

# Serbian Latin Style Guide

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## Contents

|        |   |    |
|--------|---|----|
| 1      | Welcome .....   | 4  |
| 2      | About this style guide .....                          | 4  |
| 2.1    | Recommended style references .....                    | 4  |
| 3      | Microsoft voice .....                                 | 5  |
| 3.1    | Choices that reflect Microsoft voice .....            | 6  |
| 3.1.1  | Flexibility .....                                     | 7  |
| 3.1.2  | Word choice .....                                     | 8  |
| 3.1.3  | Word-to-word translation .....                        | 10 |
| 3.1.4  | Words and phrases to avoid .....                      | 12 |
| 3.2    | Sample Microsoft voice text .....                     | 14 |
| 3.2.1  | Address the user to take action .....                 | 15 |
| 3.2.2  | Promote a feature .....                               | 16 |
| 3.2.3  | Provide how-to guidelines .....                       | 17 |
| 3.2.4  | Explanatory text and support .....                    | 17 |
| 4      | Language-specific standards .....                     | 18 |
| 4.1    | Grammar, syntax and orthographic standards .....      | 18 |
| 4.1.1  | Abbreviations .....                                   | 18 |
| 4.1.2  | Acronyms .....  | 19 |
| 4.1.3  | Adjectives .....                                      | 20 |
| 4.1.4  | Articles .....  | 22 |
| 4.1.5  | Capitalization .....                                  | 24 |
| 4.1.6  | Compounds .....                                       | 24 |
| 4.1.7  | Conjunctions .....                                    | 25 |
| 4.1.8  | Contractions .....                                    | 26 |
| 4.1.9  | Gender .....  | 26 |
| 4.1.10 | Genitive .....  | 27 |
| 4.1.11 | Localizing colloquialism, idioms, and metaphors ..... | 28 |
| 4.1.12 | Modifiers .....                                       | 28 |
| 4.1.13 | Nouns .....   | 31 |

|        |   |    |
|--------|---|----|
| 4.1.14 | Numbers.....                              | 33 |
| 4.1.15 | Prepositions.....                         | 33 |
| 4.1.16 | Pronouns.....                             | 34 |
| 4.1.17 | Punctuation.....                          | 35 |
| 4.1.18 | Sentence fragments.....                   | 42 |
| 4.1.19 | Subjunctive.....                          | 42 |
| 4.1.20 | Symbols & nonbreaking spaces.....         | 43 |
| 4.1.21 | Verbs.....                                | 43 |
| 5      | Localization considerations.....          | 45 |
| 5.1    | Accessibility.....                        | 45 |
| 5.2    | Applications, products, and features..... | 45 |
| 5.3    | Trademarks.....                           | 46 |
| 5.4    | Using the word "Microsoft".....           | 46 |
| 5.5    | Geopolitical concerns.....                | 46 |
| 5.6    | Frequent errors.....                      | 47 |
| 5.7    | Recurring patterns.....                   | 47 |
| 5.8    | Software considerations.....              | 50 |
| 5.8.1  | User interface.....                       | 51 |
| 5.8.2  | Messages.....                             | 52 |
| 5.8.3  | Error messages.....                       | 54 |
| 5.8.4  | Keys.....                                 | 57 |
| 5.8.5  | Keyboard shortcuts.....                   | 59 |
| 5.8.6  | Arrow keys.....                           | 61 |
| 5.8.7  | Numeric keypad.....                       | 61 |
| 5.8.8  | Shortcut keys.....                        | 61 |
| 5.8.9  | English pronunciation.....                | 65 |

# 1 Welcome



## A guide to the Microsoft voice in Serbian (Latin)

### 2 About this style guide

This style guide is intended for the localization professional working on localized products that run on a Microsoft platform. It's not intended to be a comprehensive coverage of all localization practices, but to highlight areas where Microsoft has specific preferences or deviates from standard practices for Serbian localization.

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

The style guide covers guidelines and recommendations for translating the Microsoft voice into Serbian including words, grammatical structures, the needs of the audience, and the intent of the text that are to be considered. Each of these areas is supplemented with samples.

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

We welcome your feedback, questions and concerns regarding the style guide. Please send your feedback via [Microsoft Language Portal](#).

#### 2.1 Recommended style references

Unless this style guide or the [Microsoft Language Portal](#) provides alternative instructions, use the orthography, grammar, and terminology in the following publications:

##### **Normative references**

When more than one solution is possible, consult the other topics in this style guide for guidance.

1. Rečnik srpskohrvatskog književnog i narodnog jezika, vol. I–XVI, Beograd, SANU, 1959-2001
2. Rečnik srpskohrvatskoga književnog jezika, vol. 1–6, Novi Sad, Matica srpska, 1967-1976
3. Pešikan, Mitar et al., Pravopis srpskoga jezika, Novi Sad, Matica srpska, 2010 or later edition
4. Stevanović, Mihailo, Savremeni srpski jezik I, 3. izd., Beograd, Naučna knjiga, 1975 or later edition
5. Stevanović, Mihailo, Savremeni srpski jezik II, 2. izd., Beograd, Naučna knjiga, 1974 or later editio
6. Klajn, Ivan, Tvorba reči u savremenom srpskom jeziku I, Slaganje i prefiksacija, Beograd – Novi Sad, Zavod za udžbenike i nastavna sredstva – Institut za srpski jezik SANU – Matica srpska, 2002
7. Stanojčić, Živojin/Popović, Ljubomir, Gramatika srpskoga jezika, Beograd, Zavod za udžbenike i nastavna sredstva, 2002 or later edition
8. Šipka, Milan, Pravopisni rečnik srpskog jezika sa pravopisno-gramatičkim savetnikom, Prometej, 2010

### **Microsoft User interface reference**

A helpful reference is the [Windows User Experience Interaction Guidelines](#).

### **Glossaries**

Main sources for terminology related issues:

- [Microsoft Language Portal](#)
- Ongoing projects—terminology from ongoing projects is available from the project leader.
- If unsure about where to look for relevant terminology contact Microsoft Language Excellence.

Useful links:

MSDN: <http://msdn.microsoft.com/en-us/default>

## **3 Microsoft voice**

Microsoft’s brand personality comes through in our voice and tone—what we say and how we say it. The design of 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 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 as well as many other languages.

## Guidelines

Keep the following guidelines in mind:

- Write short, easy-to-read sentences.
- Avoid passive voice—it's difficult to read and understand quickly.
- Be pleasant and ensure that explanations appear individualized.
- Avoid slang and be careful with colloquialisms—it's acceptable to reassure and connect with customers in a conversational tone, but be professional in doing so.

### 3.1 Choices that reflect Microsoft voice

Translating Serbian 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's often used for technical and commercial content.

When you're 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's not relevant to customers. To guide your translation, consider the intent of the text and what the customer needs to know to successfully complete the task.

### 3.1.1 Flexibility

It's important for translators to modify or rewrite translated strings so that they are more appropriate and natural to Serbian customers. Try to understand the whole intention of the sentences, paragraphs, and pages, and then rewrite as if you are writing the content yourself. It will make the content more perfect for Serbian users. Sometimes, you may need to remove any unnecessary content.

Check section [Word-to-word translation](#) to see some examples of allowed rework of source text.

Rule of thumb is to translate message, not sentence. If preserving the message requires some changes, then you can make them. However, don't make changes that would ruin the message itself.

This is especially notable when it comes to idiomatic or humorous lines. If there is no way to keep subtle humor or keep the pun or cultural reference, rephrase it. Heavy marketing phrases often sound too aggressive in Serbian and can lead to effects opposite from intended ones.

| English example      | Serbian example             |
|----------------------|-----------------------------|
| Dad can't dance      | Šašavi ples za ukućane      |
| Home sweet homegroup | Matična grupa je slatki dom |
| Libraries 101        | Sve o bibliotekama          |

Sometimes English contains phrases which sound redundant in Serbian. Apart from "please", there are lots of phrases like "to help do something", "you might want to" and so on. You can adopt them to achieve better fluency.

| English example   | Better Serbian example  | Average Serbian example  |
|---|---|--|
| You might want to download Internet Explorer 10 Release Preview if all of the following apply to you: | Želećete da preuzmete Internet Explorer 10 Release Preview ako se sve ove izjave odnose na vas: | Možete poželeti da preuzmete Internet Explorer 10 Release Preview ako se sve ove izjave odnose na vas: |

| English example   | Better Serbian example   | Average Serbian example   |
|---|--|---|
| If you work with offline files in many different folders, you may want to view all of them.   | Ako radite sa vanmrežnim datotekama u različitim fasciklama, možete sve njih da prikazete.   | Ako radite sa vanmrežnim datotekama u različitim fasciklama, možda ćete želeći da ih sve prikazete.   |
| For example, you might want to do this if you have a storage location that has more available disk space. If your hard disk has two partitions, you may want to choose the drive that has more storage space. | Na primer, ovo možete da uradite ako imate lokaciju za skladištenje sa više slobodnog prostora na disku. Ako čvrsti disk ima dve particije, možete da odaberete disk sa više skladišnog prostora | Na primer, možda ćete ovo želeći da uradite ako imate lokaciju za skladištenje sa više slobodnog prostora na disku. Ako čvrsti disk ima dve particije, možda ćete želeći da odaberete disk sa više skladišnog prostora. |
| Microsoft Windows Home Server 2011 lets you backup and share files on your home network, acts as a media server, and helps you with your data recovery needs.   | Microsoft Windows Home Server 2011 vam omogućava izradu rezervnih kopija i deljenje datoteka u kućnoj mreži, služi kao server za medijume i obavlja oporavak podataka.                           | Microsoft Windows Home Server 2011 vam omogućava izradu rezervnih kopija i deljenje datoteka u kućnoj mreži, služi kao server za medijume i pomaže vam ako imate potrebe da oporavite podatke.                          |
| Check out our fun and helpful selection of articles and videos designed to help you set up and use home networks in Windows 10.   | Pogledajte naš izbor zabavnih i korisnih članaka i video zapisa koji smo napravili da biste lakše konfigurisali i koristili kućne mreže u operativnom sistemu Windows 10.                        | Pogledajte naš zabavan i koristan izbor članaka i video zapisa koji je osmišljen da bi vam pomogao da konfigurirate i koristite kućne mreže u operativnom sistemu Windows 10.   |

### 3.1.2 Word choice

#### Terminology

Use terminology from the [Microsoft Language Portal](#) where applicable, for example key terms, technical terms, and product names.

#### Short word forms and everyday words

Microsoft voice text written in US English prefers short, simple words spoken in everyday conversations. In English, shorter words are 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's 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 <i>app</i> instead of <i>application</i> or <i>program</i> .  |
| Pick, choose | Use <i>pick</i> in more fun, less formal or lightweight situations ("pick a color," not "choose a color") and <i>choose</i> for more formal situations (don't use <i>select</i> unless necessary for the UI).   |
| Drive        | For general reference to any drive type (hard drive, CD 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 avoid 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 <i>computer</i> for situations about PCs and Macs. Don't switch between <i>PC</i> and <i>computer</i> .   |
| You          | Address the user as <i>you</i> , directly or indirectly through the use of first- and second-person pronouns like "you." Avoid third-person references, such as "user," as they sound formal and impersonal.<br><br>For information on localizing <i>you</i> , see the section <a href="#">Pronouns</a> . |

If applicable and in accordance with Serbian language rules, it's possible to use some shortened forms to achieve a more relaxed tone. See the following examples:

| en-US source term | Serbian word  | Serbian word usage  |
|-------------------|---------------|---|
| video             | video         | When the word does not need to be inflected, feel free to omit the usual "zapis"            |
| drive             | disk jedinica | "disk" can be used to achieve a more informal tone as it clearly conveys the source meaning |

|                            |                                   |  |
|----------------------------|-----------------------------------|--|
| laptop/notebook/<br>tablet | laptop/notebook/tablet<br>računar | When the word does not need to be inflected, feel free to omit the usual "računar" |
| URL/IP                     | URL/IP adresa                     | When the word does not need to be inflected, feel free to omit the usual "adresa"  |

### 3.1.3 Word-to-word translation

For a more fluent translation, avoid word-to-word translation. If words are translated directly without overall understanding of the paragraph or the page, the content will not be natural and may even appear ridiculous, and our customers will not come again. Strict word-to-word translation makes the tone stiff and unnatural. Split the text into different sentences, if necessary, to simplify. Omit descriptors to make the text snappier.

