

# Kannada Style Guide

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# 1 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 Kannada 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 Kannada during the localization of your products and services.

The style guide covers guidelines and recommendations for translating the Microsoft voice into Kannada 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](#).

## 1.1 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. Kannada Shaili Kaipidi (Kannada Style Manual) Prepared by: Kannada University, Hampi and Central Institute of Indian Languages, Mysore published by: The Director, Prasaraṅga, Kannada University. First impression 1995.
2. Kannada Ratnakosha, Third (revised) Edition, 2001, By Kannada Saahitya Parishat, Bangalore
3. Kannada Saahitya Parishattina Kannada NighanTu: Published by Kannada Saahitya Parishat. Chief Editor: N Basavaradhya, Third (revised) Edition, 2001
- 4 <http://kannadakasturi.com/>
5. <http://www.baraha.com/kannada/>

## Contemporary language reference

Even though there are old grammar reference books, it's always recommended to look at contemporary language publication as they use the latest style of the language. A few publications are given here.

1. Praja Vani
2. Kannada Prabha
3. Vijaya Karnataka

## Microsoft User interface reference

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

## 2 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.

### 2.1 Choices that reflect Microsoft voice

Translating to Kannada 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.

#### 2.1.1 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 <i>information</i> better fits the context. Use <i>info</i> 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.  For information on localizing <i>you</i> , see the section <a href="#">Pronouns</a> .

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

en-US source term	kn-IN target term	kn-IN word usage
Share (verb)	ಹಂಚಿಕೊಳ್ಳು	ಈ ಫೈಲ್ ಹಂಚಿ
Pick, choose	ಆರಿಸಿ, ಆಯ್ಕೆಮಾಡಿ	ಆರಿಸಿ. For example, ಈ ಫೈಲ್ ಆರಿಸಿ

## 2.1.2 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	<i>Do</i>
As well as	<i>Also, too</i>
Attempt	<i>Try</i>
Configure	<i>Set up</i>
Encounter	<i>Meet</i>
Execute	<i>Run</i>
Halt	<i>Stop</i>
Have an opportunity	<i>Can</i>
However	<i>But</i>
Give/provide guidance, give/provide information	<i>Help</i>
In addition	<i>Also</i>
In conjunction with	<i>With</i>
Locate	<i>Find</i>
Make a recommendation	<i>Recommend</i>
Modify	<i>Change</i>
Navigate	<i>Go</i>
Obtain	<i>Get</i>
Perform	<i>Do</i>
Purchase	<i>Buy</i>



Refer to	<i>See</i>
Resolve	<i>Fix</i>
Subsequent	<i>Next</i>
Suitable	<i>Works well</i>
Terminate	<i>End</i>
Toggle	<i>Switch</i>
Utilize	<i>Use</i>

en-US source	kn-IN old word/phrase	kn-IN new word/phrase
Attempt	ಪ್ರಯತ್ನಿಸು	ಯತ್ನಿಸು
In addition	ಹೆಚ್ಚುವರಿಯಾಗಿ	ಜೊತೆಗೆ
Give/provide guidance, give/provide information	ಮಾರ್ಗದರ್ಶನ ನೀಡಿ/ಒದಗಿಸಿ, ಮಾಹಿತಿಯನ್ನು ನೀಡಿ/ಒದಗಿಸಿ	ಮಾರ್ಗದರ್ಶನ ಮತ್ತು ಮಾಹಿತಿಯನ್ನು ನೀಡಿ

## 2.2 Sample Microsoft voice text

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

### 2.2.1 Address the user to take action

US English	Kannadian target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	ಪಾಸ್‌ವರ್ಡ್ ಸರಿಯಿಲ್ಲ, ದಯವಿಟ್ಟು ಮತ್ತೆ ಪ್ರಯತ್ನಿಸಿ. ಪಾಸ್‌ವರ್ಡ್‌ಗಳು ತುಂಬಾ ಕೇಸ್ ಸೂಕ್ಷ್ಮತೆಯನ್ನು ಹೊಂದಿವೆ.	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.	ಉತ್ಪನ್ನ ಕೀಲಿ ಕಾರ್ಯನಿರ್ವಹಿಸಲಿಲ್ಲ. ದಯವಿಟ್ಟು ಅದನ್ನು ಪರಿಶೀಲಿಸಿ ಹಾಗೂ ಮತ್ತೆ ಪ್ರಯತ್ನಿಸಿ.	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	ಇದೀಗ ಸಿದ್ಧವಾಗಿದೆ	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	ಮುಂದುವರಿಸಲು ಬಯಸುವಿರಾ?	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.	ನಿಮ್ಮ PC ಗೆ ನಿಮಗೆ ಬೇಕಾಗಿರುವ ಯಾವುದೇ ಹೆಸರನ್ನು ನೀಡಿ. ಹಿನ್ನೆಲೆ ಬಣ್ಣವನ್ನು ಬದಲಾಯಿಸಲು ನೀವು ಬಯಸಿದರೆ, PC ಸೆಟ್ಟಿಂಗ್‌ಗಳಲ್ಲಿ ಹೆಚ್ಚು ಕಾಂಟ್ರಾಸ್ಟ್ ಅನ್ನು ಆಫ್ ಮಾಡಿ.	Address the user directly using the second person pronoun to take the necessary action.

## 2.2.2 Promote a feature

US English	Kannadian 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.	ನಿಮ್ಮ ಟಚ್‌ಸ್ಕ್ರೀನ್ PC ಅನ್ನು ರಕ್ಷಿಸಲು ನಿಮಗೆ ಸಹಾಯ ಮಾಡಲು ಚಿತ್ರ ಪಾಸ್‌ವರ್ಡ್ ಎನ್ನುವುದು ಹೊಸ ಮಾರ್ಗವಾಗಿದೆ. ನೀವು ಚಿತ್ರವನ್ನು ಮತ್ತು ಅದರೊಂದಿಗೆ ನೀವು ಬಳಸುವ ಸನ್ನೆಗಳನ್ನು ನಿಮ್ಮದೇ ಆದ ಅನನ್ಯವಾದ ಪಾಸ್‌ವರ್ಡ್ ರಚಿಸಲು ಆರಿಸಿಕೊಳ್ಳುತ್ತೀರಿ.	Promoting a specific feature with the use of em-dash to emphasize 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.	ನಿಮ್ಮ PC ಯ ಸ್ಥಾನ, ಹೆಸರು, ಖಾತೆ ಚಿತ್ರ ಮತ್ತು ಇತರ ಡೊಮೇನ್ ಮಾಹಿತಿಯನ್ನು ಆಧರಿಸಿ ಅಪ್ಲಿಕೇಶನ್‌ಗಳು ನಿಮಗೆ ವೈಯಕ್ತಿಕಗೊಳಿಸಿದ ವಿಷಯವನ್ನು ನೀಡಲಿ.	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.

### 2.2.3 Provide how-to guidelines

US English	Kannadian target	Explanation
To go back and save your work, click Cancel and finish what you need to.	ನಿಮ್ಮ ಕೆಲಸಕ್ಕೆ ಮರಳಿ ಹೋಗಲು ಮತ್ತು ಉಳಿಸಲು, ರದ್ದುಮಾಡು ಕ್ಲಿಕ್ ಮಾಡಿ ಮತ್ತು ನಿಮಗೆ ಬೇಕಾಗಿರುವುದನ್ನು ಪೂರೈಸಿ.	Short and clear action using the second person pronoun.
To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.	ನಿಮ್ಮ ಪ್ರಸ್ತುತ ಚಿತ್ರ ಪಾಸ್‌ವರ್ಡ್ ಅನ್ನು ದೃಢಪಡಿಸಲು, ರೀಪ್ಲೇಯನ್ನು ವೀಕ್ಷಿಸಿ ಮತ್ತು ನಿಮ್ಮ ಸ್ವಂತ ಚಿತ್ರದಲ್ಲಿ ತೋರಿಸಿದ ಉದಾಹರಣೆ ಸನ್ನೆಗಳನ್ನು ಪತ್ತೆಹಚ್ಚಿ.	Voice is simple and natural. The user isn't overloaded with information; we tell them only what they need to know to make a decision.

