

Bangla (India) Localization Style Guide

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1 Welcome



Welcome to the *Microsoft Localization Style Guide* for Bangla (India). This guide will help you understand how to localize Bangla (India) 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 Bangla (India).

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:

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. Suniti Kumar Chatterji—The Origin and Development Of The Bangla Language
2. Haricharan Bandopadhyaya—Bangiya Shabdakosh
3. Sukumar Sen—Bhasar Ittibritta

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

1. Suniti Kumar Chatterji—Bhasa Prakash Bangla Vyakaran
2. Pabitra Sarkar—Bangla Banan Samskar
3. BamonDeb Chakraborty—Uccatara Bangla Vyakaran
4. 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 ... 11-12 November 1982, ed. Barbara Snell. (London: Aslib, 1983)
5. The new Samsad English Bengali Dictionary
6. Samsad Bangla Abhidhan
7. Bhashariti O Prabandhashaili—Dr. Sukumar Sen and Dr. Subhadra Kumar Sen
8. Adhunik Bangla Bekaran O Rachana—Jagadish Chandra Ghosh and Nilima Ghosh

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.

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

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

2.1 Choices that reflect Microsoft voice

Translating Bangla (India) 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, 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 Transliteration

Microsoft voice emphasizes to use terms which people use in daily life even if they used in transliteration form. Since these days some of the English words are most commonly used and if there is no simple and easy to understand local language words for respective language then English words (TRANSLITERATION) should be used.

Technical words should be TRANSLITERATED (if there is no correct word in the regional language). Ideally Keeping English should be less as Transliteration should be used, a list could be prepared and discussed. So the objective of language translation should be to make the product user interface easy to use and represent the local language to its core strength, hence using Transliteration form is quite acceptable, provided these terms must be used in daily life by target users. Some of the examples of such terms are:

Source	Translation	Transliteration
wallet	মানিব্যাগ	ওয়ালেট
cloud	মেঘ	ক্লাউড
device	যন্ত্র	ডিভাইস
prepaid gift card	পূর্বপ্রদানকরাউপহারকার্ড	প্রিপেডগিফ্টকার্ড
Client	গ্রাহক	ক্লায়েন্ট
Share	অংশীদারিকরণ	শেয়ারকরণ

2.1.2 Word choice

Terminology

Use approved terminology from [Microsoft Terminology - Globalization | Microsoft Learn](#), 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.

Shorter words are generally more conversational in tone, save space on screen, and are easier to read quickly.

en-US source term	bn-IN word	bn-IN word usage
Share (verb)	শেয়ার করুন	Use instead of শেয়ার করুন

Pick, choose	বাছুন, বেছে নিন	Use this instead of নির্বাচন করুন, where a variation in the language is needed.
Drive	ড্রাইভ	Use this in all the general mention of "Drive"

Country Names

Names of countries should be in line with the Microsoft terminology available in [Microsoft Terminology - Globalization | Microsoft Learn](#).

For marketing copy, try to make the best word choice for promotional effect. Use short catchy sentences. Be creative!

Source	Avoid	Better
Low cost international calls to landline and mobile phones.	কম দামে ল্যান্ডলাইন এবং মোবাইল ফোনগুলিতে আন্তর্জাতিক কলগুলি করুন।	ল্যান্ডলাইন এবং মোবাইল ফোনে কম খরচে আন্তর্জাতিক কল করুন।
You can call landlines and mobiles at great rates, as well.	এছাড়াও আপনি, দারুণ হারে ল্যান্ডলাইন এবং মোবাইলে কল করতে পারেন।	সেইসাথে, আপনি বিস্ময়করভাবে কম দামে ল্যান্ডলাইন এবং মোবাইলে কল করতে পারেন।
Amazing rates.	চমত্কার হার।	অত্যাশ্চর্য দাম।
Be together, anywhere	যেকোনো জায়গায়, একত্রিত হন	সংস্পর্শে থাকুন, যেকোনো জায়গায়
Free Skype-to-Skype video calls put you right there in the room.	Skype-থেকে-Skype তে বিনামূল্যের ভিডিও কলগুলি আপনাকে সেখানে রুমের মধ্যে রাখে।	Skype থেকে Skype-তে করা কলগুলি আপনাকে একই ঘরে বসে কথা বলার অনুভূতি দেয়।

2.1.3 Word-to-word translation

Avoid word-to-word translation, which usually sounds awkward. Try to translate the meaning of the sentence. Carry over the same flavor into the target language using the most natural sounding words and phrases.

Source	Avoid	Better
Never miss a call with voicemail	ভয়েসমেইলের সাথে একটিও কল কখনো মিস করবেন না	ভয়েসমেল সাথে থাকলে কোনো কল কখনো ছেড়ে যাবে না
Cut-price calls abroad from any phone	যেকোনো ফোন থেকে বিদেশে কম মূল্যের কলগুলি	যেকোনো ফোন থেকে স্বল্প মূল্যে বিদেশে কল করুন
Skype is software that enables the world's conversations.	Skype হল একটি সফটওয়্যার যা বিশ্বের কথোপকথনগুলিকে সম্ভব করে।	বিশ্ব জুড়ে চলতে থাকা কথোপকথনগুলিকে Skype সম্ভব করে তোলে।

2.1.4 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone.

en-US source	bn-IN old word/phrase	bn-IN new word/phrase
Attempt	প্রচেষ্টা	চেষ্টা
In addition	সংযোগে	এর সাথে
Give/provide guidance, give/provide information	পথ-প্রদর্শক, তথ্য প্রদান করা	সাহায্য

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	Bangla target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	পাসওয়ার্ডটি ঠিক নয়, তাই আবার চেষ্টা করুন। পাসওয়ার্ডগুলি কেস-সংবেদনশীল	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	এই প্রোডাক্ট-কী টি কাজ করেনি। ওটাকে পরীক্ষা করে আবার চেষ্টা করুন।	The user has entered incorrect product key. The message casually and politely asks the user to check it and try again.
All ready to go	শুরু হতে তৈরি	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	আপনি কি চালিয়ে যেতে চান?	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.	আপনার PC-টির একটি নাম দিন—আপনার পছন্দের যে কোনো নাম। আপনি যদি পশ্চাদপটের রঙ পরিবর্তন করতে চান তবে, PC সেটিং-এ গিয়ে হাই কন্ট্রাস্ট অফ করে দিন।	Address the user directly using second person pronoun to take the necessary action.

2.2.2 Explanatory text and providing support

US English	Bangla target	Explanation
The updates are installed, but Windows Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	আপডেটগুলো ইনস্টল করা হয়েছে, কিন্তু সেগুলো কাজ করতে পারার আগে Windows সেটআপকে আবার চালু করার দরকার। রিস্টার্ট করার পরে আমরা আবারে যেখানে শেষ করেছিলাম সেখান থেকে শুরু করব।	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.	যদি এখন আবার চালু করেন তবে, আপনি এবং আর যাঁরা এই PC ব্যবহার করছেন, সব অসঞ্চিত ডেটা হারিয়ে ফেলবেন।	Voice is clear and natural informing the user what will happen if this action is taken.