Pay special attention to very frequent construction in English: "to make something (more) x." It often appears literally translated which is not acceptable. It's absolutely artificial and plain ugly in Serbian since no native speaker would use it in daily speech. Review following examples, so you can get familiar with much needed rework of this phrase.

| English text  | Correct Serbian translation  | Incorrect Serbian translation  |
|---|--|--|
| Windows 10: Designed to simplify everyday tasks, work the way you want, and make new things possible.                       | Windows 10: stvoren da olakša svakodnevne zadatke, radi po vašoj želji i donese nove mogućnosti.   | Windows 10: stvoren da olakša svakodnevne zadatke, radi po vašoj želji i učini nove stvari mogućim.  |
| See what makes Internet Explorer 9 stand out.   | Pogledajte po čemu se Internet explorer 9 izdvaja.   | Pogledajte šta čini Internet Explorer 9 drugačijim   |
| Learn how automatic updates from Windows Update and Microsoft Update can make your computer more secure, stable, and happy. | Saznajte kako automatsko ažuriranje putem usluga Windows Update i Microsoft Update može dodatno da obezbedi, stabilizuje i obraduje računar. | Saznajte kako automatsko ažuriranje putem usluga Windows Update i Microsoft Update može da učini vaš računar bezbednijim, stabilnijim i srećnijim. |
| New skins, Auto Playlists, and Visualizations make it more fun to enjoy your music.   | Nove maske, automatske liste za reprodukciju i vizuelizacije unose dodatnu zabavu u slušanje muzike.   | Nove maske, automatske liste za reprodukciju i vizuelizacije čine slušanje muzike zabavnijim.  |

|  |   |  |
|--|---|--|
| You can make your storage space bigger if you archive old files.                                     | Arhiviranjem starih datoteka možete da povećate skladišni prostor.  | Arhiviranjem starih datoteka možete da učinite skladišni prostor većim.  |
| Make your web experience faster, easier and safer than ever  | Ubrzajte, pojednostavite osigurajte svoj rad na Vebu kao nikada pre.  | Učinite utisak pri radu sa Vebom bržim, jednostavnijim i bezbednijim   |
| Making the screen more readable  | Kako da vam ekran bude čitljiviji   | Učinite ekran čitljivijim  |
| You can adjust these settings on the Make the mouse easier to use page in the Ease of Access Center. | Ove postavke možete podesiti miša u Centru za lakše korišćenje računara, na stranici „Jednostavnije korišćenje miša“. | Ove postavke možete podesiti na stranici „Učinite miš jednostavnijim za korišćenje“ u Centru za lakše korišćenje računara. |

In a nutshell, literal translation should be avoided by all means. The next examples will show you some rework that should be done in order to avoid unnecessary repetitions, bad looking constructions, and literal reading of idiomatic phrases.

| English text   | Correct Serbian translation  | Incorrect Serbian translation   |
|--|--|---|
| Each site's icon and primary color is used to help your more easily identify each site, which is helpful when you have many sites to choose from. Also, a site indicator shows if the site is one you visit often or not. Your favorite sites are shown with the sites you visit most frequently listed first. | Ikona i primarna boja svake lokacije se koriste da biste ih lakše identifikovali, što je korisno kada treba da izaberete neku od njih. Slično tome, indikator lokacija pokazuje da li ih posećujete često ili ne. Omiljene i lokacije koje najčešće posećujete navedene su pri vrhu liste. | Ikona i primarna boja svake lokacije se koriste da biste lakše identifikovali svaku lokaciju, što je korisno kada treba da izaberete neku lokaciju od puno lokacija. Isto tako, indikator lokacija pokazuje da li često posećujete određenu lokaciju ili ne. Omiljene lokacije su prikazane tako što su lokacije koje najčešće posećujete navedene na vrhu liste. |
| Windows 10 wasn't built in a day   | U Windows 10 je uloženo mnogo truda  | Windows 10 nije napravljen za jedan dan   |
| Don't be afraid to migrate   | Bezbrizna migracija  | Nemojte da se plašite migracije   |
| Socialize and stay in touch  | Družite se i budite u kontaktu   | Socijalizujte se i budite u kontaktu  |

|                             |  |  |
|-----------------------------|--|--|
| Your life, connected        | Sve što vam je važno je tu                   | Vaš život, povezan   |
| First steps with Windows 10 | Prvi koraci u operativnom sistemu Windows 10 | Prvi koraci sa operativnim sistemom Windows 10 / Prvi koraci uz operativni sistem Windows 10 |
| Industry leading solutions  | Vodeća rešenja u branši                      | Vodeća rešenja u industriji  |

### 3.1.4 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. The following table lists 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        |

The following table lists US English words, words or phrases to avoid in Serbian, and recommended equivalent words or phrases that convey the Serbian Microsoft voice.

| en-US source     | Serbian word to avoid             | Serbian word/phrase |
|------------------|-----------------------------------|---------------------|
| be able to       | imati priliku/bititi u mogućnosti | moći                |
| locate           | locirati                          | pronaći             |
| convenient       | pogodno                           | prikladno           |
| require          | zahtevati                         | potrebno (je da)    |
| also             | takođe                            | i...                |
| next/subsequent  | naredno                           | sledeće             |
| make sure/ensure | uveriti se                        | proveriti           |

**Don't invent words** or apply new meanings to standard words. Don't forget that some terms such as *hacker*, *burn a CD*, etc.—are already part of everyday speech.

| en-US source      | Serbian word to avoid | Serbian word/phrase                      |
|-------------------|-----------------------|--|
| categorize, group | ugrupnjavati          | grupisati, kategorisati (kategorizovati) |
| start             | butovati, startovati  | pokrenuti                                |

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

| en-US source  | Do   | Don't   |
|---|--|---|
| Follow these steps to change your password.                                       | Uradite ovo da biste promenili lozinku.  | Koristite ovu proceduru / ovaj postupak za promenu lozinke.<br>Pratite sledeće korake da biste promenili lozinku.   |
| Word can't complete this action because too many files are open.                  | Otvoreno je previše datoteka pa Word ne može da obavi ovu radnju.                                    | Radnja ne može biti izvršena.   |
| AutoRecover saves more than your files. It also saves your workspace (if it can). | Automatsko spasavanje ne spasava samo datoteke. Ova opcija štedi i radni prostor (ako je to moguće). | Dodatna korist od opcije Automatsko spasavanje jeste da se neki aspekti programa mogu oporaviti kada se program ponovo pokrene nakon što dođe do neočekivanog prekida u radu. |

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

### 3.2 Sample Microsoft voice text

Following the EN text, the user should feel that's getting advice from a person talking about everyday IT situations in an everyday language.

In the process, the translator should not:

- Try to revert to old norms and render the text in a formal style when the EN text is looser and in a more familiar tone. This is how the Voice change is expressed. No extra effort should be required or made to alter the style, i.e. don't adjust the language, it's not a mistake.
- Translate the EN word-for-word in order to comply with the new style. Such approach will render the content unusable and will only lower the quality.
  - In this context, don't invent words or expressions that don't apply to/exist in SR in order to match the original.
  - Also avoid using Serbian word for "please" unless absolutely necessary.
- Try to avoid the inclusion of sayings or everyday expressions that may be found from now on in the EN. On the other hand again, these should by no means be translated literally.
- Overcompensate and rewrite any text from scratch. Again, follow the EN text that will have been authored according to the new style.
- Use colloquialisms in order to "lighten" the text artificially.

On the contrary:

- The translation should follow effortlessly the EN text. Just think in terms of natural speech.
- Equivalent Serbian expressions should be used to render sayings/expressions.
- Terminology should be adhered to at all times so as to maintain the link with the UI items the particular help context is elaborating on. Don't reinvent commands etc. in order to express them differently.
- Use the TM as much as possible. This is not a contradiction in terms. The Serbian text already has appropriate register and tone for the biggest part.

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

### 3.2.1 Address the user to take action

| US English   | Serbian target   | Explanation  |
|--|--|--|
| The password isn't correct, so please try again. Passwords are case-sensitive. | Lozinka nije ispravna, pa probajte ponovo. U lozinkama se razlikuju mala i velika slova. | 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.                   | Ova šifra proizvoda ne funkcioniše. Proverite je i probajte ponovo.                      | 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   | Sve je spremno   | Casual and short message to inform user that setup has completed, ready to start using the system. |
| Would you like to continue?   | Želite li da nastavite?  | 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. | Dajte računaru ime – koje god želite. Ako želite da promenite boju pozadine, isključite visoki kontrast u postavkama računara. | Address the user directly using second person pronoun to take the necessary action.                |
| To go back and save your work, click Cancel and finish what you need to.  | Da biste se vratili i sačuvali ono što radite, kliknite na dugme „Otkazi” i završite to što treba.                             | A message in Windows that informs the user about the required steps to save their work             |

### 3.2.2 Promote a feature

| US English   | Serbian 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. | Lozinka u vidu slike je nov način koji vam pomaže da zaštitite dodirni ekran računara. Vi birate sliku i pokrete koje koristite uz nju da biste napravili lozinku koja je samo vaša. | Promoting a specific feature with the use of em-dash to emphasis the specific requirements to enable the feature which in this situation is picture password. |
| Let apps give you personalized content based on your PC’s location, name, account picture, and other domain info.  | Neka vam aplikacije pruže personalizovani sadržaj na osnovu lokacije računara, imena, slike naloga i drugih informacija o domenu.  | Promoting the use of apps. Depending on the context of the string you can add familiarity to the text by using everyday words for example, PC.                |



### 3.2.3 Provide how-to guidelines

| US English  | Serbian target  | Explanation  |
|---|---|--|
| To go back and save your work, click Cancel and finish what you need to.  | Da biste se vratili i sačuvali ono što radite, kliknite na dugme „Otkazi” i završite to što treba.                | 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. | Da biste potvrdili trenutnu lozinku u vidu slike, pogledajte snimak i pratite primere pokreta prikazane na slici. | Voice is simple and natural.<br>The user isn't overloaded with information; we tell them only what they need to know to make a decision. |

### 3.2.4 Explanatory text and support

| US English   | Serbian target   | Explanation   |
|--|--|---|
| The updates are installed, but Windows 10 Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off. | Ispravke su instalirane, ali instalacija Windowsa 10 mora se ponovo pokrenuti da bi one funkcionisale. Posle ponovnog pokretanja nastavićemo tamo gde ste stali. | 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.  | Ako odmah ponovo pokrenete računar, vi i druge osobe koje koriste ovaj računar možete da izgubite nesačuvane dokumente.  | 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.                     | Ovaj dokument će se automatski premestiti u pravu biblioteku ili fasciklu kada ispravite pogrešna ili nepotpuna svojstva.  | 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.   | Loše vesti! Nije moguće pronaći preuzete datoteke da bi se kreirao USB fleš disk sa kojeg se može pokrenuti računar.   | Without complexity and using short sentences inform the user what has happened.   |

## 4 Language-specific standards

Information about Serbian-specific standards, such as phone number formats, date formats, currency formats, and measurement units are available from the [GoGlobal Developer Center](#).