### 2.2.4 Explanatory text and support

US English	Kannadian 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.	ಪರಿಷ್ಕರಣೆಗಳನ್ನು ಸ್ಥಾಪನೆಗೊಳಿಸಲಾಗಿದೆ, ಆದರೆ ಇವುಗಳು ಕಾರ್ಯನಿರ್ವಹಿಸಲು Windows 10 ಸೆಟಪ್ ಅದನ್ನು ಮರುಪ್ರಾರಂಭಿಸಬೇಕಾಗಿದೆ. ಅದು ಮರುಪ್ರಾರಂಭವಾದ ನಂತರ, ನಾವು ನಿಲ್ಲಿಸಿರುವಲ್ಲಿಂದ ಮುಂದುವರಿಯುತ್ತೇವೆ.	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.	ನೀವು ಇದೀಗ ಮರುಪ್ರಾರಂಭಿಸಿದರೆ, ಈ PC ಬಳಸುವ ನೀವು ಮತ್ತು ಇತರ ವ್ಯಕ್ತಿಗಳು ಉಳಿಸದ ಕಾರ್ಯವನ್ನು ಕಳೆದುಕೊಳ್ಳಬಹುದು.	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.	ನೀವು ಅಮಾನ್ಯ ಅಥವಾ ತಪ್ಪಿಹೋದ ಗುಣಲಕ್ಷಣಗಳನ್ನು ಸರಿಪಡಿಸಿದ ನಂತರ ಈ ದಾಖಲೆಯನ್ನು ಸ್ವಯಂಚಾಲಿತವಾಗಿ ಸರಿಯಾದ ಲೈಬ್ರರಿಗೆ ಸರಿಸಲಾಗುತ್ತದೆ.	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.	ಏನೋ ತಪ್ಪಾಗಿದೆ! ನಿಮ್ಮ ಬೂಟ್ ಮಾಡಬಹುದಾದ ನಿಮ್ಮ USB ಫ್ಲಾಶ್ ಡ್ರೈವ್ ರಚಿಸಲು ಡೌನ್‌ಲೋಡ್ ಮಾಡಿದ ಫೈಲ್ ಗಳನ್ನು ಗುರುತಿಸಲು ಸಾಧ್ಯವಾಗುತ್ತಿಲ್ಲ.	Without complexity and using short sentences inform the user what has happened.

## 3 Language-specific standards

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

### 3.1 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.

#### 3.1.1 Abbreviations

In general, most abbreviations are not allowed in Kannada. Exceptions can be made in unavoidable instances, such as when there is a character limit for a particular string that can't be further reduced.

In the above case, the abbreviated terms can be denoted by using period at the end as below.

Examples:

ಸಂಖ್ಯೆ	ಸಂ.
ವೀಡಿಯೋ	ವೀಡಿ.
ಕ್ರಮಸಂಖ್ಯೆ	ಕ್ರ.ಸಂ.

While abbreviating, keep in a mind that the abbreviated term should be understood easily.

If there isn't an established abbreviation for a certain word and you need to abbreviate it, keep the following rules in mind and make sure to use the same abbreviation consistently throughout.

- To avoid confusing the reader, don't abbreviate a word in a way that coincides with an established abbreviation for a different word.
- If the full word carries an accent mark and the letter that has the accent mark is included in the abbreviation, the abbreviation should keep the accent mark on the appropriate letter.
- Product names should never be abbreviated.

## 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:

List of common abbreviations:

The following table lists common Kannada expressions and their associated, acceptable abbreviations.

Kannada at present is in the transitional stage of modernization. Hence economy of strokes in typing etc., are playing an important role in the way that the abbreviations are written. At present they are written with dot and also without dot as given below.

Expression	Acceptable abbreviation
B.A.	(+) ಬಿಎ
B.Sc.	(+) ಬಿಎಸ್ಸಿ
B.C.A	(+) ಬಿಸಿಎ
BCCI	(+) ಬಿಸಿಸಿಐ
ATM	(+) ಎಟಿಎಮ್
IST	(+) ಐಎಸ್‌ಟಿ

Additional guidelines:

- Use a nonbreaking space (CTRL+SHIFT+SPACEBAR) in any abbreviation.

If nonbreaking spaces can't be used (in Help files, for example) it's also acceptable to write these abbreviations without a space to avoid having one letter move to the beginning of the next line.

## Measurements and numerals

These are the abbreviations for measurements and numerals used in Kannada:

Measurement	Abbreviation
Kilometer (km)	ಕಿಲೋಮೀಟರ್ (ಕಿ.ಮೀ.)
Meter (m)	ಮೀಟರ್ (ಮೀ)
Centimeter (cm)	ಸೆಂಟಿಮೀಟರ್ (ಸೆ.ಮೀ.)
Millimeter (mm)	ಮಿಲಿಮೀಟರ್ (ಮಿ.ಮೀ.)
Inch	ಅಂಗುಲ
Gigabyte	GB
Kilobyte	kB
Kilobit	Kb
Megabyte	MB
megabit	Mb

Don't abbreviate words which will cause grammatical error or in which will create confusion to the user. For example: ಮಾಡು — ಮಾ. This may convey both in negative and positive way. Here ಮಾಡು can convey ಮಾಡಬೇಡ also. So avoid those kind of abbreviations.

### 3.1.2 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).

#### Localized acronyms

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

Examples:

List of common acronyms:

(+) ಉಲ್ಫಾ ಯುನೈಟೆಡ್ ಲಿಬರೇಶನ್ ಫ್ರಂಟ್ ಆಫ್ ಅಸ್ಸಾಮ್

'ULFA'

(+) ಟಾಡಾ	ಟೆರರಿಸ್ಟ್ & ಡಿಸ್ಟ್ರಿಬ್ಯೂಟ್ ಆಕ್ಟಿವಿಟೀಸ್ ಪ್ರಿವೆನ್ಯನ್ ಆಕ್ಟ್	'TADA'
(+) ಪೊಟಾ	ಪ್ರಿವೆನ್ಯನ್ ಆಫ್ ಟೆರರಿಸ್ಟ್ ಆಕ್ಟಿವಿಟೀಸ್	'POTA'
(+) ಪೊಟೊ	ಪ್ರಿವೆನ್ಯನ್ ಆಫ್ ಟೆರರಿಜಮ್ ಆರ್ಟಿನಾಂಜ್	'POTO'
(+) ಸಾರ್ಕ್	ಸೌಥ್ ಏಶಿಯನ್ ಅಸೋಸಿಯೇಶನ್ ಫಾರ್ ರೀಜನಲ್ ಕೋ-ಆಪರೇಶನ್	'SAARC'
(+) ಯುನೆಸ್ಕೊ	ಯುನೈಟೆಡ್ ನೇಶನ್ಸ್ ಎಜ್ಯುಕೇಶನಲ್ ಸೈಂಟಿಫಿಕ್ & ಕಲ್ಚರಲ್ ಆರ್ಗನೈಜೇಶನ್	'UNESCO'
(+) ಯುನಿಸೆಫ್	ಯುನೈಟೆಡ್ ನೇಶನ್ಸ್ ಇಂಟರ್ನ್ಯಾಶನಲ್ ಚಿಲ್ಡ್ರನ್ ಎಮರ್ಜೆನ್ಸಿ ಫಂಡ್	'UNICEF'
(+) ಹೂ	ವರ್ಲ್ಡ್ ಹೆಲ್ತ್ ಆರ್ಗನೈಜೇಶನ್	'WHO'

#### Examples of Kannada Acronyms:

- (+) ಕಸಾಪ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಿಷತ್ Kannada Sahitya Parishat
- (+) ಭಾಜಪ ಭಾರತೀಯ ಜನತಾ ಪಕ್ಷ 'BJP'

#### Additional guidelines:

- Use a nonbreaking space (CTRL+SHIFT+SPACEBAR) in any abbreviation.
- If nonbreaking spaces can't be used (in Help files, for example) it's also acceptable to write these abbreviations without a space to avoid having one letter move to the beginning of the next line.

