Microsoft

Telugu Localization Style Guide

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1 Welcome



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

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. Radhakrishna, B. 1985. Language – style, Principles. (In Telugu.) Telugu Academy. Hyderabad
2. Uma Maheshwar Rao, G. 2005. Standard Telugu: Written language. (In Telugu). Vidyullipi-4. pp. 1-14. Hyderabad: SCIL.
3. Uma Maheshwar Rao, G. 2003. Telugu Design Guide And General Information. Vidyullipi-2. pp. 1-37

Informative References

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

1. A Grammar of Modern Telugu. Bh. Krishnamurti and JPL Gwynn. 1985. Delhi. OUP.
2. Ray, Jayanta: A REVIEW OF TERMINOLOGICAL WORK BEING DONE IN INDIAN LANGUAGES Term banks for tomorrow's world: Translating and the Computer 4. Proceedings of a conference... pp. 11-12 November 1982, ed. Barbara Snell. (London: Aslib, 1983)
3. te.wikipedia.org
4. Eenadu [Daily]
5. Computer Vignanam [Magazine]

Microsoft User Interface Reference

A helpful reference is the Windows User Experience Interaction Guidelines, available for download at https://docs.microsoft.com/en-us/windows/apps/desktop/.

2 Microsoft voice

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

Three principles form the foundation of our voice:

- **Warm and relaxed**: We're natural. Less formal, more grounded in honest conversations. Occasionally, we're fun. (We know when to celebrate.)

- **Crisp and clear**: We're to the point. We write for scanning first, reading second. We make it simple above all.
- **Ready to lend a hand**: We show customers we're on their side. We anticipate their real needs and offer great information at just the right time.

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

These key elements of Microsoft voice should also extend across Microsoft content for all language locales. For each language, the specific choices in style and tone that produce Microsoft voice are different. The following guidelines are relevant for US English and for many other languages.

2.1 Choices that reflect Microsoft voice

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

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

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

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

2.1.1 Word choice

Terminology

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

Glossaries

Microsoft Terminology - Globalization | Microsoft Learn

Short word forms and everyday words

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

The following table lists some common words that are used for Microsoft voice in US English.

en-US word	en-US word usage
App	Use *app* instead of *application* or *program*.
Pick, choose	Use *pick* in more fun, less formal or light-weight situations ("pick a color," not "choose a color") and *choose* for more formal situations (don't use *select* unless necessary for the UI).
Drive	For general reference to any drive type (hard drive, drive, external hard drive, etc.). Use specific drive type if necessary.
Get	Fine to use as a synonym for "obtain" or "come into possession of" but should be avoided for other general meanings.
Info	Use in most situations unless *information* better fits the context. Use *info* when you point the reader elsewhere ("for more info, see <link>").
PC	Use for personal computing devices. Use *computer* for situations about PCs and Macs.

You	Address the user as *you*, directly or indirectly through the use of first- and second-person pronouns like "you." Third-person references, such as "user," should be avoided as they sound formal and impersonal. For information on localizing *you*, go to the section Pronouns.

The following short words and everyday words are to be used to convey the te-IN Microsoft voice.

en-US source term	te-IN word	te-IN word usage
Share (verb)	పంచుకోండి	భాగస్వామ్యం
Pick, choose	ఎంపిక చేయండి	ఎంచుకోండి

2.1.2 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. The following table lists some US English words that add formality without adding meaning, along with more common equivalents.

en-US word/phrase to avoid	Preferred en-US word/phrase
Achieve	*Do*
As well as	*Also, too*
Attempt	*Try*
Configure	*Set up*
Encounter	*Meet*
Execute	*Run*
Halt	*Stop*
Have an opportunity	*Can*
However	*But*

Give/provide guidance, give/provide information	*Help*
In addition	*Also*
In conjunction with	*With*
Locate	*Find*
Make a recommendation	*Recommend*
Modify	*Change*
Navigate	*Go*
Obtain	*Get*
Perform	*Do*
Purchase	*Buy*
Refer to	*See*
Resolve	*Fix*
Subsequent	*Next*
Suitable	*Works well*
Terminate	*End*
Toggle	*Switch*
Utilize	*Use*

en-US source	te-IN old word/phrase	te-IN new word/phrase
Have ability to do	చేయగల సామర్థ్యం ఉన్నది	చేయగలరు
In addition	ఇదేకాకుండా	అదనంగా/కూడా
Give/provide guidance, give/provide information	గైడెన్స్‌ను ఇయ్యి/అందించు,	గైడ్ చేయి/గైడెన్స్ ఇవ్వు,

	సమాచారమును ఇయ్యి/అందించు	సమాచారాన్ని ఇవ్వు/అందించు

2.2 Sample Microsoft voice text

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

2.2.1 Address the user to take action

US English	Telugu target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	పాస్‌వర్డ్ సరైనది కాదు, కనుక దయచేసి మళ్లీ ప్రయత్నించండి. పాస్‌వర్డ్‌లు కేస్-సెన్సిటివ్.	The user has entered an incorrect password so provide the user with a short and friendly message with the action to try again.
This product key didn't work. Please check it and try again.	ఈ ఉత్పత్తి కీ పని చేయలేదు. దయచేసి దీన్ని తనిఖీ చేసి,మళ్లీ ప్రయత్నించండి.	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	ప్రారంభించడానికి అంతా సిద్ధంగా ఉంది	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	మీరు కొనసాగించాలనుకుంటున్నారా?	Use of the second person pronoun "you" to politely ask the user if they would like to continue.
Give your PC a name—any name you want. If you want to change the background color, turn high contrast off in PC settings.	మీ PCకి మీరు కోరుకునే ఏదైనా పేరు పెట్టండి. మీరు నేపథ్య రంగుని మార్చాలనుకుంటే, PC సెట్టింగ్‌లలో అధిక వర్ణ వ్యత్యాసాన్ని ఆఫ్ చేయండి.	Address the user directly using second person pronoun to take the necessary action.