### 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:

| Method                   | Examples:   |
|--------------------------|---|
| Truncation with a period | vidi -> v.; na primer -> npr.; i tako dalje -> itd.; i slično -> i sl.; |

##### List of common abbreviations:

1. The basic measurement units are: lengt—meter, weight—gram, liquid volume—liter. Unit names are often abbreviated; no period is used in the abbreviation. Value and measurement unit are always separated by a space.

| Expression | Acceptable abbreviation |
|------------|-------------------------|
| metar      | m                       |
| kilometar  | km                      |
| centimetar | cm                      |
| milimetar  | mm                      |
| gram       | g                       |
| kilogram   | kg                      |
| litar      | l                       |

2. Units of information are often abbreviated. Always use the following abbreviations.

| Expression     | Acceptable abbreviation |
|----------------|-------------------------|
| KB (kilobyte)  | kB                      |
| kb (kilobit)   | kb                      |
| MB             | MB                      |
| MiB (mebibyte) | MiB                     |
| bit            | bit                     |
| bit/s          | bit/s                   |

3. Normally you don't put a period after the following units:

| Expression | Acceptable abbreviation |
|------------|-------------------------|
| sekund     | s                       |
| minut      | min                     |
| čas        | č                       |

Don't abbreviate such words as Microsoft by your own.

#### 4.1.2 Acronyms

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

Avoid declining the acronyms as much as possible and trying to use a modifier, usually the main word from the translation, for example, "RAM"—RAM memorija. Refer to [Compounds](#) section for more information about modifying acronyms.

In the rare cases, declensional forms are unavoidable and case endings should be added following the rules below: In Serbian Latin, case-endings are hyphenated and written in Latin.

Example:

| en-US source | Serbian target |
|--------------|----------------|
| Error in XML | Greška u XML-u |

### Unlocalized acronyms

Many acronyms are standardized and remain untranslated. They are only followed by their full spelling in English if the acronym needs to be explained to Serbian-speaking audiences. In other cases, where the acronym is rather common, adding the fully spelled out form will not add any value but only confuse users. In these cases, the acronym can be used on its own.

#### Examples:

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

#### 4.1.3 Adjectives

In Serbian, handle adjectives in the following manner.

Serbian adjectives, unlike the English ones, have gender and number and it's impossible to localize single adjective correctly without having a context or when the context requires the adjective to be in masculine, feminine or neuter at the same time (this often happens in menus). In these cases, use the neuter adjective in singular, as the most neutral word-form.

Examples:

| en-US source | Serbian target |
|--------------|----------------|
| New          | Novo           |
| Unknown      | Nepoznato      |

In cases where adjective refers to several nouns of different gender, adjectives should be used in a way that covers all of them.

Examples:

| en-US source                       | Serbian target  |
|------------------------------------|---|
| Upload updated photo or video.     | Otpremite ažuriranu fotografiju, odnosno video zapis. |
| New product or feature integration | Integrisanje novog proizvoda ili funkcije             |

## Possessive adjectives

The frequent use of possessives is a feature of English language. However, in Serbian, possessive adjectives are handled differently. That's especially the case with possessive adjective **your** which is usually omitted in Serbian. The best way to decide whether it should be kept or omitted is to check the meaning. If omitting the word **your** does not affect the meaning, it should be omitted.

| en-US source  | Serbian target   |
|---|--|
| Click Discard to discard <b>your</b> changes and edit the latest version.   | (+) Kliknite na komandu „Odbaci“ da biste odbacili izmene i uredite poslednju verziju.<br>(–) Kliknite na komandu „Odbaci“ da biste odbacili vaše izmene i uredite poslednju verziju.  |
| In order to continue using this product, you must renew <b>your</b> subscription.   | (+) Da biste mogli i dalje da koristite ovaj proizvod, morate da obnovite pretplatu.<br>(–) Da biste mogli i dalje da koristite ovaj proizvod, morate da obnovite vašu pretplatu.  |
| In order for <b>your</b> subscription to work properly, <b>your</b> computer's clock must be set to the correct date. Please set <b>your</b> clock before continuing. | (+) Da bi pretplata ispravno funkcionisala, sat na <u>vašem</u> računaru mora biti tačno podešen. Podesite sat pre nego što nastavite.<br>(–) Da bi vaša pretplata ispravno funkcionisala, sat na vašem računaru mora biti tačno podešen. Podesite vaš sat pre nego što nastavite. |
| According to our records, <b>your</b> last attempt to download the license failed. Click Next to download <b>your</b> license now.                                    | (+) Prema našoj evidenciji, poslednji pokušaj preuzimanja licence nije uspeo. Kliknite na dugme „Sledeće“ da biste preuzeli <u>svoju</u> licencu odmah.<br>(–) Prema našoj evidenciji, vaš poslednji pokušaj   |

| en-US source                 | Serbian target  |
|------------------------------|---|
|                              | preuzimanja licence nije uspeo. Kliknite na dugme „Sledeće” da biste preuzeli vašu licencu odmah. |
| Write <b>your</b> letter     | (+) Napišite pismo<br>(-) Napišite vaše pismo<br>(-) Napišite svoje pismo                         |
| Compose <b>your</b> document | (+) Sastavite dokument<br>(-) Sastavite vaš dokument<br>(-) Sastavite svoj dokument               |

The Serbian grammar prescribes that the possessive pronoun *svoj* should be used instead of *vaš* when the subject of sentence matches the object.

| en-US source   | Serbian target  |
|--|---|
| Click the button below to locate <b>your</b> list of recipients. | (+) Kliknite na dugme u nastavku da biste locirali svoju listu primalaca.<br>(-) Kliknite na dugme u nastavku da biste locirali vašu listu primalaca. |
| Please enter <b>your</b> authentication information.             | (+) Unesite svoje podatke za potvrdu identiteta.<br>(-) Unesite vaše podatke za potvrdu identiteta.   |
| Preview your letters   | (+) Pregledajte svoja pisma<br>(-) Pregledajte vaša pisma<br>(-) Pregledajte pisma  |

#### 4.1.4 Articles

##### General considerations

English articles are normally omitted from translation. However, they should be kept when they clarify the meaning.

| en-US source                                  | Serbian target  |
|---|---|
| Select <b>an</b> option from <b>the</b> list. | (+) Izaberite neku opciju sa liste.<br>(-) Izaberite opciju sa ove liste. |

## Unlocalized feature names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in English. We treat them the same way and we don't use quotation marks.

Examples:

| en-US source                 | Serbian target                 |
|------------------------------|--------------------------------|
| Microsoft Silverlight        | Microsoft Silverlight          |
| Microsoft Office Access 2007 | Microsoft Office Access 2007   |
| In OneDrive you can...       | U usluzi OneDrive možete da... |

## Localized feature names

Translated feature names are handled in the following way:

In cases when parts of product and feature names are localized, only first word of localized product or feature name part should be capitalized. In cases when localized product names are used without unlocalizable part, we use quotation marks.

Examples:

| en-US source  | Serbian target  |
|---|---|
| Windows Live Messenger Call   | Windows Live Messenger Poziv  |
| Windows Live Messenger Video Call   | Windows Live Messenger Video poziv  |
| <b>Bing</b> comes with many useful enhancements. <b>Mail</b> lets you check your e-mail directly from your browser in a snap. | Usluga Bing je opremljena mnoštvom korisnih poboljšanja. Aplikacija „Pošta“ vam omogućava da za tren oka proverite e-poštu direktno u pregledaču. |

#### 4.1.5 Capitalization

In English, it's a general practice to capitalize all first characters of the words in titles, names, etc., and sometimes middle characters in words too. Bear in mind that this is an error for the Serbian texts.

| en-US source | Serbian target                                    |
|--------------|---|
| Move Down... | (+) Premesti nadole...<br>(-) Premesti Nadole...  |
| AutoArchive  | (+) Automatsko arhiviranje<br>(-) AutoArhiviranje |

The names of days, months, languages and adjectives derived from country names are not capitalized. Words Web and Internet should not be capitalized in Serbian language.

| en-US source | Serbian target                       |
|--------------|--------------------------------------|
| Monday       | (+) ponedeljak<br>(-) Ponedeljak     |
| Serbian      | (+) srpski<br>(-) Srpski             |
| Search Web   | (+) Pretraži veb<br>(-) Pretraži Veb |

#### 4.1.6 Compounds

Compounds should be understandable and clear to the user. Avoid overly long or complex compounds. Keep in mind that unintuitive compounds can cause intelligibility and usability issues.

Word order should be kept in compounds consisting of:

1. adjectival noun used in common collocations (such as Internet) + headword.
2. **Note that compounds containing the term "Web" should be written without the hyphen (for example, veb stranica, veb lokacija, veb aplikacije etc.)**
3. acronym + headword.

Examples:



| En-US source              | Serbian target   |
|---------------------------|--|
| Web page                  | (+) veb stranica<br>(-) stranica na vebu   |
| Internet connection       | (+) internet veza<br>(-) veza sa internetom                                      |
| Word document             | (+) Word dokument<br>(-) Dokument programa Word                                  |
| HTML file                 | (+) HTML datoteka<br>(-) datoteka HTML   |
| Save file in .rtf format. | (+) Sačuvajte datoteku u .rtf formatu.<br>(-) Sačuvajte datoteku u formatu .rtf. |
| RAM memory                | (+) RAM memorija<br>(-) Memorija RAM   |

#### 4.1.7 Conjunctions

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

Generally, sentences can be started with conjunctions in Serbian for achieving a more relaxed tone. Feel free to use these constructions, but be careful about the appropriateness in the given context. You can begin sentences with conjunctions (and, but, or) if it helps readability, but conjunctions must be used very carefully.

Examples:

| en-US source text   | Serbian old use of conjunctions  | Serbian new use of conjunctions  |
|---|--|--|
| Since this action can't be undone, it's recommended only to advanced users. | Budući da se ova radnja ne može opozvati, preporučuje se samo naprednim korisnicima. | Pošto se ova radnja ne može opozvati, preporučuje se samo naprednim korisnicima. |
| However, it's not possible anymore.   | Međutim, to više nije moguće.  | Ali to više nije moguće.   |

|  |  |   |
|--|--|---|
| You can also contact your administrator. | Takođe možete da se obratite administratoru. | A možete i da se obratite administratoru. |
|--|--|---|

#### 4.1.8 Contractions

For en-US Microsoft voice, contractions help convey a conversational tone and they are used whenever possible.

| en-US long form | en-US contracted form |
|-----------------|-----------------------|
| Do not          | Don't                 |

Use contractions (for example, Je l') only in rare cases when you want to emphasize a colloquialism of an expression.

| en-US source text                                    | Serbian contracted form  |
|--|--|
| Uploads are limited to 100MB. Got something smaller? | Veličina datoteka za otpremanje je ograničena na 100 MB. Je l' može nešto manje? |

#### 4.1.9 Gender

Try to use gender neutral language whenever possible. Avoid writing sentences that refer to a single person whose gender is unknown. You can often avoid this situation by rewriting the sentence to make the subject plural.

Example:

| en-US source   | Serbian target   |
|--|--|
| This contact might not respond because his or her contact is Away. | (+) Možda nećete dobiti odgovor jer je status kontakta „Odsutan”.<br>(–) Ovaj kontakt možda neće odgovoriti jer je njegov/njen status „Odsutan/Odsutna”. |

In cases where you can't avoid it, such as letters, use suffix /a

| en-US source        | Serbian target                       |
|---------------------|--------------------------------------|
| Dear OneDrive user, | Poštovani korisniče usluge OneDrive, |

| en-US source                | Serbian target                     |
|-----------------------------|------------------------------------|
| Dear USER_NAME_PLACEHOLDER, | Poštovani/a USER_NAME_PLACEHOLDER, |

#### 4.1.10 Genitive

You should not try to transfer word order from English system of compounds which are formed by connecting nouns and/or adjectives in a row thus forming a long genitive construction. In Serbian, too long genitive constructions should be avoided. They should be translated as this:

1. main word (noun) + supporting word(s) in genitive
2. supporting word (noun translated as adjective) + main word in nominative
3. main word + preposition (za, o etc.) + supporting words in preposition determined case

| en-US source  | Serbian target  |
|---|---|
| Title font color  | Boja fonta naslova  |
| User name   | Korisničko ime  |
| Microsoft SQL Server 2008 Reporting Services Add-in patch | Program za krpljenje programskog dodatka Microsoft SQL Server 2008 Reporting Services |

Avoid genitive constructions such as od strane. They imply literal translation.

| en-US source | Serbian target                             |
|--------------|--|
| Powered by   | (+) Obezbeđuje<br>(-) Obezbeđeno od strane |
| Posted by    | (+) Objavio/la<br>(-) Objavljeno od strane |

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

Example:

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

#### 4.1.11 Localizing colloquialism, idioms, and metaphors

The Microsoft voice allows for the use of culture-centric colloquialisms, idioms and metaphors (collectively referred to "colloquialism"). A little humor is OK, but it must be used very carefully. Use colloquialisms and humor used in English in specific situations, such as Getting Started experiences, Product Tours, and Setup screens. Avoid colloquialisms and idioms that might be offensive or too expressive. Be mindful of cultural consideration and globalization.