#### Unlocalized acronyms

Many acronyms are standardized and remain untranslated. They are only followed by their full spelling in English if the acronym must be explained to Kannada-speaking audiences. If the acronym is commonly known, it can be used on its own.

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

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

If you're unsure what an acronym or abbreviation stands for or refers to, contact your PM.

### 3.1.3 Adjectives

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

Kannada Adjectives are words that describe or modify another person or thing in the sentence.

Examples:

(+) ಒಂದು ದೊಡ್ಡ ಕಟ್ಟಡ

(+) ಒಬ್ಬ ತುಂಬಾ ಒಳ್ಳೆಯ ಗೆಳೆಯ

### Possessive adjectives

The frequent use of possessives is a feature of English language. However, in Kannada, possessive adjectives are handled in the same way while translating from English.

Examples:

(+) ನನ್ನ ಫೋನು

(+) ಅವರ ಮನೆ

### 3.1.4 Articles

#### General considerations

Many error messages in English vary with regard to the use of articles, demonstrative and possessive pronouns. Be consistent in how you deal with such variation in Kannada.

There is no article in Kannada. Only demonstrative and possessive pronouns.

Be consistent in how you deal with such variation in Kannada.

English example	Kannada example	Explanation
File already exists The file already exists This file already exists	(+) ಈಗಾಗಲೇ ಫೈಲ್ ಇದೆ.	In complete sentences, use determiners consistently even if the US string does not.
Not enough memory to complete this operation.	(+) ಈ ಕ್ರಿಯೆಯನ್ನು ಪೂರ್ಣಗೊಳಿಸಲು ಸಾಕಷ್ಟು ಸ್ಮರಣೆ ಇಲ್ಲ.	No need to use a demonstrative construction, unless it's important in context.



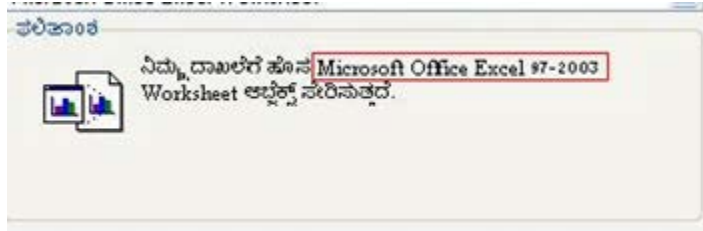
English example	Kannada example	Explanation
Windows 10 can't start your system. If the problem persists, contact your network administrator.	(+) Windows 10ಕ್ಕೆ ನಿಮ್ಮ ಗಣಕವನ್ನು ಆರಂಭಿಸಲು ಆಗಲಿಲ್ಲ. ಸಮಸ್ಯೆ ಮುಂದುವರೆದರೆ ನಿಮ್ಮ ನೆಟ್ ವರ್ಕ್ ನಿರ್ವಾಹಕರನ್ನು ಸಂಪರ್ಕಿಸಿ.	Avoid using possessive marker "your" unless ownership is important in context.

## Unlocalized feature names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language. We treat them in this way:

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

English example	Kannada example
Windows Mail shares your Internet Connection settings with Internet Explorer	(+) Windows Mail ನಿಮ್ಮ ಇಂಟರ್ನೆಟ್ ಸಂಪರ್ಕ ಸೆಟ್ಟಿಂಗ್‌ಗಳನ್ನು Internet Explorer ನೊಂದಿಗೆ ಹಂಚುತ್ತದೆ
Website addresses will be sent to Microsoft	(+) Microsoft ಗೆ ವೆಬ್‌ಸೈಟ್ ವಿಳಾಸಗಳನ್ನು ಕಳುಹಿಸಲಾಗುವುದು.



## Localized feature names

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

Example:

English example	Kannada example
Open Control Panel from the Settings	(+) ಸೆಟ್ಟಿಂಗ್‌ಗಳಿಂದ ನಿಯಂತ್ರಣ ಫಲಕ ತೆರೆಯಿರಿ

## Articles for English borrowed terms

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

- Motivation: Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of the Kannada language?
- Analogy: Is there an equivalent Kannada term whose article could be used?
- Frequency: Is the term used in other technical documentation? If so, what article is used most often?

The internet may be a helpful reference here.

Check the [Microsoft Language Portal](#) to confirm the user of a new loan word and its proper article to avoid inconsistencies.

Even though we use English words as transliteration form, we have to follow grammar rules such as suffix and plural forms should be added as applicable in Kannada. ZWNJ should be used wherever applicable in the transliteration words.

Examples:

English examples	Kannada example
Application	(+) ಅಪ್ಲಿಕೇಶನ್
Applications	(+) ಅಪ್ಲಿಕೇಶನ್‌ಗಳು
Window	(+) ವಿಂಡೋ
Log in	(+) ಲಾಗ್ ಇನ್

### 3.1.5 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.

#### Compound words

In Kannada compounding is one of the most productive word formation processes.

Examples:

Noun-Noun Compounds: Where both components are nouns

Hyponomous Compound: ಸೀಬೆ ಕಾಯಿ, ಕುದುರೆ ಗಾಡಿ

Dvanda Compound: ಕಣ್ಣು, ಮೂಗು, ಬಸ್ಸು, ಕಾರು.

Regular Compound: ಮನೆಗೆಲಸ, ಕಸ ಕಡ್ಡಿ

Complex Compound: ಕಲ್ಲು ಸಕ್ಕರೆ

Genitive Compound: ದೇವರಮನೆ

Re-Duplicative Compound: ಬೀದಿ ಬೀದಿ

Intensifier Compound: ತುತ್ತ ತುಡಿ

Stem Compound: ಛಾಯಾಚಿತ್ರ

The way the compounds are written varies. They combine to form a word, written without space and sometimes they are written as two words with space. But, some people in order to indicate the relation between the two words in a compound add '-' in between. But this process of adding a '-' is not so popular. Also there are no standards. The standards have to be evolved.

Generally, compounds should be understandable and clear to the user. Overly long or complex compounds should be avoided by verbally expressing the relationship among the various compound components. Keep in mind that unintuitive compounds are ultimately an intelligibility and usability issue.

