Albanian Style Guide

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1 Welcome

Welcome to the *Microsoft Localization Style Guide* for Albanian. This guide will help you understand how to localize Albanian content in a way that best reflects the Microsoft voice.
Before you dive in:

- Make sure you understand the key tenants of the [Microsoft voice](#).
- Familiarize yourself with the recommended [style references](#) in Albanian.

1.1 Reference material

Unless this style guide or the Microsoft Language Portal provides alternative instructions, use the orthography, grammar and terminology in the following publications.

Normative references

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

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8. Thomai, J., Fjalor frazeologjik i gjuhës shqipe, Akademia e Shkencave e Shqipërisë, Instituti i Gjuhësisë dhe i Letërsisë, Tiranë, 1999.
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12. Fjalor i shqipes së sotme, Akademia e Shkencave e Shqipërisë, Instituti i Gjuhësisë dhe i Letërsisë, Tiranë 2002.
13. Fjalori sinonimik i gjuhës shqipe, Akademia e Shkencave e Shqipërisë, Instituti i Gjuhësisë dhe i Letërsisë, Tiranë 2004.
14. Fjalor i gjuhës shqipe, Akademia e Shkencave e Shqipërisë, Instituti i Gjuhësisë dhe i Letërsisë, Tiranë 2006.

Informative references

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

1. https://www.ibm.com/ibm/history/documents/pdf/glossary.pdf.
2. Dictionary of computer and internet words, by Steven Kleinedler, Houghton Mifflin Company, American Heritage Dictionary, American Heritage Publishing Company, 2001.
3. Microsoft Computer Dictionary, fifth edition, 2002.
4. Dictionary of Computer and Internet terms, seventh edition, Columbia Press, Copyright by Columbia University Press, New York, 2002.
5. Dictionary of computer and internet terms, seventh edition, Columbia Press, 2002.
6. American Heritage Dictionary of the English Language.
7. Microsoft Computer Dictionary, fifth edition, Microsoft Press, 2002.
8. Fjalor i informatikës (anglisht – shqip; shqip – anglisht), Akademia e Shkencave dhe e Arteve e Kosovës, Nebi Caka, Agni Dika, Seb Rodiqi, red. Rexhep Ismajli, Prishtinë, 2005.
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2   Microsoft voice

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

Three principles form the foundation of our voice:

- **Warm and relaxed**: We're natural. Less formal, more grounded in honest conversations. Occasionally, we're fun. (We know when to celebrate.)
- **Crisp and clear**: We're to the point. We write for scanning first, reading second. We make it simple above all.
- **Ready to lend a hand**: We show customers we're on their side. We anticipate their real needs and offer great information at just the right time.

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

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

2.1   Choices that reflect Microsoft voice

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

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

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

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

2.1.1   Word choice

Terminology

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

Short word forms and everyday words

Microsoft voice text written in US English prefers the short, simple words spoken in everyday conversations. In English, shorter words are generally friendlier and less formal. Short words also save space on screen and are easier to read quickly.

Precise, well-chosen words add clarity, but it is important to be intentional about using everyday words that customers are accustomed to.

The Albanian modern voice can be conveyed through similar means by using shortened words or short words used by people in daily conversations. Target audience is often reluctant to read and understand long text, especially when it contains obscure words. So, Albanian modern voice uses simple and sort words to convey the meaning in an easier way. Take care to adhere to approved terminology and not use different target terms for already established and approved terms.

Albanian word	Albanian word usage
Gjej	Use as an equivalent of "gjej vendndodhjen"
Mund	Use as an equivalent of "ka mundësi"
Lehtësoj	Use as an equivalent of "bëj më të lehtë"

However, be careful with shortened English words such as "app" or "info" for which there is no shorter Albanian equivalent.

Albanian word	Albanian word usage
App	Aplikacion
Info	Informacion
PC	Kompjuter
TV	Televizor

2.1.2   Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone.

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	Albanian target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	Fjalëkalimi s'është i saktë, kështu që provoje përsëri. Fjalëkalimet janë të ndjeshme ndaj kapitaleve.	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.	Ky çelës produkti nuk funksionoi. Kontrolloje dhe provoje përsëri.	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	Gjithçka gati për të filluar	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	Dëshiron të vazhdosh?	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.	Vëri kompjuterit një emër sipas dëshirës. Nëse dëshiron të ndryshosh ngjyrën e sfondit, çaktivizo kontrastin e lartë te Parametrat e kompjuterit.	Address the user directly using second person pronoun to take the necessary action.