2.2.2 Promoting a feature

US English	Telugu 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.	చిత్రంతో కూడిన పాస్‌వర్డ్ అనేది మీ టచ్‌స్క్రీన్ PCని రక్షించడంలో మీకు సహాయపడే కొత్త మార్గం. మీరు ప్రత్యేకంగా మీదైన పాస్‌వర్డ్‌ని సృష్టించడానికి చిత్రాన్ని మరియు దానితో ఉపయోగించే సంజ్ఞలను ఎంచుకోవచ్చు	Promoting a specific feature with the use of em-dash to emphasis the specific requirements to enable the feature which in this case is picture password.
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	మీ PC స్థానం, పేరు, ఖాతా చిత్రం మరియు ఇతర డొమైన్ సమాచారం ఆధారంగా అప్లికేషన్‌లు మీకు వ్యక్తిగతీకరించిన కంటెంట్‌ను అందిస్తాయి.	Promoting the use of apps. Depending on the context of the string we can add some more familiarity to the text by using everyday words for e.g., PC.

2.2.3 Providing how-to guidelines

US English	Telugu target	Explanation
To go back and save your work, click Cancel and finish what you need to.	వెనుకకు వెళ్లి, మీ పనిని సేవ్ చేయడానికి, రద్దు చేయి క్లిక్ చేసి, మీరు చేయాల్సిన దానిని పూర్తి చేయండి.	Short and clear action using second person pronoun.
To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.	మీ ప్రస్తుత చిత్ర పాస్‌వర్డ్‌ని నిర్ధారించడానికి, మళ్లీ ప్లే చేసి చూడండి మరియు మీ చిత్రంలో చూపిన ఉదాహరణ సంజ్ఞలను గుర్తించండి.	Voice is simple and natural. The user isn't overloaded with information; we tell them only what they need to know to make a decision.

When you retry the import, we'll make sure your previously imported data isn't duplicated.	దిగుమతి చేయడానికి మీరు తిరిగి ప్రయత్నించినప్పుడు, మునుపు దిగుమతి చేసిన మీ డేటాకి నకిలీలు ఏర్పడకుండా మేము జాగ్రత్త పడతాము.	Speak to the user directly and naturally using second person pronoun "you" on clear action being taken after import.

2.2.4 Explanatory text and providing support

US English	Telugu target	Explanation
We'll help you conserve cellular data, but we can do more if you enter your data limit.	సెల్యులార్ డేటాను ఆదా చేయడంలో మేము మీకు సహాయపడతాము, కానీ మీరు మీ డేటా పరిమితిని నమోదు చేసినట్లయితే మరిన్ని చేయగలము.	The language is natural, the way people talk. In this case voice is reassuring, letting the user know that we're doing the work. Use of "we" provides a more personal feel.
If you restart now, you and any other people using this PC could lose unsaved work.	ఇప్పుడు మీరు పునఃప్రారంభిస్తే, ఈ PCని ఉపయోగిస్తున్న మీరు మరియు ఇతర వ్యక్తులు ఎవరైనా సేవ్ చేయని పనిని కోల్పోవడం జరగవచ్చు.	Voice is clear and natural informing the user what will happen if this action is taken.
This document will be automatically moved to the right library and folder after you correct invalid or missing properties.	మీరు చెల్లని లేదా నమోదు చేయని లక్షణాలను సరి చేసిన తర్వాత ఈ పత్రం స్వయంచాలకంగా సరైన లైబ్రరీ మరియు ఫోల్డర్‌కి తరలించబడుతుంది.	Voice talks to the user informatively and directly on the action that will be taken.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	ఏదో తప్పు జరిగింది! బూట్ చేయగలిగే మీ USB ఫ్లాష్ డ్రైవ్‌ని సృష్టించడానికి డౌన్‌లోడ్ చేసిన ఫైల్‌లను గుర్తించడం సాధ్యం కాలేదు.	Without complexity and using short sentences inform the user what has happened.

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		**Target examples**	
primary/subordinate	master/slave	ప్రైమరీ/సబార్డినేట్	యజమాని/బానిస
perimeter network	demilitarized zone (DMZ)	పెరీమీటర్ నెట్‌వర్క్	డీమిలిటరైజ్డ్ జోన్ (DMZ)
stop responding	hang	ప్రతిస్పందించడం ఆపండి	కట్ చెయ్యి
expert	guru	నిపుణుడు	గురువు
meeting	pow wow	సమావేశం	పిచ్చాపాటి
colleagues; everyone; all	guys; ladies and gentlemen	సహోద్యోగులు; ప్రతిఒక్కరు; అందరు	గయ్స్; లేడీస్ అండ్ జెంటిల్‌మెన్
lunch and learn; learning session	brown bag session	లంచ్‌లో నేర్చుకోండి; లెర్నింగ్ సెషన్	లంచ్‌లో పిచ్చాపాటి
parent	mother or father	తల్లిదండ్రులు	తల్లి లేదా తండ్రి

3.1 Avoid gender bias

Use gender-neutral alternatives for common terms. Avoid the use of compounds containing gender-specific terms (పురుషులు, స్త్రీలు మొ.).

The table below contains examples of gender-biased words or compounds that should be avoided in Telugu and the alternative that should be used to promote gender inclusivity.

Use this	Not this	Comments
		Target examples
విద్యార్థి	విద్యార్థి/విద్యార్థిని	Gender specific terms for 'student' should not be used. To promote gender equality, gender-neutral terms which are in wide usage will be more suitable here.
వైద్యులు	వైద్యుడు/వైద్యురాలు	Any person should not be confined only by his/her gender, so considering this, we should use gender-neutral translation for 'doctor' and this is applicable for plural too.
నాయకులు	నాయకుడు/నాయకురాలు	Any person's leadership quality should not be judged by his/her gender, their achievements should be celebrated regardless of gender.

When presenting generalization, use plural noun forms (for example, ప్రజలు, వ్యక్తులు, విద్యార్థులు మొ.).

Use this	Not this	Comments
		Target examples
స్నేహితులు	స్నేహితుడు	As long as any specific instruction is not provided, in terms of general approach, plural addressing would be accepted.
విదేశీయులు	విదేశీయుడు	As long as any specific instruction is not provided, in terms of general approach, plural addressing would be accepted.