<p>This document will be automatically moved to the right library and folder after you correct invalid or missing properties.</p>	<p>আপনি অবৈধ বা না থাকা প্রপার্টিগুলি সংশোধন করলে পরে এই ডকুমেন্টটি আপনাপনি সঠিক লাইব্রেরি ও ফোল্ডারে সরিয়ে দেওয়া হবে। আপনার দ্বারা অবৈধ বা অনুপস্থিত প্রপার্টিগুলি সংশোধন করা হয়ে গেলে এই নথিটি স্বয়ংক্রিয়ভাবে সঠিক লাইব্রেরি ও ফোল্ডারে স্থানান্তরিত হবে।</p>	<p>Voice talks to the user informatively and directly on the action that will be taken.</p>
<p>Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.</p>	<p>কোনো অঘটন হয়েছে ! আপনার বুটেবল USB ফ্ল্যাশ ড্রাইভ তৈরি করার জন্য আমরা ডাউনলোড করা ফাইলগুলো খুঁজে পাইছি না।</p>	<p>Without complexity and using short sentences inform the user what has happened.</p>

2.2.3 Promoting a feature

US English	Bangla target	Explanation
<p>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.</p>	<p>পিকচার পাসওয়ার্ড হল আপনার টাচস্ক্রিন PC-কে সুরক্ষিত রাখার একটি নতুন উপায়। আপনি একটি ছবি—এবং তার সাথে একটি ইঙ্গিত বাছবেন—এমন একটি পাসওয়ার্ড তৈরি করতে যেটা একেবারে আপনার নিজস্ব।</p>	<p>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.</p>
<p>Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.</p>	<p>আপনার PC-এর অবস্থান, নাম, অ্যাকাউন্টের ছবি,এবং অন্যান্য ডোমেনের তথ্যের উপর ভিত্তি করে অ্যাপদের আপনাকে প্রাসঙ্গিক বিষয়বস্তু দিতে দিন।.</p>	<p>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.</p>

2.2.4 Providing how-to guidelines

US English	Bangla target	Explanation
To go back and save your work, click Cancel and finish what you need to.	ফিরে গিয়ে আপনার কাজটি সঞ্চয় করে রাখতে, বাতিল ক্লিক করুন এবং আপনার যা শেষ করতে হবে সেটা করুন।	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.	আপনার বর্তমান পিকচার পাসওয়ার্ডটি কনফার্ম করতে, শুধু রিপ্লেট দেখুন এবং আপনার ছবিতে দেখানো ইঙ্গিতের উদাহরণগুলি ট্রেস করুন।	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.
It's time to enter the product key. When you connect to the Internet, we'll activate Windows for you.	প্রোডাক্ট-কী লিখতে হবে। আপনি যখন ইন্টারনেটে সংযোগ করবেন তখন আমরা Windows আপনার জন্য সক্রিয় করে দেব।	Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter 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		Bangla (India) examples	
primary/subordinate	master/slave	শারীরিকভাবে অক্ষম	প্রভু/ভৃত্য
perimeter network	demilitarized zone (DMZ)	পেরিমিটার নেটওয়ার্ক	অসামরিক জোন (DMZ)
stop responding	hang	উত্তর দেওয়া বন্ধ করুন	কেটে দিন
expert	guru	বিশেষজ্ঞ	গুরুদেব
meeting	pow wow	মিটিং	মজলিশ, আড্ডা
colleagues; everyone; all	guys; ladies and gentlemen	সহকর্মী, সবাই	যত সব গুণ্ডির লোক/ একগাদা লোকজন
lunch and learn; learning session	brown bag session	মধ্যাহ্নভোজ চলাকালীন মিটিং; শিক্ষণীয় সেশন	কেজো মিটিং/ খেতে খেতে মিটিং

parent	mother or father	অভিভাবক	মা বা বাবা
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3.1 Avoid gender bias

Use gender-neutral alternatives for common terms. Avoid the use of compounds containing gender-specific terms (পুরুষ, মহিলা ইত্যাদি).

The table below contains examples of gender-biased words or compounds that should be avoided in <Bangla (India)> and the alternative that should be used to promote gender-inclusivity.

Use this	Not this	Comments
Bangla (India) examples		
শিক্ষার্থী	ছেলে শিক্ষার্থী/মেয়ে শিক্ষার্থী, ছাত্র-ছাত্রী	Gender specific terms for 'student', should not be used. Instead, some gender-neutral terms which are widely used in Bangla (India), can be of great help in that respect. To diminish the disparity among the genders is a warm welcome in our overall society.
ইঞ্জিনিয়ার	পুরুষ ইঞ্জিনিয়ার/মহিলা ইঞ্জিনিয়ার	Any person should not be confined only by his/her gender, so considering this, we should use translation for 'engineer' irrespective of mentioning the gender along.
বস	মহিলা বস/পুরুষ বস or মালিক/মালিকিন	No designation should be addressed on the basis of gender. Rather, it implies some derogatory approach. The gender-neutral term for 'boss' is always better to be used.
কবি	মহিলা কবি/পুরুষ কবি	Any person's literary capability should not be judged by his/her gender, his/her embodiment of work should be celebrated purely based on merits.

When presenting generalization, use plural noun forms (for example, লোক, লোকেবা ইত্যাদি).

Use this	Not this	Comments
Bangla (India) examples		
মানুষজন	লোক	As long as any specific instruction is not provided, in terms of general approach, plural addressing would be accepted.
শিক্ষার্থীরা	শিক্ষার্থী	As long as any specific instruction is not provided, in terms of general approach, plural addressing would be accepted.

Gender-specific pronouns are not used in Bangla (India).

- The pronoun 'সে' is used for *he/she*.
- For *him/her*, 'তাকে' is used for both the instances.

When one is writing about a real person, use the pronouns that the person prefers, whether it's *সে(পুং)*, *সে(স্ত্রী)*, *তারা* etc.

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 প্রতিবন্ধকতা আছে এমন দুর্দশাগ্রস্ত or কোনও রোগে আক্রান্ত. The preferred option is not to mention a disability unless it's relevant.

Use this	Not this	Use this	Not this
English examples		Bangla (India) examples	
person with a disability	handicapped	বিশেষভাবে সক্ষম	প্রতিবন্ধী
person without a disability	normal person; healthy person	শারীরিকভাবে সক্ষম	স্বাভাবিক ব্যক্তি; সুস্বাস্থ্যের অধিকারী

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		Bangla (India) examples	
Select	Click	নির্বাচন করুন	ক্লিক করুন

Keep paragraphs short and sentence structure simple.

Spell out words like এবং, সহ ও সম্পর্কে। 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 Bangla (India).

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

The abbreviations are formed by taking the first letter of the word followed by full stop (.). They are also formed by taking the first letter or the first syllable of the word e.g. ইন্টা. Abbreviated form of ইন্টারনেট

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:

The abbreviations are formed by taking first letter of the word followed byvisharga (◌:) 'aspirate sound'.

They are also formed by taking the first letter or the first syllable of the word e.g. পশ্চিম বঙ্গ মধ্যশিক্ষা পর্ষদ abbreviated form of পঃমঃপঃ

List of common abbreviations:

Dictionary usage

अव्य.	अव्यय	"post position"
वि.	विशेष्य	"noun"
विण	विशेषण	"adjective"
क्रि-विण.	क्रियाविशेषण	"adverb"
सर्व.	सर्वनाम	"pronoun"
पुं.	पुंलिंग	"masculine"
स्त्री.	स्त्रीलिंग	"feminine"
बां	बांला	"Bangla"
सं	संस्कृत	"Sanskrit"
इं	इंग्लिजी	"English"

Geographical / Directional

उः	उत्तर	"north"
दः	दक्षिण	"south"

Administrative / Commercial

कों	कोम्पनी	"company"
स्वाः	स्वाक्षरित	"signed"
प्राःलिः	प्राइवेटलिमिटेड	"Private Limited"
सिनिः	सिनियर	"senior"
पृः	पृष्ठा	"page"
विःद्रः	विशेषद्रष्टव्य	"nota bene"

উচ্চ:	উচ্চতা	"height"
উঃমাঃ	উচ্চমাধ্যমিক	"Higher Secondary"
ডাঃ	ডাক্তার	"Doctor"
ইঞ্জিঃ	ইঞ্জিনিয়ার	"engineer"

Measurements

সেঃ	সেলসিয়াস	"Celsius"
কিমি	কিলোমিটার	"kilometer"
সেমি	সেন্টিমিটার'	"centimeter"
কেজি	কিলোগ্রাম	"kilogram"
গ্রাঃ	গ্রাম	"gram"