2.2.2   Explanatory text and providing support

US English	Albanian target	Explanation
The updates are installed, but Window Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	Përditësimet u instaluan, por, që të funksionojnë, duhet të riniset Parametrizimi i Windows. Pas rinisjes së tij,	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.

	do të vazhdojmë aty ku e lamë.	
If you restart now, you and any other people using this PC could lose unsaved work.	Nëse e rinis tani, ti dhe të gjithë njerëzit që jeni duke përdorur këtë kompjuter mund të humbni punët e paruajtura.	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.	Ky dokument do të zhvendoset automatikisht në bibliotekën dhe skedarin e duhur pasi të korrigjosh vetitë e pavlefshme ose që mungojnë.	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.	Diçka shkoi keq! E pamundur të lokalizohen skedarët e shkarkuar për të krijuar njësinë e diskut të USB-së që mund të përdoret për fillimin.	Without complexity and using short sentences inform the user what has happened.

2.2.3   Promoting a feature

US English	Albanian 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.	Fjalëkalimi me imazh është një mënyrë e re për të të ndihmuar të mbrosh kompjuterin me ekran me prekje. Ti zgjedh imazhin – dhe gjestet që përdor me të – për të krijuar një fjalëkalim që është vetëm i yti.	Promoting a specific feature with the use of em-dash to emphasis the specific requirements to enable the feature which in this case is picture password.
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	Lejoji aplikacionet të të japin një përmbajtje të përshtatur sipas vendndodhjes, emrit dhe imazhit të llogarisë së kompjuterit tënd, si dhe	Promoting the use of apps. Depending on the context of the string we can add some more

US English	Albanian target	Explanation
	informacioneve të tjera të domenit.	familiarity to the text by using everyday words for e.g. PC.

2.2.4 Providing how-to guidelines

US English	Albanian target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Për t'u kthyer pas dhe për të ruajtur punën, kliko Anulo dhe përfundo atë që duhet.	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.	Për të konfirmuar fjalëkalimin tënd aktual me imazh, thjesht shiko rileximin dhe ndiq gjestet shembull të shfaqura në imazhin tënd.	Voice is simple and natural. The user isn't overloaded with information; we tell them only what they need to know to make a decision.
It's time to enter the product key. When you connect to the Internet, we'll activate Windows for you.	Është momenti për të futur çelësin e produktit. Kur të lidhesh me internetin, do të aktivizojmë Windows për ty.	Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter the product key.

3   Inclusive language

Microsoft technology reaches every part of the globe, so it's critical that all our communications are inclusive and diverse. These guidelines provide examples on how to use inclusive language and avoid habits that may unintentionally lead to marginalization, offense, misrepresentation, or the perpetuation of stereotypes.

General guidelines

Comply with local language laws.

Use plain language. Use straightforward, concrete, and familiar words. Plain and accessible language will help people of all learning levels and abilities. Some examples

include using a two-syllable word over a three-syllable word or several clear words instead of one complicated term or concept.

Be mindful when you refer to various parts of the world. If you name cities, countries, or regions in examples, make sure they're not politically disputed. In examples that refer to several regions, use equivalent references—for example, don't mix countries with states or continents.

In text and images, represent diverse perspectives and circumstances. Depict a variety of people from all walks of life participating fully in activities. Show people in a wide variety of professions, educational settings, locales, and economic settings.

Don't generalize or stereotype people by region, culture, age, or gender, not even if the stereotype is positive. For example, when representing job roles, choose names that reflect a variety of gender identities and cultural backgrounds.

Don't use profane or derogatory terms.

Don′t use slang that could be considered cultural appropriation.

Don't use terms that may carry unconscious racial bias or terms associated with military actions, politics, or controversial historical events and eras.

The following table contains examples of preferred and recommended language to convey inclusivity, as well as terms and expressions that should not be used.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
perimeter network	demilitarized zone (DMZ)	rrjet perimetri, rrjet perimetrik	zonë e demilitarizuar
colleagues; everyone; all	guys; ladies and gentlemen	kolegë/kolege; të pranishëm/të pranishme; të gjithë/të gjitha	djema; njerëz; popull
parent	mother or father	prindi	nëna ose babai

3.1   Avoid gender bias

- **Albanian defaults to masculine if the gender is unknown, in either singular or plural form, depending on the context.**

- **When presenting generalization, the plural noun form should be used (for example, *personat*, *individët*, *studentët*, etc.).**

Note: Gender-neutral language should be used in new products and content going forward, but it's acceptable that we don't update all existing or legacy material. It is up to each product team to decide the best approach for legacy content.