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

- Don't attempt to replace the source colloquialism with a Serbian colloquialism that fits the same meaning of the particular context unless it's a perfect and natural fit for that context.
- Translate the *intended* meaning of the colloquialism in the source text (not the literal translation of 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.

Examples:

| en-US source   | Serbian target   |
|--|--|
| We've hit a snag...                                  | Nešto je zapelo...   |
| Uploads are limited to 100MB. Got something smaller? | Veličina datoteka za otpremanje je ograničena na 100 MB. Je l' može nešto manje? |
| Bummer...  | Smaranje...  |
| Working on it... Please bear with us.                | Radimo na tome... Izdržite!  |

#### 4.1.12 Modifiers

In Serbian localized text you often need to use modifiers in cases when you need to decline a term or component that must not be declined. These are mainly UI items and unlocalizable product names.

1. UI items modifiers. To select a suitable modifier, find out what kind of component is in question. For example, menus contain commands rather than functions, etc.

Here's an overview of most common UI elements and corresponding translation patterns if UI element in question is "Insert":

| en-US source | Serbian target   | Part of speech         | Select/click/in translation:                                  |
|--------------|------------------|------------------------|---|
| Button       | Dugme            | Verb (imperative mode) | Kliknite na dugme <b>Umetni</b>                               |
| Item         | Stavka           | Verb (imperative mode) | Izaberite stavku <b>Umetni</b>                                |
| Checkbox     | Polje za potvrdu | Verb (imperative mode) | Potvrdite izbor <b>Umetni</b> / Opozovite izbor <b>Umetni</b> |
| Radio button | Opcija           | Verb (imperative mode) | Izaberite opciju <b>Umetni</b>                                |
| Menu         | Meni             | Noun (or gerund)       | U meniju <b>Umetanje</b> izaberite stavku ...                 |
| Dialog box   | Dijalog          | Noun (or gerund)       | U dijalogu <b>Umetanje</b> ...                                |
| Pane         | Okno             | Noun (or gerund)       | U oknu <b>Umetanje</b> ...                                    |
| Section      | Odeljak          | Noun (or gerund)       | U odeljku <b>Umetanje</b> ...                                 |
| Tab          | Kartica          | Noun (or gerund)       | Na kartici <b>Umetanje</b> ...                                |
| Group        | Grupa            | Noun (or gerund)       | U grupi <b>Umetanje</b> ...                                   |

## Podsetnici

Podesite svoje podsetnike.

- Prikaži upozorenja podsetnika
    - Reprodukuj zvuk po isteku krajnjeg roka podsetnika
- Podrazumevani podsetnik: 15 minuta ▼

## Automatska obrada

Kontrolišite rukovanje zahtevima za sastanak, odgovorima i obaveštenjima.

- Automatski postavi nove zahteve za sastanak u moj kalendar i označi ih kao uslovne
- Izbriši ažurirane pozive za sastanak i odgovore
- Automatski obradi zahteve i odgovore spoljnih pošiljalaca
- Izbriši obaveštenja o prosleđenim sastancima

Take a look at (deverbative) noun/imperative use in the following example:

2. Product names modifiers. To select a suitable modifier, get to know product in question. Generally speaking, confusion mainly appears among programs and services. Check if there is an installation file. In cases where you can use an .exe file to install a product on your local computer, correct modifier is most likely program/application. If you can use a product on the Web, but you can't install it locally, the most likely correct modifier is service. Also, services usually don't have version or edition labels (Windows **10**, Office **2016**, Internet Explorer **11**).

Here are several common examples:

| Product          | Modifier          | Comment  |
|------------------|-------------------|--|
| Windows          | operativni sistem | Windows is always OS!  |
| Microsoft Office | sistem            | Old modifier was „programski paket“, as it mainly consists out of various programs such as Word, PowerPoint etc. However, in the meantime, Microsoft Office got its cloud based mirror—Office Online. Modifier "system" better reflects new Microsoft Office features. |

| Product                                    | Modifier           | Comment  |
|--|--------------------|--|
| Microsoft Office Outlook                   | program            | Program (e-mail client) is installed locally.  |
| Microsoft Office Outlook Hotmail Connector | programski dodatak | Add-in is installed locally, but it's not used as a separate program. Rather, it enhances existing program functions.                |
| Windows Live Essentials                    | programski paket   | This is a program package that consists out of free programs such as WL Messenger, Writer etc.                                       |
| Windows Live                               | usluga             | Web based service—users can't install it locally.  |
| Outlook.com                                | usluga             | Web based e-mail service. Users can't install it locally. They need Web browser to access the service.                               |
| Windows Live Mail                          | program            | Stand alone e-mail client. Users install it locally in order to access Outlook.com or some other e-mail service without Web browser. |
| Internet Explorer 11                       | program            | Web browser is a program that's installed locally and it's often marked with version label.  |

#### 4.1.13 Nouns

##### General considerations

Sometimes it's hard to distinguish if noun should be treated as proper or a common noun. You should always double check context as this often happens with product names when they appear with no tags, unlocalizable parts and so on. Check as many products names as you can (especially Bing, Windows Live and Office) to become aware of this.

Examples:

| en-US source                        | Serbian target   | Tip   |
|-------------------------------------|--|---|
| News is installed and ready to use. | (+) Aplikacija „Vesti“ je instalirana i spremna za upotrebu.<br>(–) Vest je instalirana i spremna za upotrebu. | This is an obvious example where one can easily recognize the meaning since option no. 2 does not make sense. |

| en-US source | Serbian target  | Tip  |
|--------------|---|--|
| Start Call   | (+) Pokretanje programa „Poziv“<br>(-) Upućivanje poziva. | In this case, translator might ignore capital letter due to its wide usage in titles and make a logical, but incorrect conclusion. |

## Inflection

Declination of nouns that refer to non-alive things should not be the same as the declination of nouns that refer to humans or alive beings. These two types of declination are different.

Examples:

| en-US source             | Serbian target  |
|--------------------------|---|
| Start the import wizard. | (+) Pokrenite čarobnjak za uvoz.<br>(-) Pokrenite čarobnjaka za uvoz. |
| Add contact.             | (+) Dodajte kontakt.<br>(-) Dodajte kontakta.                         |

## Plural formation

Sometimes English text uses singular in cases that actually denote plural. That's especially the case with genitive constructions.

Examples:

| en-US source           | Serbian target   |
|------------------------|--|
| Information collection | (+) Prikupljanje informacija<br>(-) Prikupljanje informacije |
| NTFS file system       | (+) NTFS sistem datoteka<br>(-) NTFS sistem datoteke         |



Special attention should be paid to collective nouns which denote group, but grammatically speaking, they are singular. It's always better to do some workaround in order to avoid awkward formulations.

Example:

| en-US source  | Serbian target   |
|---|--|
| Adjust lightness or exposition using these buttons: | (+) Koristite ovu dugmad da biste podesili svetlinu ili ekspoziciju:<br>(-) Podesite svetlinu ili ekspoziciju pomoću ovih dugmadi: |

#### 4.1.14 Numbers

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

It's generally considered that writing smaller numbers as words represents good style, but this refers to descriptive texts, prose, news articles etc.

Certain linguists advise that it's "better" to write them out in letters, but this is not official rule and it's also context dependent.

It certainly does look better to use words in, say, background image captions in Windows online gallery (for example, "two birds on a roof", not "2 birds on a roof"). However, in technical texts, dates, chapters, bulleting lists, version numbers etc., using words instead of small numbers would look like some weird purism, not to mention that sometimes length has to be taken into consideration.

Official orthography does not address this issue. There is no hard coded rule so that it would be good to follow source which is written using the same pattern. Sentence should not be started with a numeral.

#### 4.1.15 Prepositions

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

Examples:

| en-US source                                      | Serbian target  | Comment  |
|---|---|--|
| Account information                               | (+) Informacije o nalogu<br>(-) Informacije naloga                                    | Translation is not clear enough if we omit preposition.                |
| Divide the amount with the number from this filed | (+) Podelite iznos brojem u ovom polju.<br>(-) Podelite iznos sa brojem u ovom polju. | Literal transfer of prepositions often leads to incorrect formulation. |

### Important!

The preposition "for" in product names is always translated, for example, "Word for Windows" is Word za Windows, "Visual Basic for Applications" is Visual Basic za aplikacije.

#### 4.1.16 Pronouns

Avoid usage of personal pronouns and possessive determiners whenever that does not affect the meaning, especially when it comes to pronoun "you /yours" which is used very frequently in English (See section Possessive adjectives). However, if you have to use it, use lowercased formal 2nd person plural (vi/vaš).

Example:

| en-US source   | Serbian target   |
|--|--|
| In order to use this feature, both you and your contact must have compatible web cameras installed on your computer. | (+) Da biste mogli da koristite ovu funkciju, neophodno je da i vi i kontakt imate instalirane kompatibilne veb kamere na svojim računarima.<br>(-) Da biste mogli da koristite ovu funkciju, neophodno je da i Vi i Vaš kontakt imate instalirane kompatibilne veb kamere na svojim računarima. |

However, that does not apply to personal pronoun "me/my" as it's often used as integral part of UI items. For example: "My computer," "My photos" etc.

Pronouns should be used in situations when they can replace a word that appears many times in a single sentence or paragraph

| en-US source  | Serbian target  |
|---|---|
| Select the file that you want, right click the file, and then click Delete to delete that file. | (+) Izaberite željenu datoteku, kliknite desnim tasterom miša na nju, a zatim izaberite stavku „Izbriši“ da biste je izbrisali.<br><br>(-) Izaberite željenu datoteku, kliknite desnim tasterom miša na datoteku, a zatim izaberite stavku „Izbriši“ da biste izbrisali datoteku. |

The usage of pronouns works similarly in Serbian in terms that indirect reference to users should not be used. Try to avoid impersonal constructions as much as possible to achieve fluency and more personal style. However, keep in mind that spelling out pronouns should generally be avoided (i.e. use *Preporučujemo da instalirate ovaj program* instead of **Mi** *preporučujemo da instalirate ovaj program*).

Please find the examples for Serbian provided in the table below:

| Serbian old user reference   | Serbian new user reference                                   |
|--|--|
| Korisnici mogu da promene vreme kada se nove ispravke instaliraju. | Možete da promenite vreme kada se nove ispravke instaliraju. |
| Ova postavka obezbeđuje korisnicima najbolji doživljaj prikaza.    | Odaberite neku od ovih šema ili napravite svoju.             |

#### 4.1.17 Punctuation

General punctuation rules are available in the recommended reference material. Below are some points that should be taken into account during Microsoft products localization process.

##### **Bulleted lists**

A phrase preceding a bulleted list (or enumeration) can end with a semicolon (A), comma (B), full stop (C) or have no punctuation at all (D), according to whether the phrases following the bullet are complete sentences, or a continuation of the leading sentence, and depending on other punctuation rules.

In example (C), the items in the list are complete sentences. Each sentence starts with an initial capital letter and ends with a full stop

### Example (A):

U nastavi se kombinuju:

usmeni i pismeni metod izlaganja. Usmeni je češći i bolje veže pažnju učenika;

kontrolni i redovni pismeni zadaci;

audio i video kasete;

grafoskopi i dijaprojektori.