English	Avoidable	Correct abbreviation
gigabyte	গিগাবাইট	GB
kilobyte	কিলোবাইট	KB
Kilobit	কিলোবিট	Kb
megabyte	মেগাবাইট	MB
megabit	মেগাবিট	Mb
bits per second	বিট প্রতি সেকেন্ড	bit/s
mega bits per second	প্রতি সেকেন্ডে মেগা বিট	Mb/s
kilo bits per second	প্রতি সেকেন্ডে কিলো বিট	Kb/s
bytes per second	প্রতি সেকেন্ডে বাইট	B/s
megabyte per second	প্রতি সেকেন্ডে মেগাবাইট	MB/s
kilobyte per second	প্রতি সেকেন্ডে কিলোবাইট	KB/s
Inch	ইঞ্চি	In

Mega Hertz	মেগা হার্টজ	MHz
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Leave a space between the number and the measurement in Bangla:

Source	Avoid	Better
5KB	5kB	5 KB
64MB RAM	64MB RAM	64 MB RAM
Expression	Acceptable abbreviation	
কিলোগ্রা	কেজি	

Don't abbreviate such words as:

Expression (Eng)	Bangla (Full)
Pound	পাউন্ড
Euro	ইউরো
Ruble	রুবল
Dollar	ডলার
Yen	ইয়েন
Taka	টাকা
Rupee	রুপী
Degree	ডিগ্রী

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).

The acronyms listed below are originally English acronyms which are used very frequently in Bangla in the manner listed below.

Localized Acronyms

List of common acronyms:

- (+) সিটু সেন্টার ফর ট্রেড ইউনিয়ন 'CITU'
- (+) সুসি সোসালিস্ট ইউনিটি সেন্টার অফ ইন্ডিয়া 'SUCI'
- (+) ওয়েবকুটা ওয়েস্ট বেঙ্গল কলেজ অ্যান্ড ইউনিভার্সিটি টিচার্স অ্যাসোসিয়েশন 'WBCUTA'
- (+) উলফা ইউনাইটেড লিবারেশন ফ্রন্ট অফ আসাম 'ULFA'
- (+) টাডা টেরোরিস্ট অ্যান্ড ডিসরাপটিভ অ্যাকটিভিটিস প্রিভেনশান অ্যাক্ট 'TADA'
- (+) পোটা প্রিভেনশান অফ টেরোরিস্ট অ্যাকটিভিটিস 'POTA'
- (+) পোকা প্রিভেনশান অফ অর্গানাইজড ক্রাইম অ্যাক্ট 'POCA'
- (+) পোটো প্রিভেনশান অফ টেররিজম অর্ডিন্যান্স 'POTO'
- (+) পেটো পিপল ফর দি এথিকাল ড্রিটমেন্ট অফ এনিমালস 'PETA'
- (+) সার্ক সাউথ এশিয়ান অ্যাসোসিয়েশন ফর রিজিওনাল কো-অপারেশান 'SAARC'
- (+) সাফটা সাউথ এশিয়ান ফ্রী ট্রেড এগ্রিমেন্ট 'SAFTA'
- (+) ইউনেসকো ইউনাইটেডনেশনস এডুকেশনাল সাইন্টিফিক অ্যান্ড কালচারাল অর্গানাইজেশান 'UNESCO'
- (+) ইউনিসেফ ইউনাইটেডনেশনস ইন্টারন্যাশনাল চিল্ড্রেনস এমার্জেন্সি ফান্ড 'UNICEF'
- (+) হ ওয়ার্ল্ড হেলথ অর্গানাইজেশান 'WHO'

Typical Bangla Acronyms

These acronyms are formed by the taking the first syllable of each word.

- (+) বিবাদীবাগ বিনয় বাদল দীনেশ বাগ 'BBD Bag'
- (+) লসাণ্ড লঘিষ্ঠ সাধারণ গুণিতক 'LCM'
- (+) গসাণ্ড গরিষ্ঠ সাধারণ গুণিতক 'HCF'

Unlocalized Acronyms

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

- ANSI (American National Standards Institute)
- ISO (International Standards Organization)
- PDF
- IP
- GPS

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

4.1.3 Adjectives

In Bangla (India), adjectives should be handled in the following manner.

An adjective is a word used for qualifying (or adding something to) the meaning of a Noun or Pronoun.

In Bangla adjective modifies a noun or a pronoun by describing, identifying, or quantifying words. An adjective often precedes the noun or the pronoun which it modifies. There are different types of adjectives in the Bangla language. This are:

1. Proper Adjective -beautiful (সুন্দর), ugly (কুতসিত)
2. Verbal Adjective -edited (সম্পাদিত), drawn (অঙ্কিত)
3. Adjective -Very much, too much, too many (অতি, অধিক)
4. Adverb -quickly (দ্রুত)

In the following examples, the highlighted words are adjectives:

(+)রাম ভাল ছেলে

(+)সুন্দর বই

(+)সম্পাদিত ফাইলটা খুলুন

(+)ফটোটি অতি সুন্দর

(+)দ্রুত প্রবেশ করুন

Possessive adjectives

The frequent use of possessives is a feature of English language. However in Bangla (India), possessive adjectives are handled as same in English.

Example: You must provide the name of *your* Microsoft Exchange server (here "Your" is possessive adjective) It should be written as আপনাকে অবশ্যই *আপনার* Microsoft Exchange সার্ভারের নাম দিতে হবে।

4.1.4 Articles

General considerations

The words "a, an, and" are usually called articles. They are called Articles as they have some special significance as the part of speech.

But in Bangla language articles are not used. E.g.

an icon = for Bangla, only write icon (আইকন)

a filename = ফাইলনাম

The folder = ফোল্ডার

English example	Bangla example	Explanation
File already exists The file already exists This file already exists	(+)ফাইলটি ইতিমধ্যে বিদ্যমান। (+)এই ফাইলটি ইতিমধ্যে বিদ্যমান।	In complete sentences, use determiners consistently even if the UI string does not.
Not enough memory to complete this operation.	(+)এই কার্যটি সম্পূর্ণ করার জন্য পর্যাপ্ত স্মৃতি নেই।	No need to use a demonstrative construction, unless it is important in context.
Windows cannot start your system. If the problem persists, contact your network administrator.	(+)Windows.-আপনার সিস্টেমটি সূচনা করতে পারে না। আপনার অসুবিধা হতে থাকলে, নেটওয়ার্ক প্রশাসকের সাথে যোগাযোগ করুন।	Avoid using possessive marker "your" unless ownership is important in context.

Unlocalized Feature Names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language. For instance, attaching a genitive "s"

to trademarked product names is not feasible as it could be interpreted as a modification of such names. Additions to a product or component name are either added with a hyphen or a periphrastic construction needs to be used. For example, instead of expressing a possessive relationship by using the genitive marker "s" in English, a periphrastic construction should be used:

Example:

- (-) Microsoft's products
- Microsoft products
- Products by Microsoft

Product names and unlocalized feature names should also be treated as proper nouns in Bangla:

English example	Bangla example
Windows Mail shares your Internet Connection settings with Microsoft Edge	(+) Windows Mail আপনার ইন্টারনেট সংযোগের সেটিংস Microsoft Edge এর সাথে অংশীদারি করে
Website addresses will be sent to Microsoft	(+)Microsoft-এ ওয়েবসাইট ঠিকানাগুলি পাঠানো হবে

Localized Feature Names

By contrast, translated feature names are used with a definite or indefinite article as they are not treated as proper names.

Example:

English example	Bangla example
Activate a window by hovering over it with the mouse	(+) মাউসটি উইন্ডোর উপরে ঘুরিয়ে সেটিকে সক্রিয় করুন
Select a location closest to your office.	(+) আপনার অফিসের কাছাকাছি একটি অবস্থান নির্বাচন করুন।

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 the Bangla (India) language?
- Analogy: Is there an equivalent Bangla (India) 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.