Don't use gendered pronouns (*ఆమె, అతను, అతడు, etc.*) in generic references. Instead:

- Rewrite to use the second or third person (*మీరు* or *ఒకరు*).
- Rewrite the sentence to have a plural noun and pronoun.
- Use articles instead of a pronoun (for example, *డాక్యుమెంట్* instead of *అతని డాక్యుమెంట్*).
- Refer to a person's role (*రీడర్, ఉద్యోగి, కస్టమర్ లేదా క్లయింట్*, for example).
- Use *వ్యక్తి*.

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.	సముచితమైన హక్కులు కలిగి ఉన్న వినియోగదారు ఇతర వినియోగదారుల పాస్‌వర్డ్‌లను సెట్ చేయవచ్చు.	వినియోగదారు సముచితమైన హక్కులను కలిగి ఉన్నట్లయితే, అతను ఇతర వినియోగదారుల పాస్‌వర్డ్‌లను సెట్ చేయవచ్చు.
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.	డెవలపర్‌లకు వారి డెవలప్‌మెంట్ ఎన్విరాన్‌మెంట్‌లోని సర్వర్‌లకు యాక్సెస్ అవసరం, కానీ వారికి Azureలోని సర్వర్‌లకు యాక్సెస్ అవసరం లేదు.	డెవలపర్‌కి అతని డెవలప్‌మెంట్ ఎన్విరాన్‌మెంట్‌లోని సర్వర్‌లకు యాక్సెస్ అవసరం, కానీ అతనికి Azureలోని సర్వర్‌లకు యాక్సెస్ అవసరం లేదు.
When the author opens the document	When the author opens her document	రచయిత పత్రాన్ని తెరిచినప్పుడు ...	రచయిత ఆమె యొక్క పత్రాన్ని తెరిచినప్పుడు...
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.	ఎవరికైనా కాల్ చేయడానికి, వ్యక్తి పేరును ఎంచుకుని, ఫోన్ కాల్ చేయి ఎంచుకోండి, ఆపై మీరు డయల్ చేయాలనుకుంటున్న నంబర్‌ను ఎంచుకోండి.	ఎవరికైనా కాల్ చేయడానికి, అతని పేరును ఎంచుకుని, ఫోన్ కాల్ చేయి ఎంచుకోండి, ఆపై అతని నంబర్‌ని ఎంచుకోండి.

In Telugu, if you can't write around the problem, it's OK to use a plural pronoun (*వారు*, *వారి* or *వారికి*) in generic references to a single person. Don't use constructions like *అతను/ఆమె*.

When you're writing about a real person, use the pronouns that the person prefers, whether it's *అతను, ఆమె, వారు,* or another pronoun. It's OK to use gendered pronouns (like *అతను, ఆమె, అతని యొక్క, ఆమె యొక్క*) when you're writing about real people who use those pronouns themselves.

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 *ఈ జబ్బుతో ఉన్నారు* or *దీనితో బాధపడుతున్నారు.* The preferred option is not to mention a disability unless it's relevant.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
person with a disability	handicapped	వైకల్యం ఉన్న వ్యక్తి	వికలాంగులు
person without a disability	normal person; healthy person	వైకల్యం లేని వ్యక్తి	సాధారణ వ్యక్తి; ఆరోగ్యకరమైన వ్యక్తి

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		**Target examples**	
Select	Click	ఎంచుకోండి	క్లిక్ చేయండి

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

Spell out words like మరియు, అదనంగా,దాదాపు. 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 Telugu.

4.1 Grammar, syntax, and orthographic standards

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

4.1.1 Abbreviations

Common Abbreviations

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

Use the common abbreviations listed in this section, but avoid extensive use of abbreviations. If you have any doubt, spell out the word rather than using an abbreviation.

List of common abbreviations:

Expression	Acceptable Abbreviation
ఐక్య రాజ్య సమితి	(+) ఐ.రా.స
తెలంగాణ రాష్ట్ర సమితి	(+) తె.రా.స
ఉదాహరణ	(+) ఉదా.
మొదలైనవి	(+) మొ.
బ్యాచులర్ ఆఫ్ ఆర్ట్స్	(+) బి.ఎ

Don’t abbreviate such words as "and," "or," "something," "someone" or any other word that users might not recognize.

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).

Localized Acronyms

Example:

ఐరాస = (+) ఐక్యరాజ్య సమితి
తెరాస = (+) తెలంగాణా రాష్ట్ర సమితి
ఉదా = (+) ఉదాహరణ
మొ. = (+) మొదలైనవి

Unlocalized Acronyms

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

Example:

Here are some examples of acronyms and abbreviations that are considered commonly understood; these acronyms and abbreviations should not be localized or spelled out in full in English:

ANSI (American National Standards Institute)
ISO (International Standards Organization)

4.1.3 Adjectives

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

Adjectives are Telugu words that give attributes to nouns, extending their definitions. Following are some of the examples of adjectives:

English example	Telugu example
non-member	(+) సభ్యులు కాని
undefined	(+) అనిర్వచిత
invisible	(+) అదృశ్య
unavailable	(+) అలభ్యం

Possessive adjectives

The frequent use of possessives is a feature of English language.

However in Telugu, whenever a stress given to possession, possessive adjectives are needs to be translated, in other cases, we need to ignore the possessive adjectives.

Example:

Input your password.

(+) మీ పాస్‌వర్డ్ నమోదు చేయండి. (Possessive adjective ignored in translation)

4.1.4 Articles

General considerations

English articles, "A," "An," "The," are mostly translated as ఒ, ఒక in Telugu. But translating the articles in Telugu language is not necessary in all circumstances. It should be translated wisely.

For Example, "An apple was eaten by the baby" is better translated as "పాప ఆపిల్‌ను తినింది" leaving the article in the translation.

Unlocalized Feature Names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language. We treat them as separate words and suffixes, postpositions will be added after that non-translated word.

Example:

(+) Source: What's new in Microsoft 365?

(+) Translation: Microsoft 365లో కొత్తగా ఏమి ఉన్నాయి?