3.2   Accessibility

Microsoft devices and services empower everyone, including people with disabilities, to do the activities they value most.

Focus on people, not disabilities. Don't use words that imply pity, such as *i goditur nga* or *vuan nga.* The preferred option is not to mention a disability unless it's relevant.

The following table contains examples that illustrate people-first language.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
person with a disability	handicapped	person me aftësi të kufizuara, invalid/invalide	Handikapat/handikapate
person without a disability	normal person; healthy person	person pa aftësi kufizuara	person normal; person i shëndetshëm

Use generic verbs that apply to all input methods and devices. In procedures and instructions, avoid verbs that don't make sense with alternative input methods used for accessibility.

The table that follows contains an example employing a verb that can apply to all input methods and devices.

Use this	Not this	Use this	Not this
English example		**Target example**	
Select	Click	Zgjidh	Kliko

Keep paragraphs short and sentence structure simple—aim for one verb per sentence. Read text aloud and imagine it spoken by a screen reader.

Spell out words like *dhe, plus, mbi,* and *nën*. Screen readers can misread text that uses special characters like the ampersand (&), plus sign (+), and tilde (~).

4 Language-specific standards

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

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:

- Using standardized abbreviations commonly used in the local culture, in the industry or the market and documented by Microsoft reference material or other authoritative source of references.

- Using general criteria for shortening words, such as:

Omit at least two letters.

Truncate a word so that it ends with a consonant and place a period after it.

    Example: Vizualizimi > Vizual. Gjeografike > Gjeogr.

List of common abbreviations:

Expression	Acceptable Abbreviation
shekull	shek.
numër	nr.
domethënë	d.m.th.
zoti	z.
zonja	znj.
e të tjera	etj.
gram	g
apartament	ap.
rruga	rr.
shkalla	sh.
profesor	prof.
doktor	dr.
Celsius	C
metër	m
centimetër	cm
kilometër	km
faqe (njëjës)	fq.
faqe (shumës)	f.
gigabajt	GB
gigabit	gbit
kilobajt	KB
kilobit	kbit
megabajt	MB

Expression	Acceptable Abbreviation
megabit	mbit
terrabajt	TB
terrabit	tbit
krahaso	khs.
autori	aut.
për shembull	p.sh.
janar	jan.
e shtunë	sht.
e diel	die.

Abbreviations should be avoided whenever possible, especially in words that do not have a widely used abbreviated form.

4.1.2   Acronyms

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

Generally, during the localization into Albanian, the acronyms will be kept in English, but they will be accompanied with a generic term (descriptor) in Albanian, according to Albanian's word order.

- (+) gjuha HTML
- (+) protokolli HTTP
- (+) biblioteka DLL
- (+) kodi PIN

Localized Acronyms

In online help or documentation, spell out the words that comprise an acronym or abbreviation the first time that acronym is used in the text. You should include the language-specific translation, the US term, and the acronym as in the following example:

- (+) Objektet e qasjes së të dhënave (Data Access Objects, DAO)

In the user interface, there is usually not enough space for all three terms (US term, language-specific translation, and the acronym); only in wizards, the acronym can easily be spelled out and localized on first mention. If there are space constraints or there is no "first" occurrence, it is up to you to judge to the best of your knowledge whether the acronym or abbreviation can be left as is or should be spelled out and localized.

You should also consider that different users will have different levels of knowledge about a product. Also try to be consistent within a product with your use of acronyms and initializations.

Note: Although the English acronym cannot generally be derived from the language-specific translation, creating a new acronym derived from the language-specific translated term is not an option. For example, do not replace an English acronym with a language-specific acronym; instead, leave the English acronym or abbreviation intact, as in the following examples "where DLL" and "DPI" are correctly rendered as "DLL" and "DPI:"

Example:

en-US source	Albanian target
NTFS file system	Sistemi i skedarëve NTFS

Unlocalized Acronyms

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

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
- Wi-Fi

Example:

en-US source	Albanian target
Wi-Fi	Wi-Fi

4.1.3   Adjectives

In Albanian language, adjectives should be handled in the following manner.

