragment
To <verb> <optional noun> do the following:	Чтобы <verb> <optional noun>, выполните указанные ниже действия. Для <optional noun> необходимо выполнить следующее:	Чтобы <verb> <optional noun>:
In this article:	В этой статье рассматриваются следующие вопросы:	В этой статье:
Prepare the following before installation:	Перед началом установки требуется подготовить следующее:	Подготовьте: Вам потребуются: Вам понадобится: Вам может понадобиться:
See the details in the following topics:	Дополнительные сведения см. в следующих статьях:	См. также: Дополнительные сведения: Подробнее об этом: Подробности:
To do this follow the instructions below.	Для этого выполните перечисленные ниже действия.	Для этого:

4.1.12 Sentence structure

In general, 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. But use the passive voice to avoid a wordy or awkward construction, when the action rather than the doer is the focus of the sentence, or when the subject is unknown.

Source	Do	Don't	Comment
When you save this document, it'll be updated to include changes made by other authors.	Когда вы сохраните этот документ, он будет обновлен с учетом изменений, внесенных другими авторами.	Когда этот документ будет сохранен, он будет обновлен с учетом изменений, внесенных другими авторами.	There are too many passive structures in the sentence—it would be natural to speak about the user in the active voice.
Your copy of software is not activated	Эта копия программы еще не активирована	Вы еще не активировали свою копию программы	Using the active voice with "you" in error messages can sound rude as if you are blaming the user.

Simplify. Short sentences are easier to read quickly.

Russian "before" example	Russian "after" example
Независимые анимации предоставляют разработчикам способ анимации их пользовательского интерфейса независимо от потока пользовательского интерфейса приложения.	Разработчики могут анимировать собственный пользовательский интерфейс независимо от потока пользовательского интерфейса приложения.

In headings, translate **"How to + verb"** structures as "Как + verb" instead of as a noun phrase.

Russian "before" example	Russian "after" example
Использование истории файлов	Как пользоваться историей файлов

Скачивание и установка	Как скачать и установить

4.1.13 Symbols and nonbreaking spaces

Whenever it's technically possible, use nonbreaking spaces to avoid a part of a word or phrase moving to the next line. For example, they are used:

- As a thousand separator (10 000)
- Before % in documentation (10 %)
- Between a number and the following unit (5 кг, 5 °C)
- Between a person’s initials and last name (А. А. Сидоров)
- In contractions (и т. д.)
- Before a dash (Файл — это…)

Note: Nonbreaking spaces sometimes cause problems in the generation of the final documents. Nonbreaking spaces should not be in online help and documentation live content.

4.1.14 Verbs

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.

Use the simple past tense when you describe events that have already happened.

For Russian in general, 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.

Source	Do	Don’t	Comment
When you save this document, it’ll be updated to include changes made by other authors.	Когда вы сохраните этот документ, он будет обновлен с учетом изменений, внесенных другими авторами.	Когда этот документ будет сохранен, он будет обновлен с учетом изменений, внесенных другими авторами.	There are too many passive structures in the sentence—it would be natural to speak about

			the user in the active voice.

Use the **passive voice** 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, and in error messages, when the user is the subject and might feel blamed for the error if the active voice were used.

Source	Do	Don't	Comment
Your copy of software is not activated	Эта копия программы еще не активирована	Вы еще не активировали свою копию программы	Using the active voice with "you" in error messages can sound rude, as if you're blaming the user.

Use the **imperative**—a command or request with an implied *you*—to save space and talk directly to the customer in procedures. The imperative can sound short and abrupt, though, so don't overdo it. Although the imperative mood in individual instructions may sound OK, too many commands will have the cumulative effect of the customer feeling as if they're being talked down to and ordered to do something. Therefore, don't change "you can" (вы можете) structures into imperative ones. On the other hand, it's better to use the imperative than "you must" (вы должны) structures.

Imperative forms are often used in the titles of help articles. Translate them using an imperative verb phrase, not a noun phrase, to address the user directly.

Source	Do	Don't	Comment
You can now create a table.	Теперь вы можете создать таблицу.	Создайте таблицу.	You need to motivate users, not boss them around.
You should create a folder before adding files to it.	Создайте папку, прежде чем добавлять файлы в нее.	Вы должны создать папку, прежде чем добавлять файлы в нее.	должны sounds too direct and can be even rude.
Protect your files in case of a crash—turn	Защитите свои файлы на случай сбоя — включите	Защита файлов на случай сбоя — включение	The old style required translating headings using nouns, not

on AutoRecover and AutoSave	автосохранение и автовосстановление	автосохранения и автовосстановления	verbs, but in many cases, that method doesn't work. Nouns can sound too formal and distant or—as in this case—simply not fluent.