Articles 'the' always used in English borrowed terms. But in Bangla (India) language articles are not used.

Example: The Homepage—হোম পৃষ্ঠা

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.

English examples	Bangla example
Internet Accounts	(+) ইন্টারনেট অ্যাকাউন্টসমূহ
Logon script processing	(+) লিপি প্রক্রিয়াকরণ লগঅন করুন
Internet News Server Name	(+) ইন্টারনেট সংবাদ সার্ভারের নাম

This section contains the following topics:

Compounds with Product or Component Names

The compounds below contain both, product and component names. The product names are marked in red. 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	Bangla example
Windows password	(+) Windows -এর পাসওয়ার্ড
Microsoft Word document	(+) Microsoft Word -এর নথিপত্র
Microsoft SQL Server Database	(+) Microsoft SQL Server -এর ডাটাবেস
Microsoft Dynamics product family	(+) Microsoft Dynamics -এর পণ্য পরিবার

Compounds with Acronyms, Abbreviations or Numerals

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

English example	Bangla example
3D Maps	(+) 3D মানচিত্র
2-D gridlines	(+) 2-D গ্রিডলাইন
SSD disk	(+) SSD ডিস্ক
64-bit machine	(+) 64-বিট মেশিন
MFA registration policy	(+) MFA রেজিস্ট্রেশন পলিসি

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 a formal tone and style.

en-US old use of conjunctions	en-US new use of conjunctions
As <product> gains features, there is a risk that older content may not display correctly.	But because of these features older content may not display correctly.

Sometimes, use of conjunctions to start a sentence would provide a light formal tone.

en-US source text	bn-IN old use of conjunctions	bn-IN new use of conjunctions
As <product> gains features, there is a risk that older content may not display correctly.	যখন পণ্যটিতে নতুন নতুন বৈশিষ্ট্য আসে তখন একটি বিপদ থাকে যে পুরানো বিষয়বস্তু সঠিকভাবে প্রদর্শিত নাও হতে পারে	যেহেতু পণ্যটিতে নতুন বৈশিষ্ট্য এসেছে, পুরানো বিষয়বস্তু সঠিকভাবে প্রদর্শিত নাও হতে পারে

4.1.7 Gender

What in nature is called the difference of sex is in grammar called the difference of Gender.

There are three Genders in Bangla: Masculine, Feminine and Neuter gender.

Example:

ছেলে (Noun which is singular and masculine gender.)

মেয়ে (Noun which is singular and feminine gender.)

বই (Noun which is singular and neuter gender.)

In Bangla Language Pronoun does not change according to these three genders.

In Bangla, gender is not grammatical. Moreover, only animate subjects in Bangla can be distinguished by gender. Gender is indicated by sex and it is distinguished in these different ways either with some qualifying terms, or using different words or by using suffix as elaborated below:

With different suffixes 'আ', 'ঈ', 'আনী'—Masculine can be converted into feminine.

আর্য→আর্যা, শিষ্য→শিষ্যা, ছাত্র→ছাত্রী, হিম→হিমালী

Masculine word can be converted using different feminine word.

স্বামী→স্ত্রী; বর→বধূ; পুরুষ→স্ত্রী

You should always recognize your audience's sensitivity to male and female stereotypes. Instead of stressing gender differences or reinforcing stereotypical distinctions between men and women, use language that is as neutral as possible. The neutral approach also applies to the localization of scenarios, comparisons, examples, illustrations, and metaphors.

Create a balance when assigning roles and functions to men and women (active vs. passive roles, leading vs. secondary roles, technical vs. non-technical professions, and so on). Scenarios, pictures, metaphors, and comparisons should be based on areas and attributes common to both genders.

Linguistic method	Example	Context
Use a neutral noun	(+)ব্যক্তি, নেতা, দলপতি, কর্মচারী, ব্যবহারকারী	Concept descriptions, explanations
Write gender separately	(+)তিনি, তার,	Only in exceptional cases such as License Terms, sometimes in tables (headers or column/row titles, for example)

Suggesting the reader's gender by use of grammatical forms is not allowed. For example the same word is used in "he/she" as "সে" in Bangla.

Example:

Source	Avoid	Better
I forgot my password.	আমিআমারপাসওয়ার্ডভুলেগিয়েছি	আমারপাসওয়ার্ডমনেই।

4.1.8 Genitive

Genitive is the noun case indicating possession or origin

In Bangla 'র' is used to indicate genitive case marker.

Example:

Pronominal:

Contact your Exchange administrator

(+) আপনার Exchange প্রশাসকের সঙ্গে যোগাযোগ করুন।

Here 'আপনার' is the genitive case.

Nominal:

"Ram's book"

(+) রামের বই

Here 'রামের' is the genitive case.

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

Example:

Microsoft Word = It is protocol to write as "Microsoft Word", not as Microsoft Word's.

4.1.9 Headings of topic and chapters

In English the titles for topics or chapters sometimes begin with "How to..." or with gerunds, such as "Downloading..." or "Adding...". Titles on the "-ing" form should not be translated using gerunds. Instead use nouns, the infinitive form or phrases such as "ডাউনলোড করা". Whatever form you choose, make sure to keep an eye on parallelism, especially in newsletters that may have several titles and subtitles.

Examples:

Adding your friends as contacts.

আপনার বন্ধুদের পরিচিতি হিসাবে যুক্ত করা।

Downloading the latest version.

সাম্প্রতিক সংস্করণ ডাউনলোড করা।

4.1.10 Localizing colloquialism, idioms, and metaphors

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

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

- Do not attempt to replace the source colloquialism with an Bangla (India) 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.

Colloquialisms (চলিত ভাষা)

জন্যে Alternative forms (জন্যে)

তোমার জন্যে কিছু আছে।

Idioms (বাগধারা)

চাপা দেওয়া - গোপন করা

কানাকানি - গোপন পরামর্শ

গোপাল বাবু বিষয়টা চেপে দেওয়ার চেষ্টা করছেন

Metaphors (রূপক)

১. উপমান ও উপমেয়ের অভেদ কল্পনামূলক অর্থাৎকারবিশেষ;
২. যে দৃশ্যকাব্যে বা বর্ণনায় একজনের উপর অন্য কারও রূপের বা প্রকৃতির আরোপ হয়;

Ex: সলিল রয়েছে প'ড়ে, শুধু দেহ নাই।

4.1.11 Modifiers

A word or group of words which describes or limits any verb, noun, adjective, or adverb is Modifiers. Modifiers that applied to nouns are adjectives. Modifiers applied to verbs or adjectives are adverbs. Those that are applied to adverbs themselves are also called adverbs. Removal of the modifier typically doesn't affect the grammaticality of the construction. In Bangla, adverbs and adjectives prototypically function as modifiers, but they could have other different functions. Moreover, other constituents can function as modifiers as the following examples show:

(1) **Adjectives Modifiers:**

The video file selected is either too large or too small—চয়ন করা ভিডিও ফাইলটি হয় অতি বৃহত বা অতি ছোট।

Description: Here 'অতি' is adjectives modifiers. It describes the adjectives "বৃহত" or "ছোট." Its removal doesn't affect the grammaticality of the construction.

(2) **Adverbs Modifiers:**

This feature automatically saves this message.

এই বৈশিষ্ট্যটি স্বয়ংক্রিয়ভাবে এই বার্তাটি সংরক্ষণ করে।

Description: Here 'স্বয়ংক্রিয়ভাবে' is adjective modifiers.

Without modifiers, sentences would be no fun to read. Carefully chosen, well-placed modifiers allow you to depict situations with as much accuracy as words will allow.