There are no specific rules in Albanian regarding the usage of adjectives in translations/localizations for Microsoft. The translator/reviewer should follow the strict rules for this matter, which can be found in respective books mentioned in the normative references.

The only thing to bear in mind is that adjectives can also have negative meaning through the use of a derivative marker. The following examples show how to do this in Albanian. During the translation into Albanian, the negative meaning of adjectives is expressed by different negative markers, for example: *jo-, pa-, mos-* etc. These negative markers are written jointly in unarticulated adjectives and are written separately in articled adjectives and nouns.

en-US source	Albanian target
non-member	(+) joanëtar
undefined	(+) i papërcaktuar
invisible	(+) i padukshëm
unavailable	(+) jo në dispozicion

General considerations

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

- The definite article is used always in Albanian, even if it is not present in English examples.
- The demonstrative pronouns are generally used in Albanian examples.
- The possessive pronouns are not always used, depending on the context.

English example	Albanian example	Explanation
File already exists The file already exists This file already exists	(+) Skedari tashmë ekziston	In complete sentences, use determiners consistently even if the US string does not.
Not enough memory to complete this operation.	(+) Nuk ka memorie të mjaftueshme për të përfunduar këtë operacion.	No need to use a demonstrative construction, unless it is important in context.
Windows cannot start your system. If the problem persists, contact your network administrator.	(+) Windows nuk mund të nisë sistemin. Nëse problemi përsëritet sërish, kontakto administratorin e rrjetit.	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. Non-translated feature names should be used without a hyphen or article in Albanian language, for example:

Example:

en-US source	Albanian target
Windows password	(+) Fjalëkalimi i Windows (-) Fjalëkalimi i Windows-it
Microsoft SQL Server database	Baza e të dhënave e Microsoft SQL Server
Microsoft Dynamics 365 product family	Familja e produkteve të Microsoft Dynamics 365

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:

en-US source	Albanian target
Hide the Task Manager when it is minimized	Fshih Menaxherin e detyrës kur minimizohet
Check for updates in your installed Media Player's language	Kontrollo për përditësime në gjuhën e Lexuesit të medias të instaluar

Articles for English Borrowed Terms

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

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

The internet may be a helpful reference here.

Please always consult the Microsoft Language Portal to confirm the user of a new loan word and its proper article to avoid inconsistencies.

Example:

en-US source	Anglicism in Albanian language	Correct example
Accidental CapsLock	(-) CapsLock aksidental	(+) CapsLoc i rastësishëm
Excellent!	(-) Ekselent!	(+) Shkëlqyeshëm!
Accommodate learning abilities	(-) Akomodo aftësitë e mësimit	(+) Vendos aftësitë e mësimit
Explicit Eap failure received	(-) Dështim eksplicit i Eap-it të marrë	(+) Dështim i qartë i protokollit Eap të marrë
Invalid device command	(-) Komandë invalide e pajisjes	(+) Komandë e pavlefshme e pajisjes

4.1.5   Capitalization

The rules of capitalization in English source are not always followed in Albanian, because the English language tends to overuse capitals. For example, in "Using File Properties" every word is written in capitals, but in Albanian only the first word is written in capital "Përdorimi i vetive të skedarit."

In Albanian the names of weeks, months, languages, and ethnonyms are not written in capital: e hënë, e diel; janar, qershor; shqip, anglisht; shqiptar, anglez, etc.

For detailed rules of capitalization, please refer to the respective reference in the normative reference section.

Some strings are concatenated "at run-time" and you will occasionally find strings that seem to lack a subject or simply start in the middle. Be careful not to start such strings with an upper-case letter, unless the spelling rules of your language require it.

Example of a string:

English: is trying to connect to this computer. If you allow, you will be disconnected, but you can resume later. Do you want to allow this connection?\r\n

Albanian: po përpiqet të lidhet me këtë kompjuter. Nëse e lejon, do të shkëputesh, por mund të vazhdosh më vonë. Dëshiron që ta lejosh këtë lidhje?\r\n

English example	Albanian example
unknown software exception\r\n	(+) përjashtim i panjohur i softuerit\r\n
Using File Properties	(+) Përdorimi i vetive të skedarit
Monday	(+) e hënë
January	(+) janar
English	(+) anglisht
Albanian	(+) shqiptar

If an English noun is capitalized in the source string and it is translated by two words in the target language, follow the source capitalization for proper nouns according to Albanian grammar rules, but use sentence case as mentioned above. Please note consistency of capitalization in translation.