Localized Feature Names

Translated feature names are handled in the following way:

Localized and transliterated feature names are handled as usual Telugu words only. All the grammar and language rules are applicable to them.

Example:

(+) Source: Select a location closest to your office.

(+) Translation: మీ కార్యాలయానికి సమీపంలోని స్థానాన్ని ఎంచుకోండి.

Articles for English Borrowed Terms

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

- Motivation: Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of Telugu language? Names, trademarks and product names are to be considered as proper nouns
- Analogy: Is there an equivalent Telugu term whose article could be used?
- Frequency: Is the term used in other technical documentation? If so, what article is used most often?

The internet may be a helpful reference here.

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

Example: (+) Flash Drive – ఫ్లాష్ డ్రైవ్

4.1.5 Compounds

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

Compounding is one of the important grammatical features in Telugu for word formation. Most of the Telugu compounds are classified in to four major types. Among the types, commonly occur three types such as noun+noun, noun+verb and verb+noun. The usual word formation process is that nouns are freely combined with other nouns.

Noun and verb compounds are a frequent word formation strategy in English. Product user interfaces, online help, and documentation contain a number of such examples. However, not all languages use compounding to create complex word meanings. Some of the compound word formations used in Telugu language are given below:

Examples:

Noun-noun compounds

(+) వస్త్ర (cloth) + దుకాణం (Shop) = వస్త్ర దుకాణం (cloth shop)

Verb-noun compounds

(+) త్రాగు (drink) + నీరు (water) = త్రాగు నీరు (drinking water)

Compounds with Product or Component Names

Product names are usually trademarked and, therefore, must remain unchanged. Additions to a product or component name are added with a hyphen or, if that is not appropriate, you need to create a periphrastic construction.

English example	Telugu example
Microsoft Word document	(+) Microsoft Word పత్రం
Microsoft SQL Server Database	(+) Microsoft SQL Server డేటాబేస్

Compounds with Acronyms, Abbreviations or Numerals

The compounds below contain either an abbreviation or a numeral followed by a component name. These Telugu examples show how such constructions should be translated.

English example	Telugu example
2-D gridline	(+) 2-D గ్రిడ్‌లైన్

English example	Telugu example
24-bit color value	(+) 24 బిట్ రంగు విలువ
3D Maps	(+) 3D మ్యాప్‌లు
MFA registration policy	(+) MFA రిజిస్ట్రేషన్ విధానం

4.1.6 Conjunctions

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

If the te-IN modern voice can be conveyed through the use of conjunctions, then this section is applicable. Following conjunctions are to be used to convey the te-IN modern voice:

en-US source text	te-IN old use of conjunctions	te-IN new use of conjunctions
As <product> gains features, there is a risk that older content may not display correctly.	ఉత్పత్తి లక్షణాలను పొందే సమయంలో, పాత సమాచారం సరిగ్గా కనిపించకపోయే రిస్క్ ఉన్నది.	<product> లక్షణాలను పొందడం వల్ల, పాత విషయం సరిగ్గా కనిపించకపోవచ్చు.

4.1.7 Gender

Gender differences are needs to be handled as follows in Telugu language:

Instead of stressing gender differences or reinforcing stereotypical distinctions between men and women, neutral language should be used as much as possible. The neutral approach also applies to the localization of scenarios, comparisons, examples, illustrations, and metaphors.

Instead of using phrases which mention the two genders separately, general term that includes both genders such as "people," "users," or "persons" should be used.

Example:

Linguistic method	Example	Context
Use a neutral noun	(+) డ్రైవర్, ఆఫీసర్	Concept descriptions, explanations
Three separated genders	(+) అతను, ఆమె, అది	**Only** in exceptional cases such as License Terms, sometimes in tables (headers or column/row titles, for example)

4.1.8 Localizing colloquialism, idioms, and metaphors

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

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

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

4.1.9 Nouns

General considerations

Many languages differentiate between different noun classes based on features such as shape, gender, and so on. English loan words must be integrated into the noun class system of Telugu language.

Example:

English example	Telugu example
Delete it from server.	(+) సర్వర్ నుండి దీన్ని తొలగించండి.
Enter a password to log into the server	(+) సర్వర్‌లోనికి లాగ్ ఇన్ అయ్యేందుకు పాస్‌వర్డ్ నమోదు చేయండి
DNS cannot resolve the server IP address	(+) సర్వర్ IP చిరునామాను DNS పరిష్కరించలేదు
Verify the name of the server's certificate	(+) సర్వర్ సర్టిఫికేట్ యొక్క పేరును ధృవీకరించండి

Inflection

Most of the technical words are translated into the Telugu words and loan words also function as Telugu words. Therefore, inflection is not an issue.

Example:

Select a theme.
(+) ఒక థీమ్‌ని ఎంచుకోండి.
(+) థీమ్‌ని ఎంచుకోండి.

Plural Formation

For most of the Telugu words, a word is converted into its plural for by adding "లు" (lu) at the end of the word, like "S" in English. The last part of the word will be changed in same places in plural form.

Example:

English example	Telugu example
Clients	(+) క్లయింట్‌లు
Websites	(+) వెబ్‌సైట్‌లు
Downloads	(+) డౌన్‌లోడ్‌లు
Proxys	(+) ప్రాక్సీలు

English example	Telugu example
Administrators	(+) నిర్వాహకులు

4.1.10 Prepositions

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

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

Prepositional phrases in English need to be translated according to their context; Anglicism should be avoided. The table below contains frequently used verbs and the prepositions that follow them. Please use this table as a reference. Here how to use prepositional phrase to postpositional phrase:

US Expression	Telugu Expression
Migrate from	(+) దీని నుండి మైగ్రేట్
import to	(+) దీనికి దిగుమతి
upgrade to	(+) దీనికి అప్‌గ్రేడ్
in the toolbar	(+) టూల్‌బార్‌లో
on the desktop	(+) డెస్క్‌టాప్‌పై

4.1.11 Pronouns

Telugu pronouns include personal pronouns (refer to the persons speaking, the persons spoken to, or the persons or things spoken about), indefinite pronouns, relative pronouns (connect parts of sentences) and reciprocal or reflexive pronouns (in which the object of a verb is being acted on by verb's subject).