### Example (B):

Tri osnovne funkcije crtice izgledaju ovako:

a) pisanje polusloženica (auto-servis),

b) pisanje udvojenog prezimena (Vesna Janjević-Popović),

c) rastavljanje reči na slogove (na-pi-sa-ti), na kraju retka i drugde, npr. u rečnicima koji daju sve reči rastavljene na slogove.

### Example (C):

Crtica se, za razliku od crte, uvek piše bez belina:

U polusloženicama, u kojima je istovremeno i spojni i razdvojni znak, nekad više jedno, nekad više drugo (spomen-ploča, auto-servis, auto-kuća, auto-prevoznik), mada izostaje u spojevima kada auto znači samo-, a ne samohodni, tj. kada ne znači automobilski (autobiografija, autoportret, autosugestija).

U udvojenim prezimenima, koja su posledica novijeg nepatrijarhalnog vremena, crtica se redovno piše (Nada Popović-Perišić, Vesna Janjević-Popović).

Piše se i pri rastavljanju reči na slogove, na kraju reda i, naročito, u rečnicima koji sve reči rastavljaju na slogove kako bi se to rastavljanje olakšalo pedantnim korisnicima rečnika, odnosno pravopisa (na-pi-sa-ti, ras-tu-ri-ti).

### Example (D):

Za sledeće engleske termine postoje ova rešenja:

promotion mix – promotivna mešavina

marketing mix – marketinška mešavina

Public Relations – odnosi s javnošću

full service agency – agencija koja pruža kompletnu uslugu

copywriter – pisac reklama

press clipping – pres kliping

business-to-business advertising – uzajamno oglašavanje među firmama

In Serbian Latin, alphabetical order is the same as in English (usually, Serbian Latin extended characters are not used): **a), b), c), d), e), f)**, etc.

### Comma

In Serbian, a regular order in sentences containing two clauses is main clause + subordinate clause. You don't normally put comma after the main sentence:

| en-US source   | Serbian target  |
|--|---|
| To join the service yourself, click Join.                  | (+) Kliknite na dugme „Pridruži se“ da biste se pridružili usluzi.<br>(-) Kliknite na dugme „Pridruži se“, da biste se pridružili usluzi. |
| To check the spelling of a document, press F7.             | (+) Pritisnite taster F7 da biste proverili pravopis u dokumentu.<br>(-) Pritisnite taster F7, da biste proverili pravopis u dokumentu.   |
| Can't post instructions because a worksheet is not active. | (+) Nije moguće objaviti uputstva jer radni list nije aktivan.<br>(-) Nije moguće objaviti uputstva, jer radni list nije aktivan.         |

If you want to emphasize the content of a subordinate clause, a regular order could be inverted—subordinate clause + main clause. In that case you must put comma after the subordinate clause:

| en-US source   | Serbian target  |
|--|---|
| To export all subfolders, select the check box.  | (+) Da biste izvezli sve potfascikle, potvrdite izbor u polju za potvrdu.<br>(-) Da biste izvezli sve potfascikle izaberite polje za potvrdu.   |
| If this is correct, click OK.  | (+) Ako je to ispravno, kliknite na dugme „U redu“.<br>(-) Ako je to ispravno kliknite na dugme „U redu“.   |
| To reduce the amount of space needed for the PivotTable report, change some of the row and column fields to page fields.                 | (+) Da biste smanjili prostor neophodan za izveštaj izvedene tabele, promenite neka od polja reda ili tabele u polja stranice.<br>(-) Da biste smanjili prostor neophodan za izveštaj izvedene tabele promenite neka od polja reda ili tabele u polja stranice.     |
| Since you have chosen not to synchronize this folder, Outlook will remove it from the quick synchronization group(s) that it belongs to. | (+) Pošto ste odlučili da ne sinhronizujete ovu fasciklu, Outlook će je ukloniti iz grupa za brzu sinhronizaciju kojima pripada.<br>(-) Pošto ste odlučili da ne sinhronizujete ovu fasciklu Outlook će je ukloniti iz grupa za brzu sinhronizaciju kojima pripada. |

In Serbian, the word order should reflect the order of user actions, even if it doesn't in English. In such cases, there is no need to use comma after those steps.

| en-US source                  | Serbian target  |
|-------------------------------|---|
| Select Save in the File menu. | (+) U meniju „Datoteka“ izaberite stavku „Sačuvaj“<br>(-) Kliknite na stavku „Sačuvaj“ u meniju „Datoteka“<br>(-) U meniju „Datoteka“, kliknite na stavku „Sačuvaj“ |

Don't transfer all commas from English sentences.

| en-US source                               | Serbian target   |
|--|--|
| For information on XXX, see "YYY", in ZZZ. | (+) Za informacije o XXX pogledajte „YYY“ u ZZZ.<br>(-) Za informacije o XXX, pogledajte „YYY“, u ZZZ. |

## Colon

All double punctuation marks (colons and semicolons, exclamation and question marks) are not preceded by a space. In cases where colon is used in front of enumeration within the same sentence, don't use capital letters.

| Right  | Wrong   |
|--|---|
| Ako vam je treća strana dala nalog, ona ima prava na vaš nalog i može da: upravlja nalogom, poništi lozinku, obustavi ili otkáže vaš nalog; prikaže podatke o korišćenju naloga i profilu, uključujući podatke o tome kada i kako se koristi vaš nalog; i pročita ili skladišti sadržaj u vašem nalogu, uključujući elektronsku komunikaciju, liste kontakata i druge informacije. | Ako vam je treća strana dala nalog, ona ima prava na vaš nalog i može da : Upravlja nalogom, poništi lozinku, obustavi ili otkáže vaš nalog ; Prikaže podatke o korišćenju naloga i profilu, uključujući podatke o tome kada i kako se koristi vaš nalog ; I pročita ili skladišti sadržaj u vašem nalogu, uključujući elektronsku komunikaciju, liste kontakata i druge informacije. |

Table headings **could be followed by a colon**, but it's not necessary. Every line starts with an initial capital letter:

| en-US source | en-US source | Serbian target | Serbian target                  |
|--------------|--------------|----------------|---------------------------------|
| To           | Press        | Da biste:      | Pritisnite kombinaciju tastera: |
| Copy text    | CTRL+C       | Kopirali tekst | CTRL+C                          |
| Paste text   | CTRL+V       | Nalepili tekst | CTRL+V                          |

## Dashes and hyphens

Three different dash characters are used in English:

### Hyphen

#### (U+002D)(ALT+045)

The hyphen is used in English 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 documentation, the preference is not to hyphenate, except in those cases where the words already contain a hyphen (usually compounds and abbreviations).

Some hyphenated words should never be broken and must appear on the same line, such as:

Examples:

auto-servis (car service)

25-godišnji, 8-bitni (special kind of abbreviations)

MMF-a, MMF-om (acronym declination)

322-88-63 (phone number)

## **En dash**

**(U+2013) (ALT+150)**

The en dash is used as a minus sign, usually with spaces before and after, to emphasize a phrase within a sentence, or to separate clauses in sentences (as in English usage). There should be a space before and after the en dash.

Example:

Zamenite kôd – kao što je prikazano u prethodnom primeru.

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, except the in case where the linguistic units connected by the dash (or one of them) consist of more than one word.

Examples:

1999–2000.

str. 11–23

Beograd–Jagodina

Beograd – Novi Sad

Using dash instead of hyphen and vice-versa is an error.

## **Em dash**

**(U+2014)(ALT+151)**



There is no Em dash in Serbian. It should be deleted and replaced by en dash or comma (as in apposition constructions)

Example:

| en-US source              | Serbian target   |
|---------------------------|--|
| Download now — it's free! | (+) Preuzmite odmah – besplatno!<br>(–) Preuzmite odmah — besplatno! |

### Ellipses (suspension points)

Use of ellipses is typical in describing ongoing processes, denoting omitted text etc. Don't use space in front of ellipses symbol.

Example:

| en-US source   | Serbian target   |
|----------------|--|
| Downloading... | (+) Preuzimanje je u toku...<br>(–) Preuzimanje je u toku... |

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

Use three dots symbol (**ALT+0133: ...**), not three dots in a row (...).

### Period

Remember that Serbian translations never end with a period unless they are complete sentences regardless of the source text. Sometimes, translators use it after long string although it's not a sentence.

Example:

| English  | Serbian   |
|--|---|
| Get help with a forgotten password and other problems signing in /title/ | (+) Pomoć za zaboravljenu lozinku i druge probleme prilikom prijavljivanja<br>(–) Pomoć za zaboravljenu lozinku i druge probleme prilikom prijavljivanja. |

## Quotation marks

In US source strings, you may find software references surrounded by English quotation marks. Always use Serbian (curly) quotation marks (opening quotation mark: **ALT+0132**; closing quotation mark: **ALT+0147**), except in rare cases of inner quotation when single quotation marks are used (both single quotation marks: **ALT+0146**)

## Parentheses

In English, there is no space between the parentheses and the text inside them. The same rule applies to Serbian text.

### 4.1.18 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.             |

Feel free to shorten the sentences to achieve a more natural tone and better fluency in Serbian too.

| en-US source text   | Serbian long form   | Serbian sentence fragment        |
|---|---|----------------------------------|
| Use the following steps/You can do this in the following way/Here's how | Koristite sledeće korake/To možete da uradite na sledeći način. | Evo kako.                        |
| Take the following actions.   | Preduzmite sledeće radnje.                                      | Uradite sledeće.                 |
| Need help with this step?   | Da li vam je potrebna pomoć za ovaj korak?                      | Potrebna vam je pomoć oko ovoga? |

### 4.1.19 Subjunctive

Use active voice and imperative or indicative mood. These are easier to understand than passive voice and subjunctive mood.

| Right   | Wrong  |
|---|--|
| Ako instalirate više jezika na računaru, možete da pravite dokumente koji sadrže nekoliko jezika. | Sa više jezika koji su instalirani na vašem računaru mogu da se naprave dokumenti koji sadrže više od jednog jezika. |

#### 4.1.20 Symbols & nonbreaking spaces

Use nonbreaking spaces (CTRL+SHIFT+SPACEBAR or Alt+0160) between words that should not separate onto different lines. If two words are connected by a nonbreaking space, Word will keep them together, even if subsequent editing causes line breaks to change. On your screen, a nonbreaking space looks like a degree symbol (°), but it will print like a space.

#### 4.1.21 Verbs

Pay attention to perfect or imperfect form of translated verbs. English verbs can be translated in either forms in Serbian depending on whether it's a repeated or a single action.

| US English source text | Serbian              |
|------------------------|----------------------|
| Read                   | Čitati, pročitati    |
| Print                  | Štampati, odštampati |

Continuous operations are usually expressed in English with a gerund, which should be translated into Serbian either by deverbative noun or by reflexive or imperfect verb.

| US English source text | Serbian  |
|------------------------|--|
| Printing document      | (+) Štampanje dokumenta<br>(+) Dokument se štampa<br>(-) Štampa dokument<br>(-) Štampa dokumenta |
| Downloading page       | (+) Preuzimanje stranice<br>(?) Stranica se preuzima<br>(-) Preuzima stranicu                    |

Pay attention to verb transition as it dictates declination of noun (object). That's especially the case with many English verbs in a row.

| US English source text   | Serbian   |
|--|---|
| In Windows Live Photo gallery you can view, edit, print, upload and manage your photos and videos. | (+) U programu Windows Live Foto-galerija možete da prikazujete, uređujete i štampate fotografije i video zapise, kao i da ih otpremate i upravljate njima.<br>(-) U programu Windows Live Foto-galerija možete da prikazete, uredite, odštampate, otpremite i upravljate fotografijama i video zapisima. |

#### 4.1.21.1 Verb tense

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're 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.

| US English old use of verb tense  | US English new use of verb tense  |
|---|---|
| After you're 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] |

Advantage should be given to present tense in Serbian. Use of future tense should be minimized through simplifying the sentence flow and construction. (i.e. use "Kada" with finite verb instead of „Nakon što“)

| US English source text   | Serbian old use of verb tense  | Serbian new use of verb tense  |
|--|--|--|
| After you're finished installing the tool, the icon will appear on your desktop. | Pošto ste završili sa instaliranjem alatke, ikona će se pojaviti na radnoj površini. | Kada završite sa instaliranjem alatke, ikona se pojavljuje na radnoj površini. ["finish" is in simple present tense] |
| Click Open. A dialog launches.   | Kliknite na dugme „Otvori“. Pokrenuće se dijalog.                                    | Kliknite na dugme „Otvori“. Pokreće se dijalog.  |
| The file could not be opened.  | Nije bilo moguće otvoriti datoteku.  | Nije moguće otvoriti datoteku.   |

## 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 Serbian, 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.

Use correct and consistent grammar in all texts. If in doubt, see the reference books mentioned in [Recommended style references](#) chapter. The following are guidelines for consistent use in cases where more than one solution would theoretically be possible, or where errors have been common in the past.