English examples	Kannada example
Internet Accounts	(+) ಇಂಟರ್ನೆಟ್ ಖಾತೆಗಳು
Logon script processing	(+) ಲಾಗ್ ಆನ್ ತುಣುಕು ಸಂಸ್ಕರಣ
Workgroup Administrator	(+) ಕಾರ್ಯಗುಂಪಿನ ನಿರ್ವಾಹಕ
Internet News Server Name	(+) ಇಂಟರ್ನೆಟ್ ಸುದ್ದಿ ಸರ್ವರ್ ಹೆಸರು

### 3.1.6 Conjunctions

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

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

Sometimes use of conjunctions to start a sentence would provide a light informal tone in Kannada.

en-US source text	kn-IN old use of conjunctions	kn-IN new use of conjunctions
As <product> gains features, there is a risk that older content may not display correctly.	<product>ವೈಶಿಷ್ಟ್ಯಗಳನ್ನು ಪಡೆದಂತೆಯೇ, ಹಳೆಯ ವಿಷಯವು ಸರಿಯಾಗಿ ಪ್ರದರ್ಶಿಸಲಾಗದೇ ಇರುವ ಅಪಾಯವಿರುತ್ತದೆ.	<product>ವೈಶಿಷ್ಟ್ಯಗಳನ್ನು ಪಡೆದುಕೊಳ್ಳುವುದರಿಂದಾಗಿ, ಹಳೆಯ ವಿಷಯವನ್ನು ಸರಿಯಾಗಿ ಪ್ರದರ್ಶಿಸಲಾಗದೇ ಇರಬಹುದಾದ ಅಪಾಯವಿರಬಹುದು.

### 3.1.7 Gender

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

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

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

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. In cases where a reference to a single person is impossible to avoid, don't use "he or she," "him or her," or "his or hers." The language in Microsoft products should sound natural, as if part of a spoken conversation. Also, generally avoid the use of slashes to combine both genders (although sometimes exceptions are made—see table below).

Use the following strategies to avoid the use of overtly gender-biased expressions:

Examples:

Linguistic method	Example	Context
Use a Neutral noun	(+) ಅಧ್ಯಕ್ಷರು	Concept descriptions, explanations
Two different genders are used. Better to use the form with the name like ಪೀಟರ್ ಅವರು	(+) ಅವನು, ಅವಳು, ಅವರು	<b>Only</b> in exceptional cases such as License Terms, sometimes in tables (headers or column/row titles, for example)

### 3.1.8 Genitive

The genitive case in Kannada generally indicates "possession." Here the possession includes possession of qualities or attributes also. So, one interprets that as having an adjective function also. Generally, similarity between genitives and adjectives is that both of them end in -ಅ. The genitive marker in Kannada is "-ಅ" then it's added, the links like -ದ್-, -ಇನ್-, -ಯ್-, etc., shall come in between the word and the genitive marker.

(+) ಹುಡುಗನ (+) ಕಾಲೇಜಿನ

(+) ಪುಸ್ತಕದ (+) ಕಂಪ್ಯೂಟರಿನ

(+) ಮನೆಯ (+) ಫೋನಿನ

#### Convention 1

Attaching a genitive to (trademarked) product names is not feasible, as it could be interpreted as a modification of such names. In case the genitive to be used for product names, it's recommended to use separated by space.

Examples:

#### Recommended use:

Microsoft Office Word ನೆ

Microsoft Excel ನೆ

#### Not recommended:

Microsoft Office Wordನೆ

Microsoft Excelನೆ

### 3.1.9 Gerunds

Be careful when translating gerunds. To be on the safe side, it's recommended to do away with them altogether. Consider the following:

Example:

In running text:

Skype has great offers, including the best rates for calling anywhere in the world.

ಪ್ರಪಂಚದಲ್ಲಿನ ಎಲ್ಲೆಯಾದರೂ ಕರೆಮಾಡುವುದಕ್ಕಾಗಿ ಉತ್ತಮ ದರಗಳು ಸೇರಿದಂತೆ, Skype ಉತ್ತಮ ಕೊಡುಗೆಗಳನ್ನು ಹೊಂದಿದೆ.

Links:

Getting help

ಸಹಾಯ ಪಡೆಯುವಿಕೆ

### 3.1.10 Localizing colloquialism, idioms, and metaphors

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

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

- Don't attempt to replace the source colloquialism with an Kannada 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.

### 3.1.11 Modifiers

As in English, Kannada also uses adjectives and adverbs as modifiers. Kannada possess few adjectives that are not derived from some noun.

Examples: ಕಪ್ಪಾದ ಮೋಡ

ಸುಂದರವಾದ ನವಿಲು

From above examples ಕಪ್ಪಾದ (kappada) and ಸುಂದರವಾದ (sundaravada) can be described as modifiers.

### 3.1.12 Nouns

#### General considerations

Many languages differentiate between different noun classes based on features such as animacy, shape, gender, and so on. English loan words must be integrated into the noun class system of your language. When faced with an English loan word not previously used in Microsoft products, consider the following options:

- Motivation: Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of your language?
- Analogy: Is there an equivalent Kannada term that could be used to justify the noun class the noun gets assigned to?
- Frequency: Is the term used in other technical documentation? If so, what noun class is it assigned to most often? The Internet may be a helpful reference here.

If the choice of noun class is left up to you, ensure that you provide consistent translations within the Microsoft product. Consult with your translation team lead and team members to decide what noun class to assign.

Examples:

English example	Kannada example
Delete it from server.	(+) ಇದನ್ನು ಸರ್ವರ್‌ನಿಂದ ತೆಗೆದುಹಾಕು.
Enter a password to log into the server	(+) ಸರ್ವರ್‌ಗೆ ಲಾಗ್ ಮಾಡಲು ಪಾಸ್‌ವರ್ಡ್ ಅನ್ನು ನಮೂದಿಸಿ
DNS can't resolve the server IP address	(+) ಸರ್ವರ್‌ನ IP ವಿಳಾಸವನ್ನು DNS ಗೆ ಬಗೆಹರಿಸಲಾಗುವುದಿಲ್ಲ
Verify the name of the server's certificate	(+) ಸರ್ವರ್‌ನ ಪ್ರಮಾಣಪತ್ರದ ಹೆಸರನ್ನು ಪರಿಶೀಲಿಸಿ.

## Inflection

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

Examples:

English example	Kannada example
Clients	(+) ಕ್ಲೈಂಟ್‌ಗಳು
Websites	(+) ವೆಬ್‌ಸೈಟ್‌ಗಳು
Downloads	(+) ಡೌನ್‌ಲೋಡ್‌ಗಳು
Proxies	(+) ಪ್ರಾಕ್ಸಿಗಳು
Administrators	(+) ನಿರ್ವಾಹಕರು

## Plural formation

For Kannada, *ಗಳು*, *ಅವರು/ರವರು* should be added in plural formation

Examples:

(+) ಡೌನ್‌ಲೋಡ್‌ಗಳು

(+) ಸಮಸ್ಯೆಗಳು

### 3.1.13 Participles

In English, participles are very frequent, and so is the passive voice. Avoid using a literal translation. In general, use active verb forms.

Example:

Many of these features are used by Skype users.

ಈ ಹಲವಾರು ವೈಶಿಷ್ಟ್ಯಗಳನ್ನು Skype ಬಳಕೆದಾರರಿಂದ ಬಳಸಲಾಗಿದೆ.



### 3.1.14 Prepositions

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

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

Pay attention to the correct use of the preposition in translations. Influenced by the English language, many translators omit them or change the word order.

English prepositions become postpositions in Kannada. For example: *ಒಳಗೆ, ಕೂಡ, ಸಹ, ಜೊತೆ*. Anglicisms should be avoided. The table below contains frequently used verbs and the prepositions that follow them. Use this table as a reference.