Example:

English: Database
Albanian: Baza e të dhënave

4.1.6   Compounds

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

Noun and verb compounds are a frequent word formation strategy in English. Product user interfaces, online help, and documentation contain a number of such examples. However, not all languages use compounding to create complex word meanings.

Albanian language employs compounding as a word formation strategy. There is no length restriction that Albanian places on the formation of compounds. The Albanian compounds spelled jointly, or delimited by hyphens.

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.

Example:

en-US source	Albanian target
Internet Accounts	Llogaritë në internet
Logon script processing	Përpunimi i skriptit të lidhjes

Compounds with Product or Component Names

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

The product names must remain unchanged, but they will be accompanied by an additional Albanian word according to Albanian's word order.

English example	Albanian example
Windows password	Fjalëkalimi i Windows
Microsoft Word document	Dokument në Microsoft Word
Microsoft SQL Server database	Baza e të dhënave e Microsoft SQL Server
Microsoft Dynamics 365 product family	Familja e produkteve të Microsoft Dynamics 365

Note: The product portfolio names below stay in English, as they are considered product names and are always used without a hyphen or article in any language:

- Microsoft Office system
- Microsoft Windows Server system

Compounds with Acronyms, Abbreviations or Numerals

The compounds below contain either an abbreviation or a numeral followed by a component name. The abbreviation or numeral is marked in red in the English example. The Albanian example below show how such constructions should be translated.

English example	Albanian example
2-D gridlines	(+) Vijat e rrjetës 2-D
24 bit color value	(+) Vlera e ngjyrës 24 bit

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.

For Albanian modern voice the use of some short conjunctions rather than long and unusual conjunctions is preferred, in order to convey the informal tone to the target audience.

Albanian classic use of conjunctions	Albanian modern use of conjunctions
Në qoftë se	Nëse
Në mënyrë që	Që
Në rast se	Nëse

4.1.8   Contractions

Also for Albanian modern voice, use of contractions help convey a conversational tone. The contractions are used a lot in everyday life, making the conversation flow more quickly and naturally.

Albanian long form	Albanian contracted form
nuk është	*s'është*
nuk ka	*s'ka*

çfarë është	ç'është
çfarë kemi	ç'kemi

4.1.9   Genitive

The genitive case in Albanian is formed with the articles i/e/të/së according to the respective rules of inflection.

Convention 1

Follow all general rules regarding the inflection in the genitive case, except for unlocalized product/feature names which should not take any flections. (e.g. Attaching genitive inflections to (trademarked) product names is not feasible, as it could be interpreted as a modification of such names.)

Example:

en-US source	Albanian target
Microsoft IME	(+) Redaktori IME e Microsoft (-) IME e Microsoftit

4.1.10 Localizing colloquialism, idioms, and metaphors

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

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

- Do not attempt to replace the source colloquialism with an Albanian colloquialism that fits the same meaning of the particular context unless it is a perfect and natural fit for that context. But keeping in mind that Albanian products also ship to Kosovo, be mindful that an Albanian colloquialism may not be appropriate for Kosovo.
- Translate the intended meaning of the colloquialism in the source text (as opposed to literally translating the original colloquialism in the source text), but only if the colloquialism's meaning is an integral part of the text that can't be omitted.

- If the colloquialism can be omitted without affecting the meaning of the text, omit it.

4.1.11 Modifiers

In Albanian localized text you often need to use modifiers expressed in adjectives, pronouns, numerals or another noun that are part of a group lead by a noun, or a part of a noun group. Use of modifiers should follow general usage rules of Albanian as mentioned in the normative reference books.

Example:

en-US source	Albanian target
Run a custom dialog box.	Ekzekuto një kuti **dialogu** të përshtatur. (modifier expressed with another noun)

4.1.12 Nouns

General considerations

Nouns are naming words: they can be particular names of particular people or things, or generic designations. The noun is characterized in its morphology by grammatical categories of gender, number, case and definiteness. Each noun has a specific gender on its own in contrast with adjectives whose gender depends on the noun they modify.

Inflection

In Albanian there are two major types of noun inflection, conventionally called Masculine (because most nouns that designate males follow this inflection pattern) and Feminine (because most nouns that designate females follow this inflection pattern). To know whether a noun is masculine or feminine there is a simple rule of thumb: most nouns whose citation form ends in a consonant are masculine; most nouns whose citation form ends in a vowel are feminine.