4.1.12 Nouns

General considerations

Many languages differentiate between different noun classes based on features such as animacy, shape, gender, and so on. English loan words must be integrated into the noun class system of your language. When faced with an English loan word not 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 your language?
- **Analogy:** Is there an equivalent Nepali term that could be used to justify the noun class the noun gets assigned to?
- **Frequency:** Is the term used in other technical documentation? If so, what noun class is it assigned to most often? The Internet may be a helpful reference here.

Example:

Example	Bangla example
Delete it from server.	(+) Server থেকে বিলোপ করুন।
DNS cannot resolve the server IP address	(+) DNS server IPঠিকানা পুনঃসমাধান করতে পারে না
Enter a password to log into the server	(+) Server-এ লগইন করতে পাসওয়ার্ড প্রবেশ করান
Verify the name of the server's certificate	(+) Server-এর শংসাপত্রটির নামটি যাচাই করুন

Inflection

The examples below show how English loanwords inflect for number in Bangla.

Example	Bangla example
Clients	(+) ক্লায়েন্টসমূহ
Websites	(+) ওয়েবসাইটসমূহ
Downloads	(+) ডাউনলোডসমূহ
Proxies	(+) প্রক্সিসমূহ

Plural Formation

In Bangla, generally plural is formed from the singular noun by addition of various suffixes. However, as the language of localization is very formal so we have a very few suffixes to use for forming plural form. These are "গুলি" and "সমূহ" for inanimate object and for animate noun it is "দের", "গণ" and "রা"।)

Source	Singular	Plural
File(s)	ফাইল	ফাইলসমূহ/ফাইলগুলি
User(s)	ব্যবহারকারী	ব্যবহারকারীদের/ব্যবহারকারীগণ/ব্যবহারকারীরা

4.1.13 Prepositions

In Bangla post-position are used where English uses preposition. Such post-positions in Bangla occur after the possessive case forms of the nouns or pronouns concerned. For example- 'for me' /আমার জন্য or আমার কারণে/, 'in the drive' /ড্রাইভে/

Common Bangla post-positions:

সঙ্গে, সহিত, পশ্চাতে, পিছে, পিছনে, সম্মুখে, সমুখে, সামনে, আগে, ভিতর, ভিতরে, পাশে, নীচে, উপরে, মাঝে, বাহিরে, বাইরে, বামে, দক্ষিণে; কতকগুলি, মত, মতন, ন্যায়, সম, পারা, হেন, তুল্য, যেন, প্রায়; পর্যন্ত, অবধি, থেকে, ছড়িয়েপেরিয়ে।

US-English expression	Bangla (India) expression
migrate to	...এতে স্থানান্তরণ
Migrate from	...এর থেকে স্থানান্তরণ
import to	...এতে আমদানি
import from	...এর থেকে আমদানি
export to	...এতে রপ্তানি
export from	...এর থেকে রপ্তানি
update to	...এতে আপডেট
upgrade to	...এতে আপগ্রেড
change to	...এতে পরিবর্তন
click on	...ক্লিক করক

US-English expression	Bangla (India) expression
connect to	...এতে সংযোগ করুন
welcome toএতে স্বাগতম

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

US-English expression	Bangla (India) expression	Comment
in the toolbar	(+) সরঞ্জামদণ্ডের ভেতর	Postposition comes after noun in Bangla
on the tab	(+) ট্যাবের ওপর	
on the menu	(+) মেনুর ওপর	
on the net	(+) নেটের ওপর	
on the Internet	(+) ইন্টারনেটের ওপর	
on the Web	(+) ওয়েবের ওপর	
on a web site	(+) ওয়েবসাইটের ওপর	
on a web page	(+) ওয়েবপৃষ্ঠার ওপর	

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.

en-US old use of prepositions	en-US new use of prepositions
Developers can go to the application management site to find the apps for which they are looking.	Developers can go to the application management site to find the apps they are looking for.

The concept of prepositions does not exist in Bangla.

4.1.14 Pronouns

A *pronoun* can replace a noun or another *pronoun*. For example, instead of saying "Ram is a student," the pronoun "he" can be used in place of the noun 'Ram' and the sentence can be written as 'He is a student'. Bangla pronouns are classified as personal (I, we, you, he, she, they), demonstrative (this, these, that, those), relative (who, which, that, as), indefinite (e.g., each, all, everyone, either, one, both, any, such, somebody), interrogative (who, which, what), possessive, sometimes termed possessive adjectives (my, your, his, her, our, their), and reflexive (e.g., myself, herself). The entire pronoun depends upon its function in the sentence structure.

In contrast to the dual base pattern found in the pronominal system of Western New Indo-Aryan, Bangla uses single bases to which endings are added agglutinative: sing. 1আমি; 2তুমি(familiar), আপনি(polite); 3সে(familiar), তিনি(polite). The plural forms are: আমরা, তোমরা, আপনারা, তাহারা/তারা. These are declined as nouns: আমি, আমরা, আমাকে, etc.

However, according to accepted tone of localization only formal pronoun will be used.

Example:

(+) If you do not know this information, contact your Exchange administrator -
যদিআপনিএইতথ্যটিনাজানেনসেক্ষেত্রেআপনারExchange প্রশাসকেরসঙ্গেযোগাযোগকরুন।

For en-US Microsoft voice, use of personal pronouns is a powerful way to express all the attributes of the Microsoft voice. The source text is moving away from indirect methods of referring to the user as "user" and instead addressing the user directly through the use of first- and second-person pronouns like "you." Third-person references, such as "user," are avoided as they sound formal and impersonal.

en-US old user reference	en-US new user reference
Users can change when new updates get installed.	You can change when new updates get installed.
This setting provides users with the best display appearance.	Choose one of these schemes or make your own.

For Bangla Microsoft voice, use direct 1st person for an intimate effect. Limit use of 'এটা', 'ওটা' as these do not sound very nice.

bn-IN old user reference	bn-IN new user reference
কখন নতুন আপডেট ইন্সটল করা হবে সেটা ব্যবহারকারীগণ পরিবর্তন করতে পারেন।	কখন নতুন আপডেট ইন্সটল করা হবে সেটা আপনি পরিবর্তন করতে পারেন।
এই সেটিংটি ব্যবহারকারীদের সবচেয়ে ভালো প্রদর্শন প্রদান করে।	এই স্ক্রিমগুলির মধ্যে থেকে বাছুন বা নিজে একটি বানান।

Possessive pronouns

Possessive pronouns are often used in English. However, we should avoid overusing them in Hindi. In fact, Bangla sounds more natural using the definite article, especially when the possessor is obvious.

Examples:

Double-click the Skype Name in your Contact List or the search result.
আপনার পরিচিতি তালিকাতে Skype নামে বা অনুসন্ধান ফলে দুবার - ক্লিক করুন।

Where is your home PC located?
আপনার হোম PC কোথায় আছে?

4.1.15 Punctuation

Please follow the following basic rules for the use of punctuation marks in Bangla. If your language uses a character set that is based on the Latin alphabet, make sure to include a space after commas and periods.

Bulleted lists

In Bangla the sign of bulleted lists is the same as in English.

Punctuation in bulleted lists

Punctuation marks: (:), (;), (!), (.), (,), and (?)

Generally, and unless otherwise specified, insert a space before the following elements:

- A value and its symbol, such as: 16 MB

Leave one single space after a period (.).

Please DO put a space between an email address and a punctuation mark or a URL and a punctuation mark:

Bulleted elements: we should keep them as they are written in english source text.