### 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.

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

### 5.2 Applications, products, and features

Product and application names are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (for example, IntelliSense™). Before translating any application, product, or feature name, verify that it's in fact translatable and not protected in any way. This information can to be obtained [here](#).

#### Version numbers

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

| US English        | Serbian target    |
|-------------------|-------------------|
| Windows Phone 8.1 | Windows Phone 8.1 |

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

### 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 [here](#).

### 5.4 Using the word "Microsoft"

In English, it's prohibited to use *MS* as an abbreviation for *Microsoft*. In Serbian, it's neither abbreviated nor transcribed, it's inflective word, and a possessive adjective form could be made. The correct modifier is corporation and it should not be used in nominative case.

| en-US source                   | Serbian target                     |
|--------------------------------|------------------------------------|
| Microsoft Corporation          | Microsoft Corporation              |
| Microsoft values your privacy. | Microsoft poštuje vašu privatnost. |

### 5.5 Geopolitical concerns

Part of the cultural adaptation of the US-product to a specific market is the resolution of geopolitical issues. While the US-product is designed and developed with neutrality and a global audience in mind, the localized product should respond to the particular situation that applies within the target country/region.

Sensitive issues or issues that might potentially be offensive to the users in the target country/region may occur in any of the following:

- Maps
- Flags
- Country/region, city and language names
- Art and graphics
- Cultural content, such as encyclopedia content and other text where historical or political references are present

Some issues are easy to verify and resolve. The localizer should have the most current information available. Maps and other graphical representations of countries/regions should be checked for accuracy and existing political restrictions. Country/region, city, and language names change on a regular basis and should be checked, even if previously approved.

A thorough understanding of the culture of the target market is required for checking the appropriateness of cultural content, clip art and other visual representations of religious symbols, and body and hand gestures.

## 5.6 Frequent errors

Frequent errors are usually connected with wrong usage of comma. See reference materials and review these examples thoroughly:

| en-US source                    | Serbian target  |
|---------------------------------|---|
| Under File select New.          | (+) U meniju „Datoteka“ izaberite stavku „Novo“.<br>(-) U meniju „Datoteka“, izaberite stavku „Novo“. |
| For more information review ... | (+) Za više informacija pogledajte...<br>(-) Za više informacija, pogledajte...                       |

Errors could be result of lack of context. You should always try to find out the subject of the text, especially in software.

| en-US source                 | Serbian target                        |
|------------------------------|---------------------------------------|
| Border (document formatting) | (+) Ivica<br>(-) Granica              |
| Reality (TV program types)   | (+) Rijaliti<br>(-) Stvarnost         |
| In theaters (movies)         | (+) U bioskopima<br>(-) U pozorištima |

## 5.7 Recurring patterns

1. **Titles:** When translating titles there are certain recurrent patterns that you should pay attention to, as indicated below:

| English source                                | Serbian target   |
|---|--|
| What's New in <productname>                   | Novo u programu <productname>  |
| Getting Started with <productname>            | Prvi koraci u modifier + <productname>   |
| Installing and Configuring <productname>      | Instaliranje i konfigurisanje programa <productname>                             |
| Designing a <productname> infrastructure      | Dizajniranje infrastrukture programa <productname>                               |
| Core Training for <productname>               | Osnovna obuka za <productname>   |
| <productname> Essentials                      | Osnove programa <productname><br><b>Windows Live Essentials is an exception!</b> |
| Upgrading Your <productname> to <productname> | Nadogradnja programa <productname> na <productname>                              |
| Deploying <productname>                       | Postavljanje programa <productname>  |
| Implementing <productname>                    | Primena programa <productname>   |

2. **Cross references:** The following translations are standard. Note that no commas are needed in the Serbian sentences and that the word for 'chapter' (poglavljje) has a lowercase "p".

| English source  | Serbian target   |
|---|--|
| For more information about XXX, see Chapter 10, "YYY", in the Microsoft Windows User's Guide. | Više informacija o XXX potražite u poglavlju 10, „YYY”, Vodiča za korisnike operativnog sistema Microsoft Windows. |
| For information on XXX, see "YYY", in ZZZ.  | Za informacije o XXX pogledajte „YYY” u ZZZ.   |
| For further information about XXX, see Chapter 12, "YYY".                                     | Više informacija o XXX potražite u poglavlju 12, „YYY”.  |



### 3. Manual titles:

| English source                      | Serbian target                     |
|-------------------------------------|------------------------------------|
| Building Applications               | Kreiranje aplikacija               |
| Getting Started with (product name) | Prvi koraci u... (naziv proizvoda) |
| Functions Reference                 | Spisak funkcija                    |
| Installation Guide                  | Uputstvo za instaliranje           |
| Introducing (product name)          | Upoznajte... (naziv proizvoda)     |
| Learning Guide                      | Uputstvo za učenje                 |
| Network Administrator's Guide       | Vodič za administratora mreže      |
| Pocket Guide                        | Džepni vodič                       |
| Quick Reference Card                | Brza referentna kartica            |
| Quick Reference Guide               | Brzi referentni vodič              |
| Roadmap to (product name)           | Mapa za... (naziv proizvoda)       |
| Short User Guide                    | Kratki vodič za korisnike          |
| Tools Quick Reference               | Kratki spisak alatki               |
| User's Guide                        | Vodič za korisnike                 |
| User's Reference Guide              | Referentni vodič za korisnike      |
| Worksheet Functions Reference       | Spisak funkcija radnog lista       |

### 4. Standard phrases:

| English source                    | Serbian target        |
|-----------------------------------|-----------------------|
| All rights reserved.              | Sva prava zadržana.   |
| Appendix (Appendices)             | Dodatak (Dodaci)      |
| Chapter                           | Poglavlje             |
| Contents, Table of<br>(continued) | Sadržaj<br>(nastavak) |
| Copyright                         | Autorsko pravo        |
| Example                           | Primer                |
| Figure                            | Slika                 |

| English source | Serbian target              |
|----------------|-----------------------------|
| Index          | Indeks, Registar            |
| Introduction   | Uvod                        |
| Preface        | Predgovor                   |
| See/See also   | Vidi / Vidi takođe / Vidi i |
| Cf.            | Up.                         |
| Table          | Tabela                      |
| Version        | Verzija                     |

## 5. Standard translations for remarks, hints etc.

| English    | Serbian target     |
|------------|--------------------|
| Attention! | Pažnja!            |
| Caution!   | Oprez!             |
| Hint       | Predlog / Savet    |
| Important  | Važno              |
| Note       | Beleška / Napomena |
| Tip        | Savet              |
| Warning    | Upozorenje         |

## 5.8 Software considerations

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

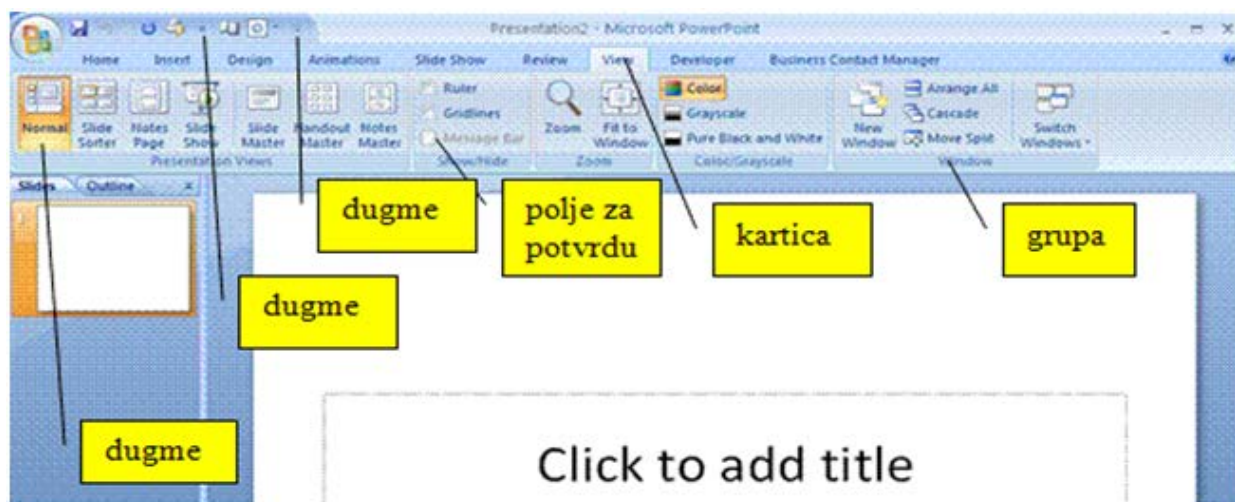
See <http://msdn.microsoft.com/library/aa511258.aspx> for a detailed explanation of the Windows user interface guidelines (English). When referring to a command in a menu first indicate the menu name and afterwards the command name.

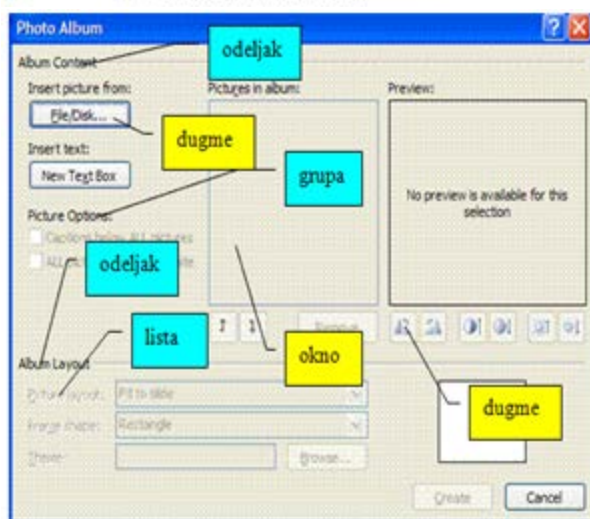
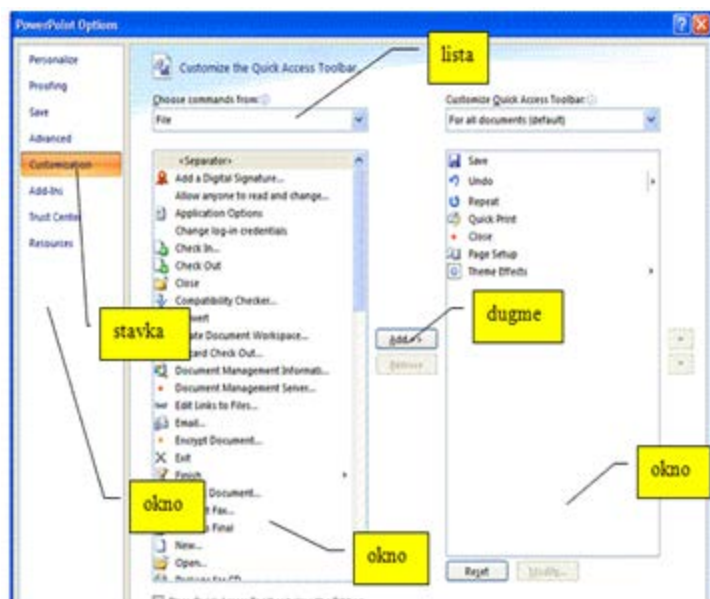
| English source | Serbian target                         |
|----------------|--|
| Menu command   | U meniju „XXX“ izaberite komandu „YYY“ |
| OK             | Kliknite na dugme <b>U redu</b>        |

| English source                       | Serbian target                               |
|--------------------------------------|--|
| Command button                       | Kliknite na dugme/vezu „XXX“                 |
| Toolbar button with attached command | Kliknite na dugme „XXX“ na traci sa alatkama |
| Option button                        | Izaberite opciju „XXX“                       |
| Check box                            | Potvrdite izbor „XXX“                        |
| Check box in group                   | U okviru „YYY“ potvrdite izbor „XXX“         |
| Option in list                       | U listi „XXX“ izaberite opciju „YYY“         |
| Type in text box                     | Unesite tekst                                |
| Push key                             | Pritisnite taster XXX                        |
| Click button/ symbol/icon            | Kliknite na dugme/simbol/ikonu               |
| Move to another document window      | Premestite u drugi prozor dokumenta          |
| Drag                                 | Prevcite                                     |