Plural Formation

The nouns in Albanian form their plural form in several ways, including taking of suffixes, such as -a, -ra, -sh, etc., and preserving their form as in singular.

There are a lot of rules which apply for the plural formation of nouns in Albanian and they cannot be mentioned all here. For detailed rules please refer to reference books mentioned in the normative reference.

4.1.13 Prepositions

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

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

Source text expression	Albanian expression	Comment
migrate to	(+) migro në	
Migrate from	(+) Migro nga	
import to	(+) importo në	
import from	(+) importo nga	
export to	(+) eksporto në	
export from	(+) eksporto nga	
update to	(+) përditëso në	
upgrade to	(+) përmirëso në	
change to	(+) ndrysho në	
click on	(+) kliko në	

Source text expression	Albanian expression	Comment
connect to	(+) lidhu në	This can be translated "lidhu me" depending on the context.
welcome to	(+) mirëserdhe në …	

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

Usually, the prepositions "in" and "on" are translated with the same preposition "në" in Albanian.

Source text expression	Albanian expression
in the toolbar	(+) në shiritin e veglave
on the tab	(+) në skedë
on the menu	(+) në meny
on the net	(+) në rrjet
on the Internet	(+) në internet
on the Web	(+) në ueb
on a web site	(+) në sajtin e uebit
on a web page	(+) në faqen e uebit

4.1.14 Pronouns

The characteristic semantic of pronouns is to refer rather than designate. While nouns, adjectives and numbers have specific, independent and fixed meanings, pronouns indicate their referents as to certain categorical properties, so that a given pronoun may refer to quite different referents in different contexts. Depending on their meaning and function, pronouns in Albanian may be classified in some types, such as personal pronouns, reflexive pronouns, relative pronouns etc. For the complete rules of pronouns please refer to normative reference.

Microsoft Voice

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

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

The Albanian Microsoft voice can be conveyed similarly through the use of first-person and second-person pronouns. The second-person singular pronoun (ti) is used when the program or a wizard is telling the user what to do. The use of first-person pronoun (I, me, my) must be strictly avoided when the program or a wizard is telling the user what to do, as it may give the impression of impersonation of the program or the computer.

Albanian classic user reference	Albanian modern user reference
Përdoruesi mund të ndryshojë kohën kur të instalohen përditësimet e reja.	Mund të ndryshosh kohën kur të instalohen përditësimet e reja.
Programi duhet të kujtojë fjalëkalimin tim.	Kujto fjalëkalimin tim
Trego kur një pajisje e re Bluetooth përpiqet të lidhet me kompjuterin e përdoruesit	Më trego kur një pajisje e re Bluetooth pëpiqet të lidhet me kompjuterin tim
Përdoruesi rekomandohet të rezervojë rregullisht skedarët e tij.	Të rekomandojmë të rezervosh rregullisht skedarët e tu.
Nuk rekomandohet që përdoruesi të instalojë këto paketa kodekësh.	Nuk të rekomandojmë të instalosh këto paketa kodekësh.
S'mund të gjej printer. Dëshiron të shtosh një?	S'mund të gjejmë printer. Dëshiron të shtosh një?

4.1.15 Punctuation

Please follow the following basic rules for the use of punctuation marks in Albanian. If your language uses a character set that is based on the Latin alphabet, make sure to include a space after commas and periods. For the complete punctuation rules please refer to the respective book mentioned in the normative reference.

The punctuation in Albanian is not very different from English, but there are some exceptions.

- Usually there is no space before the signs of punctuation.
- At the beginning of a consecutive sentence, one space is used before the first word.
- At the end of a sentence or paragraph, they also serve as the final period.
- Suspension points are not used after the word "etc."

Comma

In a series consisting of three or more elements with similar grammatical function, the elements will be separated with commas.

In a list, a comma is not used before "and" and before "etc."

Colon

Colons are used to introduce lists and explanations. A colon is used at the end of an introductory phrase even if it is not a complete sentence.

The word following a colon is not capitalized unless the colon is at the end of a heading or the text following the colon is a complete quotation.

Example:

US English	Albanian target
Backup from: backup disc.	Rezervo nga: disku i kopjes rezervë.

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: kom-/-pjuter

Example: hyrje-dalje

En Dash

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

This is mainly used in direct speech.