Comma

Comma used as a separator when several names or items are written consecutively and also short pauses. In contemporary writing, the comma is often omitted, but this open style should be followed only when there is little or no risk of misreading. Commas are mostly used in Adverbial Clauses, Adjectival Clauses, Introductory Participial Phrases, Parenthetical Elements, Interjections, Transitional Adverbs, and Similar Elements, Direct Address, Display Lines, Appositives, Coordinative Adjectives, Complementary or Antithetical Elements, Series or Lists, That Is, Namely, and Similar Expressions, Separating Identical or Similar Words, Titles, Addresses, and Dates, Elliptical Constructions, Maxim, Proverbs, and Other Familiar Expression and Questions

Examples:

(+) ঠিকানা পুস্তিকা খোলার সময়, প্রথমে এই ঠিকানা তালিকাটি দেখান।

(+) মুক্ত/ব্যস্তসময়, বিষয়, অবস্থান

Colon

Colon informs that what follows proves, clarifies, explains, or simply enumerates elements of what is referred to before. Colon is used for relating clauses and introducing statements, quotations, or lists.

Example: (+) সমস্ত ভারতবাসী আমার ভাই: স্বামী বিবেকানন্দ

Do not use colons to unnecessarily create a longer sentence. Two shorter sentences are better than a single long sentence and are easier to read.

Dashes and Hyphens

Three different dash characters are used in English:

Hyphen

The hyphen is used to divide words between syllables, to link parts of a compound word, and to connect the parts of an inverted or imperative verb form.

Example: Drop-down = ড্রপ-ডাউন, e-mail = ই-মেল

En Dash

The en dash is used as a minus sign, usually with spaces before and after. A dash smaller than an em dash but usually longer than a regular hyphen, the en dash is often used in place of the word "to" such as

Example:

10–5 p.m.

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.

Em Dash

The em dash as known in Bangla as "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. The em dash is most often used to indicate a break in thought or to set an appositive off from the rest of the sentence. It can also be used to show a date when the time frame in question has not yet ended (Example: Robin Cook, 1976—).

Em Dash (—), denotes a pause in thought, a parenthetical statement. Use of the em dash sparingly in formal writing. In informal writing, em dashes may replace commas, semicolons, colons, and parentheses to indicate added emphasis, an interruption, or an abrupt change of thought.

The Em dash is used in much the way a colon or a set of parentheses is used; it can show an abrupt change in thought or be used where a full stop (or "period") is too strong and a comma too weak. Em dashes are sometimes used in lists or definitions, but that is a style guide issue; a colon is often recommended for use instead.

Examples:

Source	Avoid	Better
Internet connection—broadband is best (GPRS is not supported for voice calls).	ইন্টারনেট সংযোগ – ব্রডব্যান্ড সবচেয়ে ভাল (ভয়েস কলগুলির জন্য GPRS সমর্থিত নয়)।	ইন্টারনেটসংযোগ – ব্রডব্যান্ড সেরা (ভয়েস কলগুলিরজন্য GPRS সমর্থিত নয়)।
Here's {PRICE} Skype Credit—on us	এই হল {PRICE} Skype ক্রেডিট-মার্কিন যুক্তরাষ্ট্রে	এই হল মার্কিন যুক্তরাষ্ট্রের {PRICE} Skype ক্রেডিট
3-5	৩ থেকে ৫	৩-৫

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*, *pointsof ellipses*; an ellipsis can also be used to indicate a pause in speech, an unfinished thought, or, at the end of a sentence, a trailing off into silence.

Example: (+) জীবন নদীর দুটি পারে...

However, in localization this is hardly used.

Period

A punctuation mark (.) indicating a full stop, placed at the end of declarative sentences and other statements thought to be complete. There is no space between the last letter and the period. Use one space between the period and the first letter of the next sentence.

Example: (+) সার্ভারে বার্তাগুলির একটি কপি রেখে যান।

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.

Quotation Marks

Quotation marks are used when referring to Bangla.

Please use curly double quotation marks. Quotation marks “ ” inform that what follows proves, clarifies, explains, or simply enumerates elements of what is referred to before.

Example: “সমস্ত ভারতবাসী আমার ভাই” - স্বামীবিবেকানন্দ.

Do not ever use inverted commas: '...!.

Example:

Source	Avoid	Better
Select "OK" when you are ready to create your account.	যখন আপনি আপনার অ্যাকাউন্ট তৈরি করার জন্য প্রস্তুত থাকেন তখন "ঠিক আছে" নির্বাচন করুন।	আপনি অ্যাকাউন্ট তৈরি করার জন্য প্রস্তুত হওয়ার পর “ওকে” নির্বাচন করুন।

Parentheses

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

There is no space between the parentheses and the text inside them.

Example: (+) (এই বিকল্প নির্বাচন করুন যদি সময় অথবা কানেকশন গতি বিবেচনামূলক হয়)

4.1.16 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.

Use short and to the point sentences to convey any meaning.

en-US source text	bn-IN long form	bn-IN sentence fragment
Use the following steps	এই কার্যটি করতে এই পদক্ষেপ গ্রহণ করুন	এইভাবে করুন

4.1.17 Subjunctive

In general, the subjunctive is a verb mood that is used to express an action or state of being in the context of the speaker's reaction to it. Frequently, sentences that contain a subjunctive verb are used to express doubt, uncertainty, denial, desire/wish, commands, reactions or a strong emotional attitude to the clause containing the subjunctive verb.

In Bangla Subjunctive mood also specifically associated with the past tense + ten (তেন।)

Example: If my father was a teacher he would teach me. (যদি আমার বাবা শিক্ষক হতেন তিনি আমাকে পড়াতেন)

4.1.18 Symbols & non-breaking spaces

A symbol is something such as an object, picture, written word, sound, or particular mark that represents something else by association, resemblance, or convention. See some traffic signs

Example: (+)থামুন, সামনে স্কুল, সাবধান

A symbol is something such as an object, picture, written word, sound, or particular mark that represents something else by association, resemblance, or convention.

Example:

Symbol	Meaning of the symbol
☺	হাসি
☼	সূর্য
♥	প্রেম
=D>	হাততালি
♀	পুরুষ
♪	সঙ্গীত

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 " ".

4.1.19 Verbs

Verbs are words that convey action (bring, read, walk, run), or a state of being (exist, stand). In most languages a verb may agree with the person, gender, and/or number of some of its arguments, such as its subject, or object. A verb expresses action, event, state of being, state of happening etc. For example, যান 'go', করুন 'do', শুনুন 'listen', হাসুন 'laugh', লিখুন 'write' are all verbs. Bangla verbs take forms for three persons—first, second, and third. Bangla verbs can be in perfect or non-perfect forms. Perfect refers to the action completed or perfected at the time of saying, and non-perfect refers to the remaining states of the action like ongoing or not yet started. Bangla verbs take forms for future tense, present tense and past tense. For example, সে যায়' (he) goes' is for present tense, যে যাইতেছিল' (he) went' is for past tense, and সে যাবে' (he) will go' is for future tense.

Example:

English example	Bangla examples (In future tense)	Bangla examples (In past continuous tense)	Bangla examples (In present continuous tense)
chat	(+) চ্যাট করবে	(+) চ্যাট করেছিল	(+) চ্যাট করছে
crawl	(+) ক্রল করবে	(+) ক্রল করেছিল	(+) ক্রল করছে
debug	(+) ডিবাগ করবে	(+) ডিবাগ করেছিল	(+) ডিবাগ করছে

Other examples are drive করছে, surf করছে, search করছে, download করছে, upload করছে and install করছে etc. Here drive, play and surf, etc., all are verbs which are borrowed as loan words in Bangla.

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.

en-US old use of verb tense	en-US new use of verb tense
After you are finished installing the tool, the icon will appear on your desktop. ["are finished" is in present perfect tense]	After you finish installing the tool, the icon appears on your desktop. ["finish" is in simple present tense]

Please use the normal present and the present perfect tense for Bangla.

en-US source text	bn-IN old use of verb tense	bn-IN new use of verb tense
After you are finished installing the tool, the icon will appear on your desktop.	টুলটি ইনস্টল করা হয়ে যাওয়ার পরে, আপনার ডেস্কটপে আইকনটি দেখা যাবে।	টুলটি ইনস্টল করার পর, আপনার ডেস্কটপে আইকনটি দেখা যাবে।

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 Bangla (India), 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 Bangla (India)-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™).