Here are some examples:

Pronouns	sarvanaamamulu - సర్వనామములు
I	nenu - నేను
you	neevu - నీవు
he	atadu - అతడు
she	ame - ఆమె
we	memu - మేము
they	varu - వారు
me	nannu - నన్ను
you	neevu,meeru - నీవు,మీరు
him	atanini - అతనిని
her	aamenu - ఆమెను
us	mammalni - మమ్మల్ని
them	vaarini,vatini - వారిని,వాటిని
my	na - నా
your	mee - మీ
his	atanidi - అతనిది
her	amedi - ఆమెది
our	ma, mayaokka - మా, మాయొక్క
their	vari, vaariyaokka - వారి, వారియొక్క
mine	nadi,naayaokka - నాది, నాయొక్క
yours	meedi,meeyaokka - మీది, మీయొక్క
his	atani,atanidi - అతని, అతనిది
hers	amedi - ఆమెది
ours	madi,mayaokka - మాది, మాయొక్క

theirs	vaaridi, vaariyaokka - వారిది, వారియొక్క

In general, "you" pronoun should be translated as "meeru" (respect) not "nuvvu" (non-respect).

For example:

Source	Incorrect	Correct
You can always change your settings.	నువ్వు నీ సెట్టింగ్‌లను ఎల్లప్పుడూ మార్చవచ్చు.	మీరు మీ సెట్టింగ్‌లను ఎల్లప్పుడూ మార్చవచ్చు.

4.1.12 Punctuation

Telugu language is following the general punctuation characters and rules which are applicable to English language.

Comma

Comma (,) is used as a separator when several names or items are written consecutively and also short pauses.

Example: (+) ఈ పరీక్షలో ఉత్తీర్ణులైనది కుసుమ, కృష్ణ, మోక్షిత, శివ, గాయత్రి మాత్రమే.

Colon

Colon (":") informs that what follows proves, clarifies, explains, or simply enumerates elements of what is referred.

Example of correct usage—(+) దేశానికి ఉమ్మడి పౌరస్మృతి అవసరం : మోడీ

Dashes and Hyphens

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 Telugu language, sometimes we need to use hyphen to connect a foreign or English borrowed word with Telugu words.

Example:

(+) 1. పాప్-అప్

(+) 2. ఇంగ్లీష్-తెలుగు నిఘంటువు

En Dash

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

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.

Telugu language usually does not use en dash. If source contains, then the same needs to be followed.

Example:

(+) 1. 2వ శతాబ్దిలో పాల్కురికి సోమనాధుడు "నవలక్ష తెలుంగు" – అనగా తొమ్మిది లక్షల గ్రామ విస్తీర్ణము గలిగిన తెలుగు దేశము – అని వర్ణించాడు.

(+) 2. కూర్చోవడం వల్ల 15–20 కేలరీలు ఖర్చువుతాయి

Em Dash

The em dash should only be used to emphasize an isolated element or introduce an element that is not essential to the meaning conveyed by the sentence. Telugu language usually does not use em dash. If source contains, then the same needs to be followed.

Example: (+) "దేశ భాషలందు తెలుగు లెస్స" —శ్రీ కృష్ణ దేవరాయలు

Ellipses (Suspension Points)

Omission from a sentence of words needed to complete the construction or meaning. The triple-dot punctuation mark is also called a *suspension point, points of ellipses*.

Example: (+) 1, 2, 3…

Period

A punctuation mark (.) indicating a full stop, placed at the end of declarative sentences and other statements thought to be complete, and after many abbreviations.

Usage of period in Telugu language, is same as English.

Example: (+) ఈ ప్రమాదం నుండి తప్పించుకోగలగడం నీ అదృష్టం.

Quotation Marks

In US source strings, you may find software references surrounded by English quotation marks, Telugu "" used to denote either speech or a quotation.

Example: (+) నేడు "ఉగాది పండుగ"

Parentheses

In English, there is no space between the parentheses and the text inside them. Telugu language also uses the parentheses in the same way.

Example: (+) (గమనిక: విజయదశమి సందర్భంగా రేపు శెలవు ప్రకటించడమైనది.)

4.1.13 Sentence fragments

For the Microsoft voice, use of sentence fragments helps convey a conversational tone. They are used whenever possible as they are short and to the point.

en-US long form	en-US sentence fragment
Use the following steps.	Here's how

The following sentence fragments are to be used to convey the te-IN modern voice.

en-US source text	te-IN long form	te-IN sentence fragment
Use the following steps.	కింది దశలను ఉపయోగించండి.	ఇలా చేయండి

4.1.14 Symbols & non-breaking spaces

Symbol usage should match with the English Source terms, sometimes, English may contain special characters that are used to denote special combinations in English, and they should be replaced or matched correctly in the localized versions.

Example: Use ↓ arrow to select another option.

(+) మరో ఎంపిక ఎంచుకోవడానికి ↓ బాణాన్ని ఉపయోగించండి.

Non-breaking spaces

In word processing and digital typesetting, a non-breaking space is a variant of the space character that prevents an automatic line break (line wrap) at its position.

The non-breaking space is also known as a hard space or fixed space. In HTML non-breaking space is created by replacing the space with " ."

For example, source contains a sentence like "Distance between Vijayawada and Hyderabad is 248 KM."

In this sentence, if the text "248 KM" will not quite fit at the end of a line, the software may insert a line break between "248" and "KM." To avoid this undesirable action, a non-breaking space can be used in between "248" and "KM." This guarantees that the text "248 KM" will not be broken: if it does not fit at the end of a line, that text is moved completely to the next line.

Hence, that non-breaking space character should be used in Telugu language as well (if it is used in English language) to prevent automatic line break at inappropriate position.

4.1.15 Verbs

For US English Microsoft voice, verb tense helps to convey the clarity of Microsoft voice. Simple tenses are used. The easiest tense to understand is the simple present, like we use in this guide. Avoid future tense unless you are describing something that will really happen in the future and the simple present tense is inapplicable. Use simple past tense when you describe events that have already happened.