In Russian, feel free to use the future or past tense if it sounds more natural, even if the source text uses the present tense.

US English source text	Russian inappropriate usage	Russian appropriate usage
The wizard has finished installing the program.	Установка программы с помощью мастера завершена.	Мастер установил программу.
You are now connected to the internet.	Установлено подключение к Интернету.	Вы подключились к Интернету.

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 Russian, using idiomatic syntax and terminology, yet it should maintain a high level of terminological consistency, so as to guarantee the maximum user experience and usability for our customers.

This section contains guidelines for localization into Russian. For example, in many cases you may need to use Russian names rather than English, such as Edward—Владимир, New York—Владивосток.

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 Russian-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 can be trademarks or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (e.g. IntelliSense). Before translating any application, product, or feature name, verify that it can in fact be translated and isn't protected in any way. For more information check the Trademarks section.

If a product name, or part of a product name, is easily localized, then it usually is. Always check Microsoft Terminology - Globalization | Microsoft Learn for the correct translation.

The preposition "for" is always translated in product names, unless the whole product name (including "for") is trademarked or copyrighted.

Example:

US English	Russian target
Access for Microsoft 365	Access для Microsoft 365

If the product edition name is localized, it should not be declined.

US English	Russian target
To activate Windows 11 Business:	Чтобы активировать Windows 11 для бизнеса:

Version numbers

Version numbers always contain a period (for example, *Version 4.2*). Note the following punctuation examples of "Version x.x":

US English	Russian target
Version 4.2	Версия 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	Russian target
© 2022 Microsoft Corporation. All rights reserved.	Refer to Microsoft Terminology - Globalization | Microsoft Learn to check the correct translations of "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.

Best practices for the localization of Copilot predefined prompts

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

- **Be clear and specific**: English prompts are generally questions or requests starting with an action verb. Make sure the target prompts are natural questions or requests. Avoid using vague language. Use clear and specific phrases or keywords.
- **Keep it conversational**: Be consistent with Microsoft Voice principles. Use simple and natural language when translating prompts. Avoid adopting a tone that resembles a machine. Use an informal tone of voice and form of address when translating Copilot predefined prompts.
- **Be polite and professional:** Use kind and respectful language, as this helps foster collaboration and improves the AI's responsiveness and performance. Don't use slang and jargon.
- **Use quotation marks**: This helps Copilot know what to write, modify, or replace for the user.
- **Pay attention to punctuation, grammar, and capitalization**: Clear communication helps collaboration between Copilot and the user.
- **Pay attention to the placement of entity tokens**: An entity token is a placeholder that is used to trigger a pop-up menu in the UI to let customers choose an entity, such as a file, contact, meeting, so that the prompt uses specific data from the specified entity. 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]
  DevComment=Translate [file]

- **Be consistent**: Some English prompts are remarkably similar. Make sure to translate them consistently.
- **Be consistent in style in Russian:** start prompt with infinitive form/noun/imperative with informal tone of voice. Choice depends on how better fluency and style can be provided. Questions may also be used. Avoid formal tone (form of address "вы"), bureaucratic style (канцеляризмы) and words that may be omitted in Russian without affecting the meaning (e.g. ~~Дай мне идеи~~ > Идеи…). Be concise and brief.

Source prompt	Target prompt	Comments
List ideas for a fun remote team building event	Список идей для веселого дистанционного мероприятия по тимбилдингу	Alternative: “Составь список идей...”
What are the goals and topics from the meeting? Format each section with a bolded heading, a bulleted list, and bolded names	Каковы цели и темы собрания? Отформатируй каждый раздел: выдели заголовки жирным шрифтом, добавь маркированные списки, выдели имена жирным шрифтом.	Be concise when giving Copilot the instructions what should it do
Propose a new introduction to <entity type='file'>file</entity>	Предложить новое введение в <entity type='file'>файле</entity>	
What were the open issues from <entity type='meeting'>meeting</entity>?	Какие вопросы остались нерешенными на <entity type='meeting'>собрании</entity>?	
Give me ideas for icebreaker activities for a new team	Идеи для встречи-знакомства в новой команде	Alternative : “Мне нужны идеи для...”
Create a list of <placeholder>color names inspired by the ocean</placeholder>	Создать список <placeholder>названий цветов, вдохновленных на создание океаном</placeholder>	Alternatives: “Составь список...” OR “Создай список...”