There are few non trademarked application names, Software, Hardware & technical terms which should be transliterated, as translating in native language may result confusion to the user. Few terms are also there which are widely used in English and user has clear understanding on intended use of those applications or features. Those terms should be transliterated.

Few examples of those terms are:

English example	Bangla India example
Database	(+) ডেটাবেস
Disc drive	(+) ডিস্কড্রাইভ
Interface	(+) ইন্টারফেস
Internet	(+) ইন্টারনেট
Meta Data	(+) মেটাডেটা
Schema	(+) স্কিমা
Network	(+) নেটওয়ার্ক
Virus	(+) ভাইরাস

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	Bangla India
Version 8.1	সংস্করণ 8.1

WCAG 6.2	WCAG 6.2
----------	----------

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

Translation of version strings

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

Version strings that contain copyright information should always be translated.

Example:

US English	Bangla India
© 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	Correct Bangla translation
Something went wrong.	কিছু গন্ডগোল হয়েছে।
Not enough memory to process this command.	এই আদেশটি প্রক্রিয়ার জন্য যথেষ্ট স্মৃতি নেই।

Bangla (India) Style in Error Messages

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

In Bangla language there is no specific style for error messages. Main principles for translation are clarity, comprehensibility, and consistency.

Example:

English	Translation
Can't rename "Pictures" because a file or folder with that name already exists	(+) "চিত্রগুলি"র পুনরায় নামকরণ করতে পারে না কারণ এই নামের একটি ফাইল বা ফোল্ডার ইতিমধ্যে রয়েছে

Standard Phrases in Error Messages

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

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

The following table provides US-English examples of inconsistent error messages and their corresponding, standardized Bangla:

Examples:

English	Translation	Example	Comment
Cannot ... Could not ...	পারে না...	(+) ফাইলটি সংরক্ষণ করতে পারে না (+) ফাইলটি সংরক্ষণ করতে পারেনি	Both English sentences' meaning is same.
Failed to ... Failure of ...	ব্যর্থ হয়েছিল...	(+) সন্ধান করতে ব্যর্থ হয়েছিল. (+) সন্ধান করতে ব্যর্থতা.	
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	সন্ধান করতে পারে না... সন্ধান করতে পারেনি...	(+) ফাইলটি সন্ধান করতে পারে না (+) ফাইলটি সন্ধান করতে পারেনি (+) ফাইলটি সন্ধান করতে অক্ষম	
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	পর্যাপ্ত স্মৃতি নেই অপর্যাপ্ত স্মৃতি	(+) ডিস্কে পর্যাপ্ত স্মৃতি নেই (+) ডিস্কে অপর্যাপ্ত (+) ডিস্কে পর্যাপ্ত স্মৃতি নেই (+) পর্যাপ্ত স্মৃতি উপলভ্য নেই	
... is not available ... is unavailable	...উপলভ্য নেই	(+) ফাইলটি উপলভ্য নেই (+) ফাইলটি অনুপলভ্য	

Error Messages Containing Placeholders

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

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

%c means <letter>

%s means <string>

Examples of error messages containing placeholders:

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

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

If your language has agreement between adjectives and nouns, and the noun is a placeholder, it can be 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.

Example:

English example	Message User will see	Bangla example
Replace invalid %s?	Replace invalid data? Replace invalid file?	(+) অবৈধ %s পুনঃস্থাপন করবেন?
%s already exists	File already exists Name already exists	(+) %s ইতিমধ্যে বিদ্যমান
%s is now set as your personal contact.	Regina is now set as your personal contact	(+) %s এখন আপনার ব্যক্তিগত পরিচিতি হিসাবে সেট আছে।

English example	Message User will see	Bangla example
	Mr. Kim is now set as your personal contact	
%s stopped working and was closed	The application stopped working and was closed The program stopped working and was closed	(+) %s কাজ করা বন্ধ করেছে এবং বন্ধ ছিল

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	Bangla (India) Key Name
Alt	Alt
Backspace	Backspace
Break	Break
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete
Down Arrow	নিম্নতীর
End	End
Enter	Enter
Esc	Escape
Home	Home

English Key Name	Bangla (India) Key Name
Insert	Insert
Left Arrow	বামতীর
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	ডানতীর
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	স্পেসবার
Tab	Tab
Up Arrow	উর্ধ্বতীর
Windows key	Windows কী
Menu Key	মেনুকী
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

Populations of Bangla speakers are also found in India, Nepal and Singapore. Bangla is the national language of Bangladesh and it is also the state language of the Indian state of West Bengal. There are only slight differences in the way Bangla and Bangla are spoken and there is no difference in the script.

The Bangla keyboard layout has been standardized several times that no consistent layout is used. Moreover phonetic keyboards are also preferred for general use.

Other than national standard Jatiyo, other popular layouts are **InScript, Avro, Bijoy** and other phonetic counterparts.

JATIYO NATIONAL STANDARD:



Bijoy (private) physical keyboards.



Bangla / Bangla is the second largely spoken Indic Language.

Suggestion: TO LOCALIZE

- Both keyboards layouts are almost similar and differ from InScript (used for soft keyboard) version.
- A lot of people use Bangla keyboards and stickers in Bangladesh and West Bengal. They prefer soft, physical versions over transliteration softwares.
- Transliteration softwares are not that useful because of language complexity.

- Though a lot of people seem to recognize English characters, this attempt to localize keyboard shortcuts would be worth it as the number of keyboard users over transliteration software users (comparatively by proportion) is relatively high over all other Indic Languages except Hindi.
- Linux platforms already support localization of keyboard shortcuts.

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

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
"Slim characters," such as l, i, t, r, f can be used as keyboard shortcuts	no	Bangla characters cannot be termed as "slim," compare to the Roman ones.
Characters with down strokes, such as g, j, y, p and q can be used as keyboard shortcuts	yes	Maximum Bangla characters are written with a down stroke. For example: গ, দ, ন, প, ল, হ etc. And গ, দ, ন, প, ল, হ is a valid keyboard shortcut characters for use.
Extended characters can be used as keyboard shortcuts	no	Bangla conjuncts which are combinations of two consonants cannot be used as keyboard shortcuts.
An additional letter, appearing between brackets after item name, can be used as keyboard shortcuts	no	If in any circumstance, such additional letters will occur, also not possible to use as keyboard shortcuts.
A number, appearing between brackets after item name, can be used as keyboard shortcut	yes	The numbers can be used.
A punctuation sign, appearing between brackets after item name, can be used as keyboard shortcut	no	Regarding Bangla language, the punctuation marks are not necessary to use as keyboard shortcuts.
Duplicate keyboard shortcuts are allowed when no other character is available	yes	Yes, it can be allowed.

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
No keyboard shortcut is assigned when no more characters are available (minor options only)	no	No, it can't be assigned.

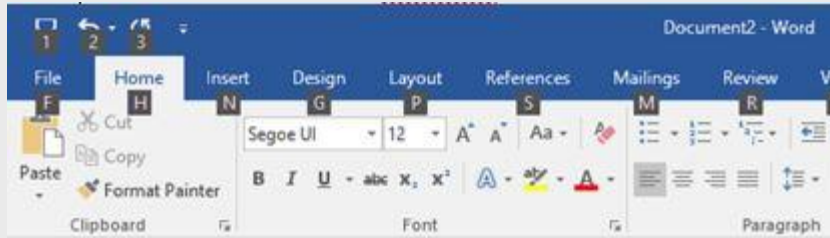
Additional notes:

The following table lists the keyboard shortcuts that are permissible in Bangla. Please note that only single stroke characters can be used. In Bangla language there are only 18 (eighteen) single stroke characters, so the numbers also allowed to use as keyboard shortcut.