Sometimes an English verb can be used as loan word in the target language. Such loan words usually follow the syntactic and morphological rules of the target language. Be consistent in how you translate verbs in error messages. If it is grammatical to omit the predicate "be" in your language, you can omit it in error messages, but you should be

consistent in your usage across all error messages. Be concise without changing the meaning of the source string.

Continuous operations are usually expressed in English with a gerund, which should be translated into Telugu in a present continues tense.

English example	Telugu example	Explanation
The document is too large. Document too large.	(+) పత్రం చాలా పెద్దదిగా ఉంది.	Be consistent in your usage of the verb
Access was denied. Access denied.	(+) ప్రాప్తి తిరస్కరించబడింది.	In all the sentences, use verbs and the same tense as in the source string.
The file "%s" is an unknown graphics format.	(+) "%s" ఫైల్ తెలియని గ్రాఫిక్స్ ఆకృతిలో ఉంది.	Rephrase "is" with "have" if necessary to produce an appropriate translation and use "an" (ఒక) if necessary.
The application may attempt to convert the graphic.	(+) అప్లికేషన్ గ్రాఫిక్‌ని మార్చడానికి ప్రయత్నించవచ్చు.	may + Verb can be rephrased as Verb + possibly

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 Telugu, using idiomatic syntax and terminology, while at the same time maintaining a high level of terminological consistency, so as to guarantee the maximum user experience and usability for our customers.

5.1 Accessibility

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

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

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

5.2 Applications, products, and features

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

For Telugu, we usually do not translate any product and feature names until and otherwise the particular product or feature is localized with their names. This should be followed for application names too.

See also the product-specific sections at the end of this document for information on the localization of specific product names.

Version Numbers

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

US English	Telugu target	(+/-)
Version 4.4	సంస్కరణ 4.4	Correct
Version 2.5.1	సంస్కరణ 2.5.1	Correct
Version 4.4	సంస్కరణ ౪.౪	Incorrect
Version 2.5.1	సంస్కరణ 251	Incorrect

Usually we will translate the term 'Version' in this type of strings and retain the numeric value [with periods in between] as it is.
Version numbers are usually also a part of version strings, but technically they are not the same.

Translation of Version Strings

Product, feature, and component names are often located in the so-called "version strings" as they appear in the software.

Version strings that contain copyright information should always be translated.

Example:

US English	Telugu target
© 2023 Microsoft Corporation. All rights reserved.	Please refer to Microsoft Terminology - Globalization | Microsoft Learn to check the correct translations "All rights reserved" and "Microsoft Corporation".

5.3 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

5.4 Software considerations

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

5.4.1 Arrow keys

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

5.4.2 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.

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

English term	Telugu translation
Something went wrong.	ఏదో పొరపాటు జరిగింది.
Not enough memory to process this command.	ఈ ఆదేశాన్ని అమలు చేయడానికి తగినంత మెమరీ లేదు.

Telugu style in Error Messages

It is important to use consistent terminology and language style in the localized error messages, and not just translate as they appear in the US product. Therefore, please apply the following guidelines when localizing error messages.

Error messages written in US-English are occasionally inconsistent. As you localize the software into Telugu, you should ensure that you use a standard phrase for error messages that have the same meaning and purpose in the US-English version.

Standard Phrases in Error Messages

When translating standard phrases, standardize. Note that sometimes the US uses different forms to express the same thing.

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

Examples:

English	Translation	Example	Comment
Cannot ... Could not ...	(+) ... సాధ్యం కాదు	File cannot be found File could not be found	Those constructions usually being used for "unable to affect an outcome."
Failed to ... Failure of ...	(+) ... విఫలమైంది	Failed to connect Failure of connect	
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	(+) ... కనుగొనడం సాధ్యం కాదు	Cannot find driver software Could not find driver software Unable to find driver software Unable to locate driver software	
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	(+) తగినంత మెమరీ లేదు	No sufficient memory on disk Not enough memory on disk No enough memory is available on disk	
... is not available ... is unavailable	(+) ... అందుబాటులో లేదు	... enough space is not available	Meaning is same.

		... enough space is unavailable	

Error Messages Containing Placeholders

When localizing error messages containing placeholders, find out what text will replace the placeholder when the user sees the error message. This process is necessary because you must ensure the resulting sentence will be grammatically correct when the placeholder is replaced with a word or phrase. Most source strings have instructions that detail what text will replace the placeholder.

Note that the letters used in placeholders convey a specific meaning, see examples below:

Placeholder text	Error message text that users will see
%d, %ld, %u, and %lu	Number (such as 3 or 512)
%c	Letter (such as "f" or "s")
%s	String (such as "Click here to continue.")
"Checking Web %1!d! of %2!d!"	"Checking Web <number> of <number>"
"INI file "%1!-.200s!" section"	"INI file "<string>" section"

In the English source string, placeholders are found in the position where they would naturally occur in that language. Since in English numerals typically precede the noun, the numeral placeholders typically precede the noun in the source strings. If the numeral follows the noun it modifies in Telugu, you have to move the placeholder after the noun.

Error messages contain placeholder text that will be filled in by the operating system when the message is shown to users. The following table provides examples of error messages with placeholder text, and the final error messages that users will see:

Placeholders in English error messages	Final error message text that users will see
%d minute(s) remaining	(+) 3 నిమిషము(ల) సమయం మిగిలి ఉంది
Dialing %s...	(+) వ్యాపార ఫోన్‌కు డయల్ చేస్తోంది...
The disk in drive %c: cannot be formatted.	(+) డ్రైవ్ C: లోని డిస్క్ ఫార్మాట్ చేయబడదు.

It is important to know what exact string will be in the placeholder, so that a preceding adjective can be inflected accordingly. The wording of most source strings has already been adjusted to avoid such localization issues and a syntactic construction has been chosen in which a placeholder is not modified by an adjective. However, be mindful of such issues when localizing software. In some languages there is also agreement between a noun subject and the verb. If your language has syntactic agreement, try to reword the translation to avoid a potentially ungrammatical sentence.