US Expression	Kannada Expression	Comment
migrate to	(+)...ಗೆ ವಲಸೆ ಹೋಗು	In Kannada there is no preposition. Instead of this we use postposition.
Migrate from	(+)...ಇಂದ ವಲಸೆಯಾಗು...	Following examples are kept in noun forms.
import to	(+)...ಗೆ ಆಮದು ಮಾಡುವುದು	
import from	(+)...ಇಂದ ಆಮದು ಮಾಡು	
export to	(+)...ಗೆ ರಫ್ತು ಮಾಡು	
export from	(+)...ಇಂದ ರಫ್ತು ಮಾಡು	
update to	(+)...ಗೆ ನವೀಕರಿಸು	
upgrade to	(+)...ಗೆ ಉತ್ತಮ ಪಡಿಸು ಸುಧಾರಿಸು	
change to	(+)...ಗೆ ಬದಲಿಸು	
click on	(+)...ಮೇಲೆ ಕ್ಲಿಕ್ ಮಾಡಿ	
connect to	(+)...ಗೆ ಸಂಪರ್ಕಿಸಿ	
welcome to...	(+)...ಗೆ ಸ್ವಾಗತ	

### 3.1.15 Pronouns

Many error messages in English vary with regard to the use of articles, demonstrative and possessive pronouns. Be consistent in how you deal with such variation in Kannada.

There is no article in Kannada. Only demonstrative and possessive pronouns. Be consistent in how you deal with such variation in Kannada.

Examples:

(+) ಅವನು, ಅವಳು, ಅವರು, ಅದು, ಇದು

### 3.1.16 Punctuation

Social updates should finish with punctuation — but if you need to save on character count, you can drop that final period or question mark. Use your discretion.

#### **Bulleted lists**

Bulleted text should be followed as in the source for Kannada also. This will give user the exact points clearly.

#### **Comma**

We use Comma to give break between the words while writing in Kannada.

Example:

(+)ನಿನ್ನೆ ಅವರ ಮನೆಗೆ ಸಂಪಾದಕರು, ಮಂತ್ರಿಗಳು ಮತ್ತಿತರರು ಹೋಗಿದ್ದರು.

#### **Colon**

Use colons to list out the contents or while giving the details.

Example:

ಎಂತಹವರಿಗೆ ಸಾಲಕೊಡಲಾಗುವುದು ಎಂದರೆ: ಅಂಗವಿಕಲರು, ವೃದ್ಧರು, ನಿರಾಶ್ರಿತರು, ಮತ್ತಿತರ ನಿರ್ಗತಿಕರು.

Colons shouldn't be written for complete sentences.

#### **Dashes and hyphens**

Three different dash characters are used in English:

## Hyphen

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

Example:

(+) E-mail ಇ-ಮೇಲ್

## En dash

The en dash is commonly used to indicate a closed range of values. This may include ranges such as those between dates, times, or numbers. This is used as a minus sign, usually with spaces before and after. En dash A dash smaller than an em dash but usually longer than a regular hyphen, the **en dash** is often used in place of the word "to" such as

Example:

10 – 5 p.m.

ಬೆಳಿಗ್ಗೆ 10 – ಸಂಜೆ 5 ರವರೆಗೆ

The en dash is also used in number ranges, such as those specifying page numbers.

Example:

from page No. 1 – 5

ಪುಟ ಸಂ 1 – 5

## Em dash

The difference between Em dash and En dash is, em dash is longer than an en dash. The em dash should only be used to emphasize an isolated element or introduce an element that's not essential to the meaning conveyed by the sentence. This is used in writing and printing to indicate a break in thought or sentence structure, to introduce a phrase added

Example:

(+) ಕನ್ನಡ ಸಾಯುವ ಭಾಷೆಯಲ್ಲ — ಪ್ರೊ. ಜಿ.ವಿ

## Decimal separators

Numbers may be written with numerals (120) or spelled out (ನೂರಾ ಇಪ್ಪತ್ತು). The choice of either spelling numbers or writing them out with numerals depends on a few factors, namely, the type of text, the complexity of the number and the context of use. Thus, in general, in scientific and technical texts, due to clarity and conciseness, it's more common to use numerals. The use of numerals is mandatory in the case of mathematical operations, statistics, inventories, tables, charts, graphs, etc. For the same reasons, in banners, taglines, newspaper headlines and marketing texts numerals are preferred. On the contrary, in the case of literary works of art and non-technical texts, it's more stylistic and commonplace to spell them out, except if we're dealing with more complex figures.

It's not recommended to mix them in the same text. If simple and more complex numbers are used in the same text, numerals are preferred.

The following are always written with numerals:

- Time
- Dates and years
- Metric system measures (5 m, 33 km, 12 kg)
- Temperature degrees (24 °C)
- Number of inhabitants (41 000 000 ಜನರು)
- Version number (ಆವೃತ್ತಿ 3.0)
- Page numbers (ಪುಟ 18)
- Article numbers (ಲೇಖನ 15)

Kannada uses a period as a decimal separator.

Example:

English: 5.25 inches

Kannada: 5.25 ಅಂಗುಲಗಳು

For numbers smaller than 1, always put the zero before the decimal period.

Example:

English: .5

Kannada: 0.5

For thousands, use a comma as used in English.

## Ellipses (suspension points)

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

Example:

(+) ಅವರಿಗೆ ಆಕಸ್ಮಿಕವಾಗಿ ಸಂದೇಹ...

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

Even word is missing, the missing letter should be understood by the user.

## Exclamation marks

As a rule, we aim for our excitement to come through in our copy — not our punctuation. (More about that in our style guide) Twitter is a different experience. Most Twitter users' feeds are a deluge of short messages from countless sources. For a user to focus on every one of them — much less act upon them — is near-impossible.

So we use the occasional exclamation mark to convey importance and draw attention.

## Percentage

In Kannada, don't leave a space between the number and the % sign:

Incorrect: 50 %

Correct: 50%

## Period

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

Example:

(+) ಈಗ ಹಣದ ತೊಂದರೆಯಿಂದ ಸಂಪೂರ್ಣ ಹೊರಬಂದಿದ್ದೇನೆ.

## Quotation marks

Quotation marks are used when referring to Kannada.

In US source strings, you may find software references surrounded by English quotation marks, Kannada.

"" used to denote either speech or a quotation.

" used to denote either speech or a quotation.

Examples:

(+) ಈ ದಿನ "ಗಣೇಶ ಚತುರ್ಥಿ".

(+) ಹೂಡಿಕೆದಾರರ ಮಂದ್ರವೆಂದರೆ 'ವೈವಿಧ್ಯತೆ'.

## Parentheses

In English, there is no space between the parentheses and the text inside them. For Kannada, additional word, clause, etc; are placed as an explanation or comment in a sentence.

Example:

(+) (ಗಮನಿಸಿ: ಈ ದಿನ ಅಂಗಡಿ ತೆರೆದಿರುವುದಿಲ್ಲ.)

### 3.1.17 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

Following sentence fragments are to be used to convey the kn-IN Microsoft voice.

en-US source text	kn-IN long form	kn-IN sentence fragment
Use the following steps.	ಈ ಹಂತಗಳನ್ನು ಬಳಸಿ	ಹೀಗೆ ಮಾಡಿ
Use this step by step.	ಒಂದರ ನಂತರ ಮತ್ತೊಂದರಂತೆ ಬಳಸಿ	ಕ್ರಮವಾಗಿ
List this in descending order.	ಇಳಿಕೆ ಕ್ರಮದಲ್ಲಿ	ಅವರೋಹಣ

### 3.1.18 Split infinitive

A split infinitive is an English-language grammatical construction in which a word or phrase, usually an adverb or adverbial phrase, comes between the marker to and the bare infinitive (uninflected) form of a verb.

Example:

To go nearby to that mountain where nobody has gone before. ಇದುವರೆಗೂ ಯಾರೂ ಹೋಗದ ಆ ಬೆಟ್ಟದ ಹತ್ತಿರ ಹೋಗಲು. Here, the adverb, nearby/ಹತ್ತಿರ splits the full infinitive "to go."