5.4 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.

5.4.1 Arrow keys

The arrow keys move 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 keys also have their expected behavior within a group. Users can’t navigate out of a control group using arrow keys.

All arrow key names should be localized and capitalized, as described in the topic Keys.

5.4.2 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.

Russian 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.

Many error messages in English end with exclamation points, but usually exclamation points shouldn't be used in Russian. On a case-by-case basis, use your best judgment to decide whether an exclamation point is appropriate.

Standard phrases in error messages

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

English	Translation	English example	Russian translation
Cannot ... Can't ...	Не удается... Не может... Невозможно... Не можете... Avoid translating cannot as нельзя as it can sound rude	Cannot configure ... Word cannot open the document ... Cannot divide by 0. You cannot add another account.	Не удается настроить... Word не может открыть документ... Деление на ноль невозможно. Вы не можете добавить еще одну учетную запись.
Failed to ... Failure of ...	Не удалось...	Could not activate help.	Не удалось вызвать справку.

Could not … Couldn't … Unable to …		Unable to configure … The system was unable to install your device. Failed to create directory.	Не удалось настроить… Не удалось установить ваше устройство. Не удалось создать каталог.
… failed.	Сбой…	Remove operation failed.	Сбой удаления.
Do you want to …	Вы хотите…	Do you want to convert this font to TrueType during installation?	Вы хотите преобразовать этот шрифт в формат TrueType при установке?
Are you sure you want to …	Вы действительно хотите…	Are you sure you want to delete …	Вы действительно хотите удалить…
… is not available … is unavailable	Недоступен	The requested resources were not available.	Запрошенные ресурсы недоступны.
An error occurred while…	Произошла ошибка при…	An error occurred while formatting the media.	Произошла ошибка при форматировании носителя.
An error was detected …	Обнаружена ошибка при…	An error was detected while accessing the program configuration.	Обнаружена ошибка при доступе к конфигурации программы.

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 containing placeholders:

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

Take the meaning of the placeholder into account when translating strings. Treat the placeholder as if it were the actual element (for example, a noun or numeral), and move it to the relevant position within the string to comply with grammar rules:

US English	Russian target
%I64d%% CPU Usage	Использование ЦП: %I64d%%

Strings with number placeholders may require different grammatical word forms, depending on the values of the placeholder. One of the following three options should be used:

- Change the sentence structure so that it's grammatically correct with all possible values.

US English	Russian target
%1 folders are detected.	Обнаружено папок: %1.

- Use abbreviations.

US English	Russian target
%1 days left for activation.	На выполнение активации осталось %1 дн.

- Change the structure so that the noun is in the genitive case, which has the same forms for all plural numbers:

US English	Russian target
Press the button for %1 seconds.	Нажимайте кнопку не менее %1 секунд.

Don't use forms like «Найдено %1 файл(-а, -ов)» or structures that will become grammatically incorrect with some possible values. For "years," translators should first try to find a grammatical structure that will always be valid. If that isn't possible, "years" may be translated as «года» or «лет»—translators are encouraged to use the most probable translation in each particular case.

5.4.3 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. For example, the following menu options:

New
Cancel
Options

Whenever possible, assign keyboard shortcuts to Cyrillic letters or numbers, not to Latin letters, so that users don't need to switch to a non-Russian keyboard layout.

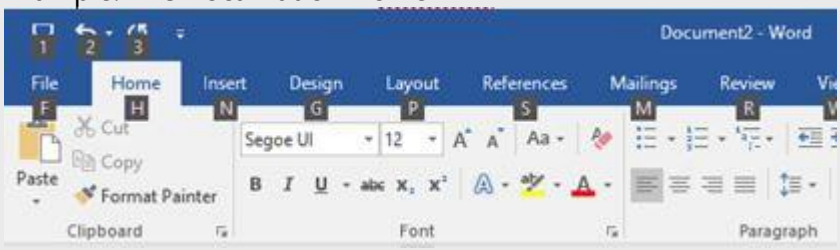
Currently, keyboard shortcuts are often assigned automatically by a special tool.