### 5.8.1 User interface

Check [Modifiers](#) section for standard translations for basic UI elements. See pictures below for explanation of main UI elements:





## 5.8.2 Messages

The US messages sometimes contain abbreviated sentences using an imperative verb. Translate to a question starting with *Želite li da...* or, only when the space for the translation is limited, with an infinitive, but try to avoid that.

| English source         | Serbian target  |
|------------------------|---|
| Continue without Undo? | (+) <i>Želite li da nastavite bez opoziva?</i><br>(?) <i>Nastaviti bez opoziva?</i> |

## Status messages

What is a Status bar Message?

A status bar message is an informational message about the active document or a selected command as well as about any active or selected interface item. Messages are shown in the status bar at the bottom of the window when the user has chosen a menu, a command or any other item, or has started a function. The status bar messages refer to actions being performed or already complete.

### Serbian style in status bar messages

In English, the status bar messages have different forms dependent on the information they must convey. In Serbian, menu and commands status bar messages should follow the format below.

| Name              | Serbian name          | Category | English status bar message                          | Serbian status bar message  |
|-------------------|-----------------------|----------|---|---|
| Edit              | Uredi                 | menu     | Contains editing commands                           | Sadrži komande za uređivanje  |
| Copy to Folder... | Kopiraj u fasciklu... | menu     | Copies the selected items to a new location         | Kopira izabrane stavke na novu lokaciju   |
| New               | Novo                  | command  | Creates a new document                              | Kreira novi dokument  |
|                   |                       |          | The display layout for the field                    | Prikazuje raspored polja  |
|                   |                       |          | Make object visible?                                | Želite li vidljiv objekat?  |
|                   |                       |          | Word is converting the document. Press Esc to stop. | Word konvertuje dokument. Pritisnite taster Esc da biste zaustavili konverziju. |
|                   |                       |          | Datasheet View                                      | Prikaz lista sa podacima  |
|                   |                       |          | Done  | Gotovo  |

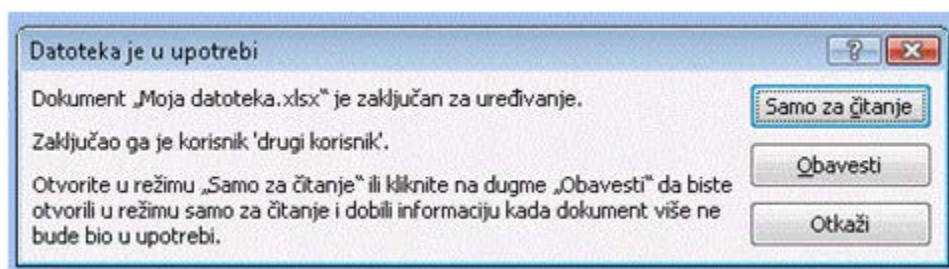
## The importance of standardization

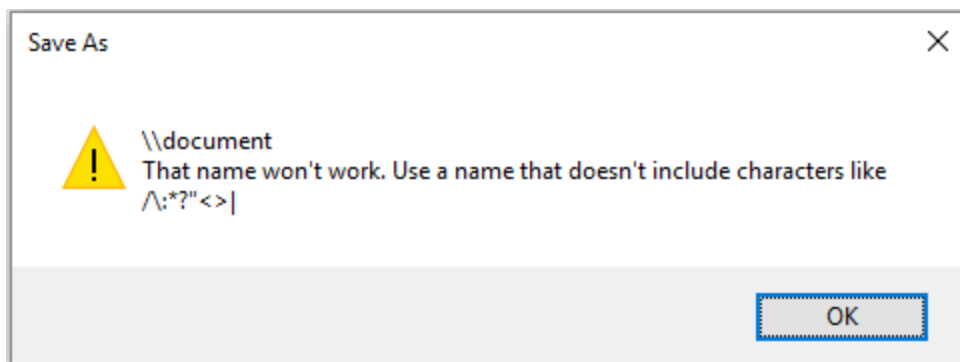
In the US product you can often find messages that are phrased differently even though they have the same meaning. Try to avoid this in the localized Serbian version. Use one standard translation as in the examples below:

| English term                       | Correct Serbian translation                  |
|------------------------------------|--|
| Press F1 to get Help               | Pritisnite taster F1 da biste dobili pomoć.  |
| If you want Help press F1          |  |
| To get Help press F1               |  |
| Not enough memory                  | Nema dovoljno memorije                       |
| Insufficient memory                |  |
| There is not enough memory         |  |
| Save changes to %1?                | Želite li da sačuvate promene u datoteci %1? |
| Do you want to save changes to %1? |  |

### 5.8.3 Error messages

Here are examples:





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 restarting 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 Serbian translation            |
|--|--|
| Oops, that can't be blank...               | Uh, ovo ne može da bude prazno...      |
| Not enough memory to process this command. | Nema dovoljno memorije za ovaj zahtev. |

### Serbian style in error messages

Use consistent terminology and language style in the localized error messages, and not just translate them as they appear in the US product.

### Standard phrases in error messages

These phrases commonly occur in error messages. When you translate 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.

Note that sometimes the US uses different forms to express the same thing.

Examples:

| English  | Serbian                | English example  | Serbian example   |
|--|------------------------|--|---|
| Can't ...<br>Could not ...   | Nije moguće...         | Can't save the file because it's used by another program.  | Nije moguće sačuvati datoteku jer je koristi neki drugi program.          |
| Failed to ...<br>Failure of ...  | Nije uspeo...          | Failed to open document.   | Otvaranje dokumenta nije uspeo.   |
| Can't find ...<br>Could not find ...<br>Unable to find ...<br>Unable to locate ...                             | Nije moguće pronaći... | Can't find requested file<br>Could not find requested file<br>Unable to find requested file<br>Unable to locate requested file | Nije moguće pronaći traženu datoteku                                      |
| Not enough memory<br>Insufficient memory<br>There is not enough memory<br>There is not enough memory available | Nema dovoljno memorije | There is not enough memory (or disk space) to save this document.  | Nema dovoljno memorije (ili prostora na disku) za čuvanje ovog dokumenta. |
| ... is not available<br>... is unavailable   | Nije dostupno          | The requested protocol is not available.   | Traženi protokol nije dostupan.   |

### Error messages containing placeholders

When localizing error messages containing placeholders, try to anticipate 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.

Examples:

%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."

| English source   | Serbian target  |
|--|---|
| Can't open %s  | Nije moguće otvoriti datoteku %s.                                 |
| The %s property can't be found for the Offline Favorite. | Nije moguće pronaći svojstvo %s za ovu omiljenu vanmrežnu stavku. |

#### 5.8.4 Keys

In English, references to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps). In Serbian, unlocalized key names and combinations are written in initial capital letters. The localized key names (for example, razmaknica/strelica nalevo/strelica nadesno) are not capitalized in running text.

Example: Taster Enter, Kombinacija tastera Shift+F10

Key names should be translated in accordance with the Microsoft Glossaries. While working with Microsoft software, you use keys, key combinations and key sequences.

##### 1. Key combination KEY1+KEY2

This term is used to underline that the user is supposed to press the first key, hold it and press the second key. Key names are combined with "+" character. For example, the command Pritisnite kombinaciju tastera ALT+ESC means that the user should press ALT, hold it, press simultaneously ESC and then release both buttons.

##### 2. Key sequence KEY1, KEY2

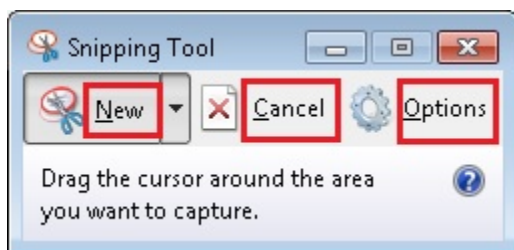
This term is used to underline that the user is supposed to press and release the given keys one after the other. Key names are separated with a comma (,) and a hard space. For example, the command Pritisnite niz tastera ALT, F means that the user is supposed to press ALT first, release it, then press and release the F key.

| English key name | Serbian (Latin) key name |
|------------------|--------------------------|
| Alt              | Alt                      |
| Backspace        | Backspace                |
| Break            | Break                    |
| Caps Lock        | Caps Lock                |
| Ctrl             | Control/Ctrl             |
| Delete           | Delete                   |
| Down Arrow       | strelica nadole          |
| End              | End                      |
| Enter            | Enter                    |
| Esc              | Esc                      |
| Home             | Home                     |
| Insert           | Insert                   |
| Left Arrow       | strelica nalevo          |
| Num Lock         | Num Lock                 |
| Page Down        | Page Down                |
| Page Up          | Page Up                  |
| Pause            | Pause                    |
| Right Arrow      | strelica nadesno         |
| Scroll Lock      | Scroll Lock              |
| Shift            | Shift                    |
| Spacebar         | razmaknica               |
| Tab              | tabulator                |

| English key name | Serbian (Latin) key name |
|------------------|--------------------------|
| Up Arrow         | strelica nagore          |
| Windows key      | Windows taster           |
| Print screen     | Print screen             |
| Menu key         | taster menija            |

### 5.8.5 Keyboard shortcuts

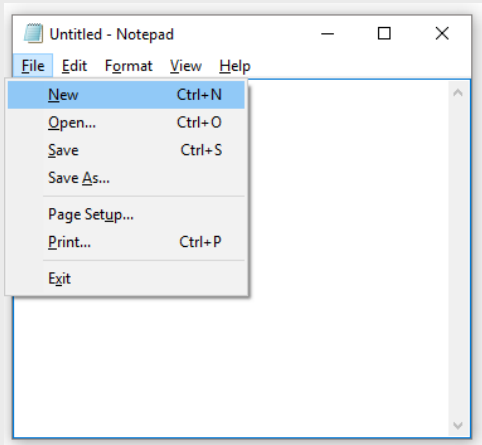
Sometimes, there are underlined or highlighted letters in menu options, commands or dialog boxes. These letters refer to keyboard shortcuts, which help the user to perform tasks more quickly.