Keyboard shortcut character	Preferred or allowed?	Case-sensitive?
ক,গ,চ,জ,ট,ড,ত,দ,ন,প,ব,ম,য,র,ল,,স,হ	Preferred	False
9 ,8 ,7 ,6 ,5 ,4 ,3 ,2 ,1 ,0	Allowed	False

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

Term	Usage
access key	<p>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.</p> <p>Example: F in Alt+F</p> <p>Example in UI localization: H&ome</p> <p>In keyboard shortcuts, most access keys are used with the Alt key.</p>
key tip	<p>The letter or number that appears in the ribbon when the Alt key is pressed.</p> <p>In UI localization, the key tip is the last character present in the strings after the "" character.</p> <p>Example: In UI localization Home`H</p>



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.

In the Inscript keyboard is available but not applicable for Bangla language.

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	Bangla (India) Command	Bangla (India) Shortcut Key
General Windows Shortcut keys			
Help window	F1	সহায়তা উইন্ডো	F1
Context-sensitive Help	Shift+F1	প্রসঙ্গ-সংবেদনশীল সহায়তা	Shift+F1
Display pop-up menu	Shift+F10	পপ-আপ মেনু প্রদর্শন	Shift+F10
Cancel	Esc	বাতিল	Esc
Activate\Deactivate menu bar mode	F10	মেনুবার মোড সক্রিয়/নিষ্ক্রিয়	F10
Switch to the next primary application	Alt+Tab	পরবর্তী প্রাথমিক অ্যাপ্লিকেশনে সুইচ	Alt+Tab
Display next window	Alt+Esc	নতুন উইন্ডো প্রদর্শন	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	উইন্ডোর জন্য পপ-আপ মেনু প্রদর্শন	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	সক্রিয় চাইল্ড উইন্ডোর জন্য পপ-আপ মেনু প্রদর্শন	Alt+-
Display property sheet for current selection	Alt+Enter	বর্তমান নির্বাচনের জন্য বৈশিষ্ট্যশিটটি প্রদর্শন	Alt+Enter
Close active application window	Alt+F4	সক্রিয় অ্যাপ্লিকেশন উইন্ডো বন্ধ	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	এর মধ্যে পরবর্তী উইন্ডোতে সুইচ (মোডলেস-অনুসারী) অ্যাপ্লিকেশন	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn		Alt+Prnt Scrn

US Command	US English Shortcut Key	Bangla (India) Command	Bangla (India) Shortcut Key
Capture desktop image to the Clipboard	Prnt Scrn	ক্লিপবোর্ডে সক্রিয় উইন্ডো চিত্র ক্যাপচার	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	কার্যদণ্ডে সূচনা বোতামে অ্যাক্সেস	Ctrl+Esc
Display next child window	Ctrl+F6	পরবর্তী চাইল্ড উইন্ডো প্রদর্শন	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	পরবর্তী ট্যাবযুক্ত ফলক প্রদর্শন	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	কার্য পরিচালক লঞ্চ এবং সিস্টেম সূচনা	Ctrl+Shift+Esc
File Menu			
File New	Ctrl+N	নতুন ফাইল	Ctrl+N
File Open	Ctrl+O	ফাইল খোলা	Ctrl+O
File Close	Ctrl+F4	ফাইল বন্ধ	Ctrl+F4
File Save	Ctrl+S	ফাইল সংরক্ষণ	Ctrl+S
File Save as	F12	ফাইল এইরূপে সংরক্ষণ	F12
File Print Preview	Ctrl+F2	ফাইল মুদ্রণ পূর্বরূপ	Ctrl+F2
File Print	Ctrl+P	ফাইল মুদ্রণ	Ctrl+P
File Exit	Alt+F4	ফাইল প্রস্থান	Alt+F4
Edit Menu			
Edit Undo	Ctrl+Z	সম্পাদনা অকরণ	Ctrl+Z
Edit Repeat	Ctrl+Y	সম্পাদনার পুনরাবৃত্তি	Ctrl+Y
Edit Cut	Ctrl+X	সম্পাদনা ছেদন	Ctrl+X
Edit Copy	Ctrl+C	সম্পাদনা কপি	Ctrl+C

US Command	US English Shortcut Key	Bangla (India) Command	Bangla (India) Shortcut Key
Edit Paste	Ctrl+V	সম্পাদনা লেপন	Ctrl+V
Edit Delete	Ctrl+Backspace	সম্পাদনা বিলোপ	Ctrl+Backspace
Edit Select All	Ctrl+A	সম্পাদনা সকল নির্বাচন	Ctrl+A
Edit Find	Ctrl+F	সম্পাদনা সন্ধান	Ctrl+F
Edit Replace	Ctrl+H	সম্পাদনা প্রতিস্থাপন	Ctrl+H
Edit Go To	Ctrl+B	সম্পাদনা এতে যান	Ctrl+B
Help Menu			
Help	F1	সহায়তা	F1
Font Format			
Italic	Ctrl+I	তির্যক	Ctrl+I
Bold	Ctrl+G	স্থূল	Ctrl+G
Underlined\Word underline	Ctrl+U	নিম্নরেখাঙ্কিত/শব্দ নিম্নরেখাঙ্কিত	Ctrl+U
Large caps	Ctrl+Shift+A	বড়হাতের অক্ষর	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	ছোটহাতের অক্ষর	Ctrl+Shift+K
Paragraph Format			
Centered	Ctrl+E	কেন্দ্রীয়	Ctrl+E
Left aligned	Ctrl+L	বামে সারিবদ্ধ	Ctrl+L
Right aligned	Ctrl+R	ডানে সারিবদ্ধ	Ctrl+R
Justified	Ctrl+J	সামঞ্জস্য	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 Bangla (India) phonetic system if the original pronunciation sounds very awkward in Bangla (India).

Example	Phonetics	Comment
SecurID	[sɪ'kjʊər aɪ di:]	সিকিউর আইডি
.NET	[dot net]	ডট নেট
Skype	[skaip]	

Acronyms and Abbreviations

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

Example	Phonetics	Comment
RADIUS	['rædiəs]	রেডিয়াস

RAS	[ræs]	র্যাস
ISA	[ˈisə]	ইসা
LAN	[læn]	ল্যান
WAN	[wan]	ওয়ান
WAP	[wap]	ওয়াপ
MAPI	[ˈmæpi]	ম্যাপি
POP	[pop]	পপ
URL	[ju-ar-ɛl]	ইউআরএল

Other abbreviations are pronounced letter by letter.

Example	Phonetics	Comment
ICMP	[aɪ-si-ɛm-pi]	আইসিএমপি
IP	[ɪp]	আইপি
TCP/IP	[ti-si-pi/ɪp]	টিসিপি/আইপি
XML	[ɛks-ɛm-ɛl]	এক্সএমএল
HTML	[ɛɪtʃ-ti-ɛm-ɛl]	এইচটিএমএল
OWA	[oʊ-ˈdʌbəlju-eɪ]	ওডাব্লুএ
SQL	[ɛs-kju-ɛl]	এসকিউএল

URLs

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

"www" should be pronounced as 'dʌbəlju 'dʌbəlju 'dʌbəlju.

The "dot" should be omitted, but can also be read out. If read out, then it must be pronounced the English way, as "dot" or [dɒt].

Example	Phonetics
http://www.microsoft.com/en-in	[eɪtʃ ti ti pi: // 'dʌbəlʃu 'dʌbəlʃu 'dʌbəlʃu.'maɪ,kroʊ'sɔft.kəm/ɛn ɪn]

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 / \ ~ < > + - using the Bangla (India) translations approved in [Microsoft Terminology - Globalization | Microsoft Learn](#).

5.5.2 Tone

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

In order to make the content more friendly and straightforward, usage of transliteration of Software/ IT/ Mobile content should be given more preference as compared to translation of those terms. Keeping in mind tone of voice, it is recommended to avoid textbook language, and usage of friendly and easy to understand formal style and terms to be followed.

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