### 3.1.19 Subjunctive

Expressing a condition, a possibility or a hypothesis, is a verb mood typically used in subordinate clauses to express a wish.

Example:

Judgment, possibility, necessity, opinion etc.! In Kannada it's ತೀರ್ಪು, ಸಂಭವನೀಯತೆ, ಅಗತ್ಯ, ಅಭಿಪ್ರಾಯ

### 3.1.20 Symbols & nonbreaking spaces

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

Example: "stop" mean red spot is there, it seems you must stop at that point. "School"—schools symbol shown here.

Example:

Source: To continue, select ü

Translation: (+) ಮುಂದುವರಿಸಲು, ü ಅನ್ನು ಆಯ್ಕೆಮಾಡಿ

The nonbreaking space is also known as a hard space or fixed space. In HTML nonbreaking space is created by replacing the space with "&nbsp;".

Example:

(+) ಅಪ್ಲಿಕೇಶನ್&nbsp;ಗ್ರಾಫಿಕ್&nbsp;ಅನ್ನು ಪರಿವರ್ತಿಸಲು ಪ್ರಯತ್ನಿಸಬಹುದು

### 3.1.21 Verbs

For US English Microsoft voice, verb tense helps to convey the clarity of Microsoft voice. Simple tenses are used. The easiest tense to understand is the simple present, like we use in this guide. Avoid future tense unless you'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.

Examples:

English example	Kannada example	Explanation
The document is too large. Document too large.	(+) ದಾಖಲೆಯು ತುಂಬಾ ದೊಡ್ಡದು.	Be consistent in your usage of the verb
Access was denied. Access denied.	(+) ಪ್ರವೇಶವನ್ನು ನಿರಾಕರಿಸಲಾಗಿದೆ.	In all the sentences, use verbs and the same tense as in the source string.
The file "%s" is an unknown graphics format.	(+) "%s" ಫೈಲ್ ಒಂದು ಅಜ್ಞಾತ ಗ್ರಾಫಿಕ್ಸ್ ಸ್ವರೂಪವಾಗಿದೆ	Rephrase "is" with "have" if necessary to produce an appropriate translation and use "an" (ಒಂದು) if necessary.
The application may attempt to convert the graphic.	(+) ಅಪ್ಲಿಕೇಶನ್ ಗ್ರಾಫಿಕ್ ಅನ್ನು ಪರಿವರ್ತಿಸಲು ಪ್ರಯತ್ನಿಸಬಹುದು	may + Verb can be rephrased as Verb + possibly

Continuous operations are usually expressed as per the English context.

English example	Kannada example
Connecting to a network	(+) ನೆಟ್‌ವರ್ಕ್‌ಗೆ ಸಂಪರ್ಕಿಸಲಾಗುತ್ತಿದೆ (-) ನೆಟ್‌ವರ್ಕ್‌ಗೆ ಸಂಪರ್ಕಿಸು



## 4 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 Kannadian, 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.

### 4.1 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 <http://www.microsoft.com/enable/education/>.

### 4.2 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 be obtained [here](#).

For Kannada, we usually don't translate any product and feature names until the particular product and application name is localized with their names.

#### Version numbers

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

US English	Kannada target
Windows 10	Windows 10

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

### 4.3 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](#).

### 4.4 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.

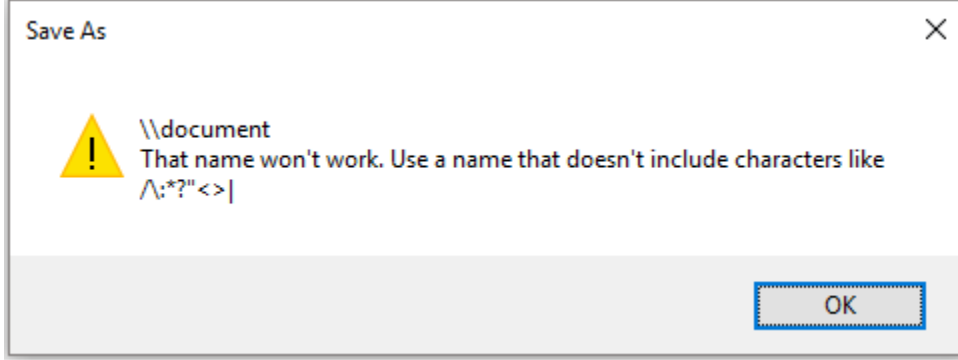
A thorough understanding of the culture of the target market is required for checking the appropriateness of cultural content, clip art and other visual representations of religious symbols, and body and hand gestures.

### 4.5 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.

### 4.5.1 Error messages

Here is an example:



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 Kannada translation
Oops, that can't be blank...	ಓಹ್, ಅದು ಖಾಲಿ ಇರಲು ಸಾಧ್ಯವಿಲ್ಲ...
Not enough memory to process this command.	ಈ ಆದೇಶವನ್ನು ಪೂರೈಸಲು ಸಾಕಷ್ಟು ಸ್ಮರಣೆ ಲಭ್ಯವಿಲ್ಲ.

### Kannada 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.

Error messages should be simple and easy to understand the user.

### 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.

Examples:

English	Translation	Example
Can't ... Could not ...	(+) ಫೈಲ್ ದೊರೆಯಲಿಲ್ಲ	File could not be found File can't be found
Failed to ... Failure of ...	(+) ಸಂಪರ್ಕಿಸುವಲ್ಲಿ ವಿಫಲವಾಗಿದೆ	Failed to connect Failure to connect
Can't find ... Could not find ... Unable to find ... Unable to locate ...	(+) ಡ್ರೈವರ್‌ಗೆ ಸಾಫ್ಟ್‌ವೇರ್ ಹುಡುಕಲು ಸಾಧ್ಯವಾಗಲಿಲ್ಲ	Can't find driver software Could not find driver software Unable to find driver software Unable to locate driver software
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	(+) ಸಾಕಷ್ಟು ಸ್ಮರಣೆ ಲಭ್ಯವಿಲ್ಲ	
... is not available ... is unavailable	(+) ಆದೇಶ ಲಭ್ಯವಿಲ್ಲ	The command is not available The command is unavailable

### 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".

Examples:

English example	Message user will see	Kannada example
Replace invalid %s?	Replace invalid data? Replace invalid file?	(+) ಅಮಾನ್ಯವಾದ %s ಅನ್ನು ಬದಲಾಯಿಸುವುದೇ?
%s already exists	File already exists Name already exists	(+) %s ಈಗಾಗಲೇ ಇದೆ
%s is now set as your personal contact.	Regina is now set as your personal contact Mr. Kim is now set as your personal contact	(+) %s ಅನ್ನು ಈಗ ನಿಮ್ಮ ವೈಯಕ್ತಿಕ ಸಂಪರ್ಕವಾಗಿ ಹೊಂದಿಸಲಾಗಿದೆ.
%s stopped working and was closed	The application stopped working and was closed The program stopped working and was closed	(+) %s ಕೆಲಸ ಮಾಡುವುದನ್ನು ನಿಲ್ಲಿಸಿದೆ ಹಾಗೂ ಮುಚ್ಚಿದೆ

#### 4.5.2 Keys

In English, references to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps). Names of keys appearing on keyboard should not be translated.