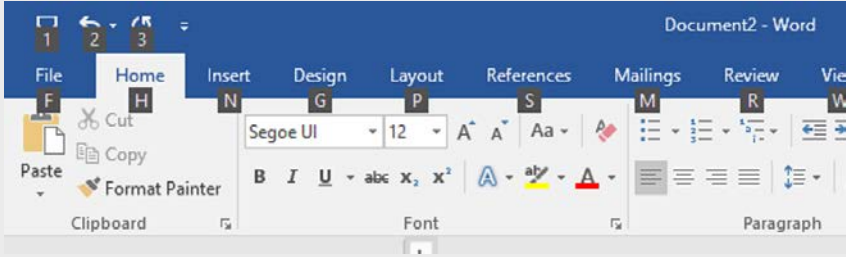


| Keyboard shortcuts special options  | Usage: is it allowed? | Notes  |
|---|-----------------------|--|
| "Slim characters," such as I, l, t, r, f can be used as keyboard shortcuts                          | Yes                   |  |
| Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts             | Yes                   | These characters should be used only when no other characters are available. |
| Extended characters can be used as keyboard shortcuts   | No                    | These characters may cause technical problems.                               |
| An additional letter, appearing between brackets after item name, can be used as keyboard shortcuts | No                    |  |
| A number, appearing between brackets after item name, can be used as keyboard shortcut              | No                    |  |

| Keyboard shortcuts special options   | Usage: is it allowed? | Notes |
|--|-----------------------|-------|
| A punctuation sign, appearing between brackets after item name, can be used as keyboard shortcut | No                    |       |
| Duplicate keyboard shortcuts are allowed when no other character is available                    | Yes                   |       |
| No keyboard shortcuts is assigned when no more characters are available (minor options only)     | No                    |       |

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&amp;ome</p>  <p>In keyboard shortcuts, most access keys are used with the Alt key.</p> |
| key tip    | The letter or number that appears in the ribbon when the Alt key is pressed.  |

|                            |  |
|----------------------------|--|
|                            | <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>    |
| <p><b>shortcut key</b></p> | <p>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.</p> <p>Example: Ctrl+N, Ctrl+V</p> <p>In keyboard shortcuts, most shortcut keys are used with the Ctrl key.</p> <p>Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.</p> |

### 5.8.6 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.

Arrow keys are translated since they don't have their names printed on the keyboard.

### 5.8.7 Numeric keypad

Avoid distinguishing numeric keypad keys from the other keys, unless it's required by a given application. If it's not obvious which keys need to be pressed, provide necessary explanations.

For example: Taster Del na numeričkoj tastaturi.

### 5.8.8 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes that 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 | Serbian command   | Serbian shortcut key |
|---|-------------------------|---|----------------------|
| <b>General Windows shortcut keys</b>                          |                         |   |                      |
| Help window   | F1                      | Prozor za pomoć   | F1                   |
| Context-sensitive Help  | Shift+F1                | Pomoć prilagođena kontekstu   | Shift+F1             |
| Display pop-up menu   | Shift+F10               | Prikaži iskačući meni   | Shift+F10            |
| Cancel  | Esc                     | Otkazi  | Esc                  |
| Activate\Deactivate menu bar mode                             | F10                     | Aktiviraj/deaktiviraj režim trake sa menijima                                     | F10                  |
| Switch to the next primary application                        | Alt+Tab                 | Pređi na sledeću primarnu aplikaciju  | Alt+Tab              |
| Display next window   | Alt+Esc                 | Prikaži sledeći prozor  | Alt+Esc              |
| Display pop-up menu for the window                            | Alt+Spacebar            | Prikaži iskačući meni za prozor   | Alt+Spacebar         |
| Display pop-up menu for the active child window               | Alt+-                   | Prikaži iskačući meni za aktivni pomoćni prozor                                   | Alt+-                |
| Display property sheet for current selection                  | Alt+Enter               | Prikaži list sa svojstvima za trenutnu selekciju                                  | Alt+Enter            |
| Close active application window                               | Alt+F4                  | Zatvori aktivan prozor aplikacije   | Alt+F4               |
| Switch to next window within (modeless-compliant) application | Alt+F6                  | Pređi na sledeći prozor unutar aplikacije (usklađene za rad bez određenog režima) | Alt+F6               |

| US command                                    | US English shortcut key | Serbian command                                | Serbian shortcut key                |
|---|-------------------------|--|-------------------------------------|
| Capture active window image to the Clipboard  | Alt+Prnt Scrn           | Snimi sliku aktivnog prozora u ostavu          | Alt+Prnt Scrn                       |
| Capture desktop image to the Clipboard        | Prnt Scrn               | Snimi sliku radne površine u ostavu            | Prnt Scrn                           |
| Access Start button in taskbar                | Ctrl+Esc                | Pristupi dugmetu „Start“ na traci sa alatkama  | Ctrl+Esc                            |
| Display next child window                     | Ctrl+F6                 | Prikaži sledeći pomoćni prozor                 | Ctrl+F6                             |
| Display next tabbed pane                      | Ctrl+Tab                | Prikaži sledeće okno na kartici                | Ctrl+Tab                            |
| Launch Task Manager and system initialization | Ctrl+Shift+Esc          | Pokreni Menadžer zadataka i pokretanje sistema | Ctrl+Shift+Esc                      |
| <b>File menu</b>                              |                         |  |                                     |
| File New                                      | Ctrl+N                  | Datoteka Novo                                  | Ctrl+N                              |
| File Open                                     | Ctrl+O                  | Datoteka Otvori                                | Ctrl+O                              |
| File Close                                    | Ctrl+F4                 | Datoteka Zatvori                               | Ctrl+F4                             |
| File Save                                     | Ctrl+S                  | Datoteka Sačuvaj                               | Ctrl+S                              |
| File Save as                                  | F12                     | Datoteka Sačuvaj kao                           | F12                                 |
| File Print Preview                            | Ctrl+F2                 | Datoteka Pregled pre štampanja                 | Ctrl+F2                             |
| File Print                                    | Ctrl+P                  | Datoteka Odštampaj                             | Ctrl+P                              |
| File Exit                                     | Alt+F4                  | Datoteka Izlaz                                 | Alt+F4                              |
| <b>Edit menu</b>                              |                         |  |                                     |
| Edit Undo                                     | Ctrl+Z                  | Uređivanje Opozovi radnju                      | Ctrl+Z/Y (depends on user keyboard) |

| US command                | US English shortcut key | Serbian command            | Serbian shortcut key                |
|---------------------------|-------------------------|----------------------------|-------------------------------------|
| Edit Repeat               | Ctrl+Y                  | Uređivanje Ponovi          | Ctrl+Y/Z (depends on user keyboard) |
| Edit Cut                  | Ctrl+X                  | Uređivanje Iseci           | Ctrl+X                              |
| Edit Copy                 | Ctrl+C                  | Uređivanje Kopiraj         | Ctrl+C                              |
| Edit Paste                | Ctrl+V                  | Uređivanje Nalepi          | Ctrl+V                              |
| Edit Delete               | Ctrl+Backspace          | Uređivanje Izbriši         | Ctrl+Backspace                      |
| Edit Select All           | Ctrl+A                  | Uređivanje Izaberi sve     | Ctrl+A                              |
| Edit Find                 | Ctrl+F                  | Uređivanje Pronađi         | Ctrl+F                              |
| Edit Replace              | Ctrl+H                  | Uređivanje Zameni          | Ctrl+H                              |
| Edit Go To                | Ctrl+B                  | Uređivanje Idi na          | Ctrl+G                              |
| <b>Help menu</b>          |                         |                            |                                     |
| Help                      | F1                      | Pomoć                      | F1                                  |
| <b>Font format</b>        |                         |                            |                                     |
| Italic                    | Ctrl+I                  | Kurziv                     | Ctrl+I                              |
| Bold                      | Ctrl+G                  | Podebljano                 | Ctrl+B                              |
| Underlined\Word underline | Ctrl+U                  | Podvučeno\Podvlačenje reči | Ctrl+U                              |
| Large caps                | Ctrl+Shift+A            | Velika slova               | Ctrl+Shift+A                        |
| Small caps                | Ctrl+Shift+K            | Mala slova                 | Ctrl+Shift+K                        |
| <b>Paragraph format</b>   |                         |                            |                                     |
| Centered                  | Ctrl+E                  | Centrirano                 | Ctrl+E                              |
| Left aligned              | Ctrl+L                  | Poravnato levo             | Ctrl+L                              |
| Right aligned             | Ctrl+R                  | Poravnato desno            | Ctrl+R                              |
| Justified                 | Ctrl+J                  | Obostrano poravnato        | Ctrl+J                              |



## 5.8.9 English pronunciation

### 5.8.9.1 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 a common term (such as "server"), use the local pronunciation. Pronunciation can be adapted to the Serbian phonetic system if the original pronunciation sounds very awkward in Serbian.

Generally speaking, English terms and product names left unlocalized in target material should be pronounced the English way, with a pronunciation that follows rules for Serbian phonetic transcription, for example, English "th" sounds, /ð/ and /θ/, is pronounced the Serbian way as /t/, for example, Northwind Traders would be pronounced /nortvind trejders/.

Word **Microsoft** must be pronounced the Serbian way, as Majkrosoft.

| en-US example                 | Phonetics                                   | Explanation/context/product   |
|-------------------------------|---|---|
| SecurID                       | /sikjur aj di/                              |   |
| Release Pack                  | /riliz pak/                                 |   |
| Digest                        | /dajdžest/                                  |   |
| Microsoft Windows Server 2003 | /majkrosoft vindouz server dve hiljade tri/ | Numbers are pronounced the Serbian way.<br>Microsoft is pronounced the Serbian way. |
| Outlook Web Access            | /autluk veb akses/                          |   |
| InfoPath                      | /infopat/                                   |   |
| Exchange Server               | /ikščejdž server/                           |   |
| Program Files                 | /program fajls/                             |   |
| SecurNAT                      | /sikjur nat/                                |   |
| ECHO_REQUEST                  | /eko rikvest/                               |   |

|       |           |  |
|-------|-----------|--|
| proxy | /proksi/  |  |
| .NET  | /dot net/ | .NET is considered a product name; don't say /tačka net/   |
| Skype | /skajp/   | English terms and product names left unlocalized in target material should be pronounced the English way, with a pronunciation that follows rules for Serbian phonetic transcription |

## Acronyms and abbreviations

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

Strict acronyms are pronounced like real words, generally when the consonant and vowel combination of the acronym enables it. They should be pronounced the Serbian way.

| en-US example | Phonetics |
|---------------|-----------|
| RADIUS        | /radijus/ |
| RAS           | /ras/     |
| ISA           | /isa/     |
| LAN           | /lan/     |
| WAN           | /van/     |
| WAP           | /vap/     |
| MAPI          | /mapi/    |
| POP           | /pop/     |
| URL           | /url/     |

Other abbreviations are pronounced letter by letter. There are no strict rules when a letter should be pronounced the English way and when the Serbian way. It depends on common usage.

| en-US example | Phonetics             | Explanation/context/product  |
|---------------|-----------------------|--|
| ICMP          | /aj si em pi/         | The English way  |
| TCP/IP        | /ti si pi aj pi/      | The English way  |
| TCP/IP        | /t c p i p/           | The Serbian way  |
| HTTP GET      | /h t t p get/         | The Serbian way  |
| HTTP GET      | /ha te te pe get/     | The Serbian way  |
| Rq.c.exe      | /er ku ce tačka egze/ | The Serbian way  |
| XML           | /iks em el/           | The Serbian way  |
| HTML          | /ha te em el/         | The Serbian way  |
| SQL           | /es ku el/            | The Serbian way  |
| CD-ROM        | /ce de rom/           | The Serbian way  |
| OWA           | /o duplo ve a/        | The Serbian way  |
| IIS           | /aj aj es/            | EXCEPTION! Considered a product name, to be pronounced the English way |

## URLS

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

| en-US example                        | Phonetics  | Explanation/context/product  |
|--------------------------------------|--|--|
| http://www.microsoft.com/sr-latn-rs/ | /duplo ve duplo ve duplo ve tačka majkrosoft tačka kom kosa crta sr crtica latn crtica rs/ | Domain extension .com could be pronounced either as /kom/ or /com/ |

## Punctuation marks

Most punctuation marks are naturally implied by the sound of voice, for example, ? ! : ; ,

En dash (–) is used to emphasize an isolated element or introduce an element that’s not essential to the meaning conveyed by the sentence. It should be pronounced as a comma, i.e. as a short pause.

### **Special characters**

Pronounce special characters such as / \ ¢ < > + - using the Serbian approved translations, for example, “\” will be pronounced as obrnuta kosa crta.

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