When translating product help and other descriptive documents, be sure to refer to the actual Russian apps to make sure the keyboard shortcuts are correct in the text.

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
Characters with downstrokes, such as д, р, у, ф, ц, щ, Д, Ц, Щ can be used as keyboard shortcuts.	No	A keyboard shortcut can be assigned to a character with a downstroke if there are no other options (that is, if all other characters have keyboard shortcuts assigned to them).
An additional letter, appearing between brackets after the item name, can be used as a keyboard shortcut.	No	
A number, appearing between brackets after the item name, can be used as a keyboard shortcut.	No	

A punctuation mark, appearing between brackets after the item name, can be used as a keyboard shortcut.	No	
Duplicate keyboard shortcuts are allowed when no other character is available.	No	
No keyboard shortcut is assigned when no more characters are available (minor options only).	Yes	

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

	Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.

5.4.4 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). In Russian, such references should be in all caps (except when the name is descriptive, such as клавиша Windows).

Example:

US English	Russian target
Press Alt + F.	Нажмите клавиши ALT+F3.

Use the following localized key names (other names are left in English):

US English	Russian target
Down arrow	СТРЕЛКА ВНИЗ
Enter	ВВОД
Left arrow	СТРЕЛКА ВЛЕВО
Right arrow	СТРЕЛКА ВПРАВО
Spacebar	ПРОБЕЛ
Up arrow	СТРЕЛКА ВВЕРХ
Windows key Windows logo key	клавиша Windows
Menu key	клавиша меню

5.4.5 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.

5.4.6 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes used to perform defined functions in an app. Shortcut keys replace menu commands and are sometimes given next to the command that they represent. Access keys can be used only when available on the screen, whereas shortcut keys can be used even when they’re not accessible on the screen.

When referring to shortcuts, use нажмите клавиши, not нажмите сочетание клавиш. Key names in shortcuts should be separated with a plus sign without spaces (even if they have a different format in the source).

Standard shortcut keys

US command	US English shortcut key	Russian command	Russian shortcut key
General Windows shortcut keys			
Help window	F1	Окно справки	F1
Context-sensitive Help	Shift+F1	Контекстная справка	SHIFT+F1
Display pop-up menu	Shift+F10	Вывод всплывающего меню	SHIFT+F10
Cancel	Esc	Отмена	ESC
Activate/deactivate menu bar mode	F10	Включение и отключение строки меню	F10
Switch to the next primary applicatio n	Alt+Tab	Переход к следующему основному приложению	ALT+TAB

Display next window	Alt+Esc	Вывод следующего окна	ALT+ESC
Display pop-up menu for the window	Alt+Spacebar	Вывод всплывающего меню для окна	ALT+ПРОБЕЛ
Display pop-up menu for the active child window	Alt+-	Вывод всплывающего меню для активного дочернего окна	ALT+-
Display property sheet for current selection	Alt+Enter	Вывод страницы свойств для выбранного объекта	ALT+ВВОД
Close active application window	Alt+F4	Закрытие активного окна приложения	ALT+F4
Switch to next window within (modeless-compliant) application	Alt+F6	Переход к следующему немодальному окну	ALT+F6
Capture active window image to the clipboard	Alt+Prnt Scrn	Помещение изображения активного окна в буфер обмена	ALT+PRINT SCREEN
Capture desktop image to the clipboard	Prnt Scrn	Помещение изображения рабочего стола в буфер обмена	PRINT SCREEN
Access Start button in taskbar	Ctrl+Esc	Доступ к кнопке «Пуск» на панели задач	CTRL+ESC
Display next child window	Ctrl+F6	Вывод следующего дочернего окна	CTRL+F6
Display next tabbed pane	Ctrl+Tab	Переход к следующей области с вкладками	CTRL+TAB
Launch Task Manager and	Ctrl+Shift+Esc	Запуск диспетчера задач и инициализация системы	CTRL+SHIFT+ESC

system initialization			
File menu			
New	Ctrl+N	Создать	CTRL+N
Open	Ctrl+O	Открыть	CTRL+O
Close	Ctrl+F4	Закрыть	CTRL+F4
Save	Ctrl+S	Сохранить	CTRL+S
Save as	F12	Сохранить как	F12
Print Preview	Ctrl+F2	Предварительный просмотр	CTRL+F2
Print	Ctrl+P	Печать	CTRL+P
Exit	Alt+F4	Выход	ALT+F4
Edit menu			
Undo	Ctrl+Z	Отменить	CTRL+Z
Repeat	Ctrl+Y	Повторить	CTRL+Y
Cut	Ctrl+X	Вырезать	CTRL+X
Copy	Ctrl+C	Копировать	CTRL+C
Paste	Ctrl+V	Вставить	CTRL+V
Delete	Ctrl+Backspace	Удалить	CTRL+BACKSPACE
Select All	Ctrl+A	Выделить все	CTRL+A
Find	Ctrl+F	Найти	CTRL+F
Replace	Ctrl+H	Заменить	CTRL+H
Go To	Ctrl+G	Перейти	CTRL+B
Help menu			