Example: – Ekipi i Microsoft në Shqipëri …

Em Dash

The em dash should only be used to emphasize an isolated element or introduce an element that is not essential to the meaning conveyed by the sentence. This is used between words that express distance and time frames.

Example: (+) distanca Tokë—Hënë, (+) periudha janar—maj.

Ellipses (Suspension Points)

Instead of three periods for suspension points the ellipsis character "…" must be used in printed documentation.

When indicating an omitted word, it is used before and after the ellipsis.

Period

In Albanian a single space is used after the period.

A period is used in all complete sentences, i.e. sentences with a conjugated verb.For the complete rules of period in Albanian please refer to punctuation rules book mentioned in normative reference.

Example:

US English	Albanian target
Verify data after the backup completes.	Verifiko të dhënat pasi të përfundojë rezervimi.

Quotation Marks

Quotation marks indicate repeated words, clauses, phrases, sentences, and paragraphs spoken or written by someone else, that is, from another source.

In US source strings, you may find software references surrounded by English quotation marks. Please follow the following basic rules for the use of quotation marks in Albanian.

- The English quotation marks are used during Albanian localization.
- The sign of punctuation that follow the last quotation mark is used after the quotation mark (not before).
- When quotation marks are within other quotation marks, the insider quotation marks are single.

Example:

US English	Albanian target
To install the license on this computer, click "Install license."	Për të instaluar licencën në këtë kompjuter, kliko "Instalo licencën".

Parentheses

In English, there is no space between the parentheses and the text inside them. The same rule applies for the usage of parenthesis in Albanian. They are preceded and followed by a space before and after them.

Example:

US English	Albanian target
Backup Wizard (Advanced)	Eksperti për rezervim (I përparuar)

4.1.16 Sentence fragments

Albanian modern voice uses standard sentence fragments in order to keep a consistent style for translating similar source phrases, while keeping the sentences brief and maintaining the attributes of the modern voice.

Albanian long form	Albanian sentence fragment
Ndiq hapat në vijim.	Vepro kështu:
Për informacione të tjera, vizito <link>.	Për informacione të tjera, shiko <link>.
Can't make sync	Sinkronizimi i pamundur
Ndoshta do të dëshiroje të kontaktosh me mbështetjen teknike, nëse ky problem vazhdon.	Mund të kontaktosh me mbështetjen teknike, nëse ky problem vazhdon.

4.1.17 Symbols & non-breaking spaces

The symbols used in Albanian are mainly from scientific fields. Regarding the symbol entered in Albanian recently, their usage should follow the English one.

Example: 90°C, 100Ω, © Microsoft Corporation, etc.

Non-breaking spaces in Albanian should be used in the following cases:

- Between a number and a unit of measurement

- As the thousands separator

Example: 10 cm, 66 040.

Ampersand (&)

For the ampersand symbol - always translate "&" as "and" when it refers to running text. Do not keep "&" in the target, unless it is part of a tag, placeholder, shortcut or other type of code.

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

The Albanian modern voice also uses simple tenses to maintain the same clarity and simplicity in structure as the source text.

Albanian old use of verb tense	Albanian new use of verb tense
Sapo <u>të ketë përfunduar</u> konfigurimi i aplikacionit, në desktop do të shfaqet ikona.	Sapo <u>të përfundojë</u> konfigurimi i aplikacionit, në desktop do të shfaqet ikona.
<u>Do të mund të hysh</u> në llogari, pasi <u>të kesh futur</u> fjalëkalimin e saktë.	<u>Mund të hysh</u> në llogari, pasi <u>të fusësh</u> fjalëkalimin e saktë.
Nëse nuk pranon deklaratën e privatësisë, konfigurimi <u>do të ndalojë</u>.	Nëse nuk pranon deklaratën e privatësisë, konfigurimi <u>ndalon</u>.

Note:

Continuous operations are usually expressed in English with a gerund, which should be translated into Albanian using the verb form "duke + verb participle."

Example: Downloading files ...

> (+) Duke shkarkuar skedarët...

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 Albanian, using idiomatic syntax and terminology, while at the same

time maintaining a high level of terminological consistency, so as to guarantee the maximum user experience and usability for our customers.

5.1 Accessibility

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

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

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

5.2 Applications, products, and features

Application/product names are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (e.g. IntelliSense™). Before translating any application, product, or feature name, please verify that it is in fact translatable and not protected in any way.