English example	Message User will see	Telugu example
Replace invalid %s?	Replace invalid data? Replace invalid file?	(+) చెల్లని %sను భర్తీ చేయాలా?
%s already exists	File already exists Name already exists	(+) %s ఇప్పటికే ఉంది
%s is now set as your personal contact.	Regina is now set as your personal contact Mr. Kim is now set as your personal contact	(+) %s ఇప్పుడు మీ వ్యక్తిగత పరిచయంగా సెట్ చేయబడింది
%s stopped working and was closed	The application stopped working and was closed The program stopped working and was closed	(+) %s పని చేయడం ఆగిపోయింది మరియు మూసివేయబడింది

5.4.3 Keys

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

Names of keys appearing on keyboard should not be translated.

Key Names

English Key Name	Telugu Key Name
Alt	Alt
Backspace	Backspace
Break	Break
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete
Down Arrow	దిగువ బాణం గుర్తు
End	End
Enter	Enter
Esc	Escape
Home	Home
Insert	Insert
Left Arrow	ఎడమ బాణం గుర్తు
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause

English Key Name	Telugu Key Name
Right Arrow	కుడి బాణం గుర్తు
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	స్పేస్‌బార్
Tab	Tab
Up Arrow	ఎగువ బాణం గుర్తు
Windows key	Windows కీ
Menu Key	మెను కీ
Print Screen	Print Screen

5.4.4 Keyboard shortcuts

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

Examples:
New
Cancel
Options

Names of keys appearing on keyboard should not be translated.

Keyboard shortcuts localization for Telugu

The standard keyboard layout used is the InScript Form. Bhava is the local version of Telugu Keyboard which is only little similar to InScript layout.

INSCRIPT Telugu Keyboard:

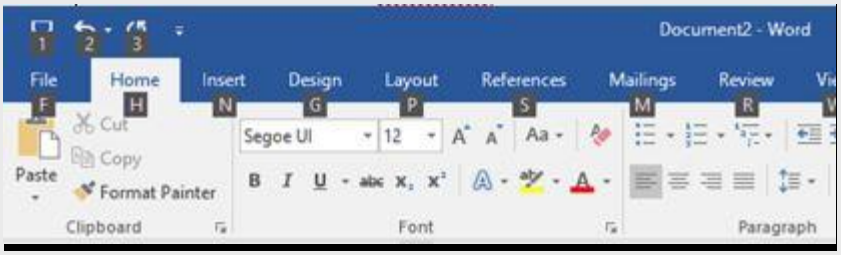


Suggestion: **NOT TO LOCALIZE**

- Because of transliteration incompatibilities, lots of people use Telugu/Kannada keyboards in Karnataka. But with soft versions and phonetic keyboards, people don't prefer Kannada/Telugu keyboards.
- When translated Telugu and Kannada are different though they have the same script and use the same keyboard.
- Majorly, only one standard keyboard layout is used. But same keyboard shortcuts cannot be localized for both languages. See table.
- Both soft and physical versions are available. With government's several initiatives, free Kannada/Telugu script editors and soft version keyboards (standard/phonetic) are available.
- According to the people we contacted, many people can recognize English characters.

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.

5.4.5 Numeric keypad

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

5.4.6 Shortcut keys

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

Standard Shortcut Keys

US Command	US English Shortcut Key	Telugu Command	Telugu Shortcut key
General Windows Shortcut keys			
Help window	F1	(+) సహాయ విండో	F1

US Command	US English Shortcut Key	Telugu Command	Telugu Shortcut key
Context-sensitive Help	Shift+F1	(+) సందర్భోచిత సహాయం	Shift+F1
Display pop-up menu	Shift+F10	(+) పాప్-అప్ మెనునిప్రదర్శించు	Shift+F10
Cancel	Esc	(+) రద్దు	Esc
Activate\Deactivate menu bar mode	F10	(+) మెను బార్ మోడ్ సక్రియం\నిష్క్రియం చేయి	F10
Switch to the next primary application	Alt+Tab	(+) తదుపరి ప్రాథమికఅప్లికేషన్‌కు మారు	Alt+Tab
Display next window	Alt+Esc	(+) తదుపరి విండోని ప్రదర్శించు	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	(+) విండో కోసంపాప్-అప్మెనునిప్రదర్శించు	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	(+) సక్రియఉపవిండోకోసం పాప్-అప్మెనునిప్రదర్శించు	Alt+-
Display property sheet for current selection	Alt+Enter	(+) ప్రస్తుతఎంపికకోసంలక్షణంషీట్‌నిప్రదర్శించు	Alt+Enter
Close active application window	Alt+F4	(+) సక్రియఅప్లికేషన్‌విండోనిమూసివేయి	Alt+F4
Switch to next window within (modeless-	Alt+F6	(+)అప్లికేషన్ (మోడ్‌లెస్-అనుకూలిత) లోపలతదుపరివిండోకిమారు	Alt+F6

US Command	US English Shortcut Key	Telugu Command	Telugu Shortcut key
compliant) application			
Capture active window image to the Clipboard	Alt+Prnt Scrn	(+) క్లిప్‌బోర్డ్‌కుసక్రియవిండోచిత్రాన్నిసంగ్రహించు	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	(+) క్లిప్‌బోర్డ్‌కుడెస్క్‌టాప్‌చిత్రాన్నిసంగ్రహించు	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	(+) విధిపట్టీలోప్రారంభంబటన్‌నుప్రాప్తిచేయి	Ctrl+Esc
Display next child window>	Ctrl+F6	(+) తదుపరిఉపవిండోనిప్రదర్శించు	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	(+) తదుపరిటాబ్చేసినఫలకాన్నిప్రదర్శించు	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+ Esc	(+) విధిసంచాలకంమరియుసిస్టమ్‌ఉపక్రమించడా న్నిప్రారంభించు	Ctrl+Shift+ Esc
File Menu			
File New	Ctrl+N	(+) ఫైల్‌కొత్తది	Ctrl+N
File Open	Ctrl+O	(+) ఫైల్‌తెరువు	Ctrl+O
File Close	Ctrl+F4	(+) ఫైల్‌మూసివేయి	Ctrl+F4
File Save	Ctrl+S	(+) ఫైల్‌సేవ్చేయి	Ctrl+S
File Save as	F12	(+) ఫైల్‌ఇలాసేవ్ చేయి	F12