Help	F1	Справка	F1
Font format			
Italic	Ctrl+I	Курсив	CTRL+I
Bold	Ctrl+B	Полужирный	CTRL+G
Underlined/word underline	Ctrl+U	Подчеркивание/подчеркивание слов	CTRL+U
Large caps	Ctrl+Shift+A	Прописные	CTRL+SHIFT+A
Small caps	Ctrl+Shift+K	Малые прописные	CTRL+SHIFT+K
Paragraph format			
Centered	Ctrl+E	По центру	CTRL+E
Left aligned	Ctrl+L	По левому краю	CTRL+L
Right aligned	Ctrl+R	По правому краю	CTRL+R
Justified	Ctrl+J	По ширине	CTRL+J

5.5 Trademarks

Trademarked names are usually not localized, but sometimes local laws require translation. In Russian the trademarked name "Microsoft Corporation" is translated as «Корпорация Майкрософт». A list of English Microsoft trademarks is available for your reference at the following location: https://www.microsoft.com/en-us/legal/intellectualproperty/trademarks/usage/default.aspx.

5.6 Using the word Microsoft

Both in English and in Russian, it is **prohibited** to use "MS" as an abbreviation for "Microsoft."

Unlocalized product names: The word "Microsoft" is not transliterated in unlocalized product names.

Example: Microsoft Word

Localized product names: In localized product names, it is recommended to translate the word "Microsoft" using the following pattern: <Translated product name in Russian> (Майкрософт).

Example: Microsoft People — Люди (Майкрософт)

Note: From the Russian law perspective, this is not mandatory. It is acceptable to leave *Microsoft* in English in localized product names, such as "Сообщество Microsoft."

Referencing Microsoft Corporation in text: The word "Microsoft" is translated as Майкрософт or Корпорация Майкрософт when referring to Microsoft Corporation or its products descriptively in text. In this case, the descriptor Корпорация can be omitted for the sake of fluency.

Example: Microsoft products — продукты Майкрософт or поставляемые Корпорацией Майкрософт продукты; Microsoft software — программное обеспечение Майкрософт.

Legal documents: In the definition section, include the following note:

Microsoft Corporation (далее Корпорация Майкрософт) and use Корпорация Майкрософт in the body of the document.

Microsoft legal agreements: Note that the word "Microsoft" isn't translated in Microsoft legal agreements. This is the only exception to the general rule.

5.7 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.

5.7.1 English pronunciation

General rules

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

Example	Phonetics	Comment
SecurID	[sɪ'kjuər aɪ di:]	
.NET	[dot net]	
Windows Server 2022		Pronounce "Windows" the way it's pronounced in English, and pronounce "server" and "2022" as Russian words
Office Online		Pronounce as Russian words офис and онлайн
Skype	[skaip]	Pronounced as in English

Acronyms and abbreviations

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

Example	Phonetics	Comment
RADIUS	[радиус]	
RAS	[рас]	
ISA	[иса]	

MAPI	[мапи]	
URL		This is an exception and should be pronounced letter by letter, using Russian pronunciation: [ю-ар-эл].

Other abbreviations are pronounced letter by letter. Use the English letter names, but adapt their pronunciation if needed:

Example	Phonetics
ICMP	[ай-си-эм-пи]
IP	[ай-пи]
TCP/IP	[ти-си-пи-ай-пи]
XML	[экс-эм-эль]
HTML	[ейч-ти-эм-эль]
SQL	[эс-кю-эль]

URLs

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

"www" should be pronounced as [три дабл-ю].

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

Example	Phonetics
http://www.microsoft.com/rus	[три дабл-ю майкрософт точка ком косая черта рус]

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 Russian translations provided in Microsoft Terminology - Globalization | Microsoft Learn.

5.7.2 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.

5.7.3 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