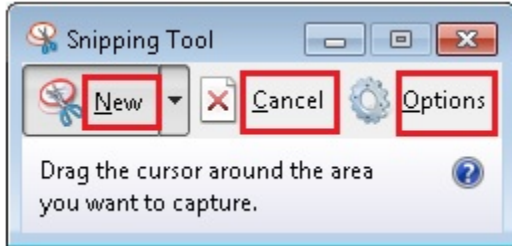
#### Key names

English key name	Kannada key name
Alt	Alt
Backspace	Backspace
Break	Break
Caps Lock	Caps Lock

English key name	Kannada key name
Ctrl	Control
Delete	Delete
Down Arrow	ಕೆಳಗಿನ ಬಾಣದ ಗುರುತು
End	End
Enter	Enter
Esc	Escape
Home	Home
Insert	Insert
Left Arrow	ಎಡ ಬಾಣದ ಗುರುತು
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	ಬಲ ಬಾಣದ ಗುರುತು
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	ಸ್ಪೇಸ್‌ಬಾರ್
Tab	Tab
Up Arrow	ಮೇಲಿನ ಬಾಣದ ಗುರುತು
Windows key	Windows ಕೀ
Menu Key	ಮೆನು ಕೀ
Print Screen	Print Screen

### 4.5.3 Keyboard shortcuts

Sometimes, there are underlined or highlighted letters in menu options, commands or dialog boxes. These letters refer to keyboard shortcuts (also known as access keys) that allow you to run commands, perform tasks, etc. more quickly.



This type of keyboard shortcut is already used in the previous versions of the Windows and Office LIP. As per the above example the keyboard shortcut can be assigned to the any one letter of Kannada character.

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

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	But Kannada characters can't be termed as "slim" compared to the Roman ones
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	No	Only j, y and p can be used as keyboard shortcuts.
Extended characters can be used as keyboard shortcuts	No	
An additional letter, appearing between brackets after item name, can be used as keyboard shortcuts	No	Such additional letters, can't be used as keyboard shortcuts.
A number, appearing between brackets after item name, can be used as keyboard shortcut	Yes	Yes, it can be allowed.
A punctuation sign, appearing between brackets after item name,	No	Punctuation marks are not needed to be used as keyboard shortcuts as there

can be used as keyboard shortcut		are many clear and simple letters which can be used for that purpose.
Duplicate keyboard shortcuts are allowed when no other character is available	No	No, it can't be allowed.
No keyboard shortcut is assigned when no more characters are available (minor options only)	Yes	Yes, it can be assigned.

## Keyboard shortcuts information for Kannada language

Kannada is spoken in the state of Karnataka, the capital of which is Bangalore (aka Bengalooru). Bangalore is sometimes referred to as Silicon Valley of India, owing to the enormous growth of IT sector in the city. DELL Kannada keyboards are available in the market.

Telugu and Kannada are written using the SAME script (often referred to as Telugu-Kannada script as they were derived from this Dravidic branch of languages) and so are their InScript keyboards—they are almost similar.

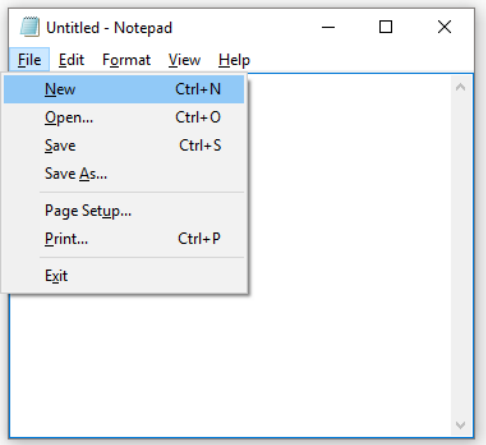
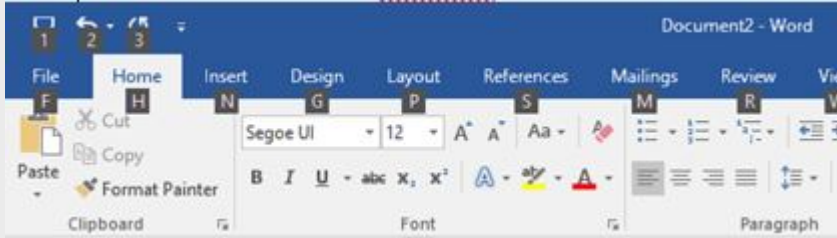
The standard keyboard Layout used is the InScript Form.

## Standard Kannada keyboard used:



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



Term	Usage
<b>access key</b>	<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>
<b>key tip</b>	<p>The letter or number that appears in the ribbon when the Alt key is pressed.</p> <p>In UI localization, the key tip is the last character present in the strings after the “^” character.</p> <p>Example: In UI localization Home`H</p> 
<b>shortcut key</b>	<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>

#### 4.5.4 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 like left, right, up and down keys can be translated into Kannada as there will be only arrow symbols in the keyboard.

Examples:

Right arrow—(+)ಬಲ ಬಾಣದ ಗುರುತು

Left arrow—(+)ಎಡ ಬಾಣದ ಗುರುತು

Up arrow—(+)ಮೇಲಿನ ಬಾಣದ ಗುರುತು

Down arrow—(+)ಕೆಳಗಿನ ಬಾಣದ ಗುರುತು

#### 4.5.5 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.

In Kannada Numeric Keypad is used as in the English for numbers and other operations. In Kannada numeric keypad is used specifically used for typing "/" as it will not appear in the main keypad and language has to be switched to English. So to avoid this step we can use Numeric keypad for "/".

#### 4.5.6 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	Kannada command	Kannada shortcut key
<b>General Windows shortcut keys</b>			
Help window	F1	ಸಹಾಯ ವಿಂಡೋ	F1
Context-sensitive Help	Shift+F1	ಸಂದರ್ಭ ಸೂಕ್ಷ್ಮತೆಯ ಸಹಾಯ	Shift+F1
Display pop-up menu	Shift+F10	ಪಾಪ್-ಅಪ್ ಮೆನು ಪ್ರದರ್ಶಿಸು	Shift+F10
Cancel	Esc	ರದ್ದುಮಾಡು	Esc
Activate\Deactivate menu bar mode	F10	ಸಕ್ರಿಯಗೊಳಿಸು/ನಿಷ್ಕ್ರಿಯಗೊಳಿಸು ಮೆನು ಪಟ್ಟಿ ಮೋಡ್	F10
Switch to the next primary application	Alt+Tab	ಮುಂದಿನ ಪ್ರಾಥಮಿಕ ಅಪ್ಲಿಕೇಶನ್‌ಗೆ ಬದಲಾಯಿಸಿ	Alt+Tab
Display next window	Alt+Esc	ಮುಂದಿನ ವಿಂಡೋ ಪ್ರದರ್ಶಿಸು	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	ವಿಂಡೋಗಾಗಿ ಪಾಪ್-ಅಪ್ ಮೆನುವನ್ನು ಪ್ರದರ್ಶಿಸು	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	ಸಕ್ರಿಯ ಮಗು ವಿಂಡೋಗಾಗಿ ಪಾಪ್- ಅಪ್ ಮೆನು ಪ್ರದರ್ಶಿಸು	Alt+-
Display property sheet for current selection	Alt+Enter	ಪ್ರಸ್ತುತ ಆಯ್ಕೆಗಾಗಿ ಗುಣದ ಹಾಳೆ ಪ್ರದರ್ಶಿಸು	Alt+Enter
Close active application window	Alt+F4	ಸಕ್ರಿಯ ಅಪ್ಲಿಕೇಶನ್ ವಿಂಡೋ ಮುಚ್ಚು	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	ಅಪ್ಲಿಕೇಶನ್ ಒಳಗೆ (ಮೋಡ್ ಇಲ್ಲದ ಅನುಸರಣೆ) ಮುಂದಿನ ವಿಂಡೋಗೆ ಬದಲಿಸು	Alt+F6