US Command	US English Shortcut Key	Telugu Command	Telugu Shortcut key
File Print Preview	Ctrl+F2	(+) ఫైల్ముద్రణాపరిదృశ్యం	Ctrl+F2
File Print	Ctrl+P	(+) ఫైల్ముద్రణ	Ctrl+P
File Exit	Alt+F4	(+) ఫైల్నిష్క్రమణ	Alt+F4
Edit Menu			
Edit Undo	Ctrl+Z	(+) సవరణచర్యరద్దు	Ctrl+Z
Edit Repeat	Ctrl+Y	(+) సవరణపునరావృతం	Ctrl+Y
Edit Cut	Ctrl+X	(+) సవరణకత్తిరించు	Ctrl+X
Edit Copy	Ctrl+C	(+) సవరణకాపీ	Ctrl+C
Edit Paste	Ctrl+V	(+) సవరణఅతికించు	Ctrl+V
Edit Delete	Ctrl+Backspace	(+) సవరణతొలగించు	Ctrl+Backspace
Edit Select All	Ctrl+A	(+) సవరణఅన్నీఎంచుకోండి	Ctrl+A
Edit Find	Ctrl+F	(+) సవరణకనుగొను	Ctrl+F
Edit Replace	Ctrl+H	(+) సవరణభర్తీచేయి	Ctrl+H
Edit Go To	Ctrl+G	(+) సవరణదీనికివెళ్లు	Ctrl+G
Help Menu			
Help	F1	(+) సహాయం	F1
Font Format			
Italic	Ctrl+I	(+) వాలు	Ctrl+I
Bold	Ctrl+B	(+) లావు	Ctrl+B

US Command	US English Shortcut Key	Telugu Command	Telugu Shortcut key
Underlined\Word underline	Ctrl+U	(+) క్రిందిగీత\పదంక్రిందిగీత	Ctrl+U
Large caps	Ctrl+Shift+A	(+) పెద్దపెద్దబడిఅక్షరాలు	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	(+) చిన్న పెద్దబడిఅక్షరాలు	Ctrl+Shift+K
Paragraph Format			
Centered	Ctrl+E	(+) మధ్య	Ctrl+E
Left aligned	Ctrl+L	(+) ఎడమకుసమలేఖనం	Ctrl+L
Right aligned	Ctrl+R	(+) కుడికిసమలేఖనం	Ctrl+R
Justified	Ctrl+J	(+) సర్దుబాటుచేయి	Ctrl+J

5.5 Voice video considerations

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

Successful Techniques for Voicing Video Content

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

5.5.1 English pronunciation

General Rules

Generally speaking, English terms and product names left unlocalized in target material should be pronounced the English way. For instance, Microsoft must be pronounced the English way. 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 Telugu phonetic system if the original pronunciation sounds very awkward in Telugu.

Example:

Example	Phonetics	Telugu pronunciation
SecurID	[sɪ'kjuər aɪ di:]	సెక్యూర్ఐడి
.NET	[dot net]	డాట్ నెట్
Skype	[skaip]	Product names are always pronounced the way they are pronounced in the source language

Acronyms and Abbreviations

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

English Terms	Telugu pronunciation
RADIUS	రేడియస్
RAS	రాస్
LAN	ల్యాన్
WAN	వ్యాన్
WAP	వ్యాప్
POP	పాప్

Other abbreviations are pronounced letter by letter.

Example	Telugu pronunciation
ICMP	ఐసిఎమ్‌పి
IP	ఐపి
TCP/IP	టిసిపి/ఐపి
XML	ఎక్స్‌ఎమ్‌ఎల్
HTML	హెచ్‌టిఎమ్‌ఎల్
OWA	ఒడబ్ల్యూఎ
SQL	ఎస్‌క్యూఎల్
URL	యుఆర్‌ఎల్

URLs

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

"www" should be pronounced as "డబ్ల్యూడబ్ల్యూడబ్ల్యూ" in Telugu.

The "dot" should be omitted, but can also be read out. If read out, then it must be pronounced the way, as డాట్.

Example	Phonetics	Comment
http://www.microsoft.com/en-in	హెచ్‌టిటిపిఈజ్‌టుస్లాష్‌స్లాష్‌డబ్ల్యూడబ్ల్యూడబ్ల్యూడాట్ మైక్రోసాఫ్ట్‌డాట్‌కామ్	It should be in English phonetic style.

Punctuation Marks

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

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

Special Characters

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

5.5.2 Tone

Use a tone matching the target audience. Our all translations should maintain accurate, easy to understand, encouraging, insightful and user focused tone.

For Telugu, we need to achieve the relaxed and colloquial style by using a cheerful tone. To make the translations catchy and marketing-oriented we also need to pay attention that we don't stick to the source too closely and translate the meaning rather than word by word.

Any word forms that are specific to a particular dialect should be avoided.

Active voice should be used in maximum cases.

Example:

English	Translation
You are now connected to the Internet.	(+) **మీరు** ఇప్పుడు ఇంటర్నెట్‌కు కనెక్ట్ చేయబడ్డారు

Note: Passive voice should be used only in exceptional cases like when the subject is unknown; or in error messages, when the user is the subject and might feel blamed for error if active voice was used.

5.5.3 Video voice checklist

Topic and Script

- Apply the following Microsoft voice principles:
  - Single intent
  - Clarity

    - Everyday language
    - Friendliness
    - Relatable context

Title

- Includes the intent
- Includes keywords for search

Intro: 10 Seconds to Set up the Issue

- Put the problem into a relatable context

Action and Sound

- Keep something happening, both visually and audibly, But maintain an appropriate pace
- Synchronize visuals with voice-over
- Fine to alternate between first and second person
- Repetition of big points is fine

Visuals

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

Ending

- Recaps are unnecessary