US command	US English shortcut key	Kannada command	Kannada shortcut key
Capture active window image to the Clipboard	Alt+Prnt Scrn	ಸಕ್ರಿಯ ವಿಂಡೋ ಇಮೇಜ್ ಅನ್ನು ಕ್ಲಿಪ್ ಬೋರ್ಡ್‌ಗೆ ಸಂಗ್ರಹಿಸು	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	ಡೆಸ್ಕ್‌ಟಾಪ್ ಇಮೇಜ್ ಅನ್ನು ಕ್ಲಿಪ್ ಬೋರ್ಡ್‌ಗೆ ಸಂಗ್ರಹಿಸು	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	ಪ್ರಾರಂಭ ಬಟನ್ ಅನ್ನು ಕ್ರಿಯೆಪಟ್ಟಿಯಲ್ಲಿ ಪ್ರವೇಶಿಸಿ	Ctrl+Esc
Display next child window	Ctrl+F6	ಮುಂದಿನ ಕಿರು ವಿಂಡೋವನ್ನು ಪ್ರದರ್ಶಿಸು	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	ಮುಂದಿನ ಟ್ಯಾಬ್ ಮಾಡಿದ ಪೇನ್ ಪ್ರದರ್ಶಿಸು	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	ಕ್ರಿಯೆ ವ್ಯವಸ್ಥಾಪಕ ಮತ್ತು ಸಿಸ್ಟಂ ಪ್ರಾರಂಭಕವನ್ನು ಆರಂಭಿಸು	Ctrl+Shift+Esc
<b>File menu</b>			
File New	Ctrl+N	ಹೊಸ ಫೈಲ್	Ctrl+N
File Open	Ctrl+O	ಫೈಲ್ ತೆರೆ	Ctrl+O
File Close	Ctrl+F4	ಫೈಲ್ ಮುಚ್ಚು	Ctrl+F4
File Save	Ctrl+S	ಫೈಲ್ ಉಳಿಸು	Ctrl+S
File Save as	F12	ಫೈಲ್ ಅಂತೆ ಉಳಿಸು	F12
File Print Preview	Ctrl+F2	ಫೈಲ್ ಮುದ್ರಣ ಮುನ್ನೋಟ	Ctrl+F2
File Print	Ctrl+P	ಫೈಲ್ ಮುದ್ರಿಸು	Ctrl+P
File Exit	Alt+F4	ಫೈಲ್ ನಿರ್ಗಮಿಸು	Alt+F4
<b>Edit menu</b>			

US command	US English shortcut key	Kannada command	Kannada shortcut key
Edit Undo	Ctrl+Z	ಸಂಪಾದನೆ ರದ್ದುಮಾಡು	Ctrl+Z
Edit Repeat	Ctrl+Y	ಸಂಪಾದನೆ ಮತ್ತೆಮಾಡು	Ctrl+Y
Edit Cut	Ctrl+X	ಸಂಪಾದನೆ ಕತ್ತರಿಸು	Ctrl+X
Edit Copy	Ctrl+C	ಸಂಪಾದನೆ ನಕಲಿಸು	Ctrl+C
Edit Paste	Ctrl+V	ಸಂಪಾದನೆ ಅಂಟಿಸು	Ctrl+V
Edit Delete	Ctrl+Backspace	ಸಂಪಾದನೆ ಅಳಿಸು	Ctrl+Backspace
Edit Select All	Ctrl+A	ಸಂಪಾದನೆ ಎಲ್ಲ ಆಯ್ಕೆಮಾಡು	Ctrl+A
Edit Find	Ctrl+F	ಸಂಪಾದನೆ ಹುಡುಕು	Ctrl+F
Edit Replace	Ctrl+H	ಸಂಪಾದನೆ ಮರುಸ್ಥಾನಗೊಳಿಸು	Ctrl+H
Edit Go To	Ctrl+G	ಸಂಪಾದನೆ ಇದಕ್ಕೆ ಹೋಗು	Ctrl+G
<b>Help menu</b>			
Help	F1	ಸಹಾಯ	F1
<b>Font format</b>			
Italic	Ctrl+I	ಇಟಾಲಿಕ್ಸ್	Ctrl+I
Bold	Ctrl+B	ಬೋಲ್ಡ್	Ctrl+B
Underlined\Word underline	Ctrl+U	ಅಂಡರ್ಲೈನ್\ಪದ ಅಂಡರ್ಲೈನ್	Ctrl+U
Large caps	Ctrl+Shift+A	ದೊಡ್ಡ ಕ್ಯಾಪ್ಸ್	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	ಚಿಕ್ಕ ಕ್ಯಾಪ್ಸ್	Ctrl+Shift+K
<b>Paragraph format</b>			
Centered	Ctrl+E	ಮಧ್ಯಕ್ಕೆ	Ctrl+E

US command	US English shortcut key	Kannada command	Kannada shortcut key
Left aligned	Ctrl+L	ಎಡಕ್ಕೆ ಹೊಂದಿಸು	Ctrl+L
Right aligned	Ctrl+R	ಬಲಕ್ಕೆ ಹೊಂದಿಸು	Ctrl+R
Justified	Ctrl+J	ಜಸ್ತಿಫೈಡ್	Ctrl+J

#### 4.5.7 English pronunciation

##### General rules

Generally speaking, English terms and product names left unlocalized in target material should be pronounced the English way. For instance, Microsoft must be pronounced the English way. However, if your language has an established pronunciation for some common term (such as "server") the local pronunciation should be used.

Example	Phonetics
SecurID	[ಸೆಕ್ಯೂರ್ ಐಡಿ]
.NET	[ಡಾಟ್ ನೆಟ್]
Skype	[ಸ್ಕೈಪ್]

##### Acronyms and abbreviations

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

Example	Phonetics
RADIUS	ರೇಡಿಯಸ್
RAS	ಆರ್‌ಎಎಸ್
ISA	ಐಎಸ್‌ಎ
LAN	ಲ್ಯಾನ್

WAN	ವ್ಯಾನ್
WAP	ವ್ಯಾಪ್
MAPI	ಮ್ಯಾಪಿ
POP	ಪಾಪ್
URL	ಯುಆರ್‌ಎಲ್

Other abbreviations are pronounced letter by letter.

Example	Phonetics
ICMP	ಐಸಿಎಂಪಿ
IP	ಐಪಿ
TCP/IP	ಟಿಪಿಪಿ/ಐಪಿ
XML	ಎಕ್ಸ್‌ಎಂಎಲ್
HTML	ಹೆಚ್‌ಟಿಎಂಎಲ್
OWA	ಒಡಬ್ಲ್ಯು ಎ
SQL	ಎಸ್‌ಕ್ಯೂಎಲ್

## URLS

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

"www" should be pronounced as ಡಬ್ಲ್ಯು ಡಬ್ಲ್ಯು ಡಬ್ಲ್ಯು.

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

Example	Phonetics
http://www.microsoft.com/en-in	ಹೆಚ್‌ಟಿಪಿಪಿ:ಸ್ಟಾ ಶ್ವಾ ಸ್ಟಾ ಶ್ವಾ ಡಬ್ಲ್ಯು ಡಬ್ಲ್ಯು ಡಬ್ಲ್ಯು.ಮೈಕ್ರೊಸಾಫ್ಟ್.ಕಾಮ್ ಸ್ಟಾ ಶ್ವಾ ಇಎನ್-ಐಎನ್

## **Punctuation marks**

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

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

## **Special characters**

Pronounce special characters such as / \ ~ < > + - using the approved Kannada translations.



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