Version Numbers

Version numbers always contain a period (e.g. Version 4.2).

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 available for your reference at the following location: https://www.microsoft.com/en-us/legal/intellectualproperty/trademarks

5.4 Software considerations

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

5.4.1 Arrow keys

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

5.4.2 Error messages

Error messages are messages sent by the system or a program, informing the user of an error that must be corrected in order for the program to keep running. The messages can prompt the user to take action or inform the user of an error that requires rebooting the computer.

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

Albanian Style in Error Messages

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

In English error messages, names of products, features and devices are often used as the subject of the sentence. In Albanian, this kind of personalization should be avoided. Therefore, if the product the message refers to is obvious and implied based on context, it can be omitted. On the contrary, in complex products such as operating systems where more components run simultaneously and could be the cause of an error, use the following pattern:

[ProductName]: [message translated in the impersonal form]

Examples:

Word cannot open this document

Dokumenti nuk mund të hapet

Data Protection Manager could not copy the files to the selected location

Data Protection Manager: skedari nuk mund të kopjohet në vendndodhjen e zgjedhur

When personalization cannot be avoided, otherwise important information would be lost, bring the object at the beginning of the sentence and move the subject at the end.

Example:

The driver cannot recognize the specified command

Komanda e përcaktuar nuk njihet nga drejtuesi

RASMXS.DLL cannot load RASSER.DLL

RASSER.DLL nuk mund të ngarkohet nga RASMXS.DLL

Whenever possible, the "to be" auxiliary is omitted in error messages.

Example:

The function is not supported

Funksioni nuk mbështetet

An error number was specified that is not defined in the system

Numri i specifikuar i gabimit nuk përcaktohet në sistem

An invalid parameter was passed to a system function,

Një funksion i sistemit ka marrë parametër të pavlefshëm

Standard Phrases in Error Messages

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

Examples:

English	Translation	Example
Cannot … Could not …	(+) Skedari nuk mund të gjendej (+) Skedari nuk mund të gjendet	File could not be found

		File cannot be found
Failed to … Failure of …	(+) Dështoi të lidhej	Failed to connect Failure to connect
Cannot find … Could not find … Unable to find … Unable to locate …	(+) Nuk mund të gjejë softuerin e drejtuesit (+) Nuk mund të gjente softuerin e drejtuesit (+) Nuk është në gjendje të gjejë softuerin e drejtuesit (+) Nuk është në gjendje të gjejë vendndodhjen e softuerit të drejtuesit	Cannot find driver software Could not find driver software Unable to find driver software Unable to locate driver software
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	(+) Memorie e pamjaftueshme (+) Memorie e pamjaftueshme (+) Nuk ka memorie të mjaftueshme (+) Nuk ka memorie të mjaftueshme në dispozicion	Not enough memory Insufficient memory There is not enough memory There is not enough memory available
… is not available … is unavailable	(+) Komanda nuk është në dispozicion (+) Komanda nuk është në dispozicion	The command is not available The command is unavailable

Error Messages Containing Placeholders

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

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

%c means <letter>

%s means <string>

Examples of error messages containing placeholders:

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

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

5.4.3 Keys

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

English Key Name	Albanian Key Name
Alt	Alt
Backspace	Backspace
Break	Break
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete
Down Arrow	Shigjeta poshtë
End	End
Enter	Enter
Esc	Esc
Home	Home
Insert	Insert
Left Arrow	Shigjeta majtas
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	Shigjeta djathtas

English Key Name	Albanian Key Name
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	Tasti i hapësirës
Tab	Tab
Up Arrow	Shigjeta lart
Windows key	Tasti Windows
Print Screen	Print Screen
Menu key	Tasti i menysë

5.4.4 Keyboard shortcuts

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

Examples:

New

Cancel

Options

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

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
"Slim characters," such as l, I, t, r, f can be used as keyboard shortcuts	Yes	Usually "Slim characters" are not used as keyboard shortcuts. They are used as hot keys only when there is no other choice.

Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	Yes	Usually "Characters with down strokes" are not used as keyboard shortcuts. They are used as hot keys only when there is no other choice.
Extended characters can be used as keyboard shortcuts	Yes	Usually "Extended characters" are not used as keyboard shortcuts. They are used as hot keys only when there is no other choice.
An additional letter, appearing between brackets after item name, can be used as a keyboard shortcut	Yes	It is not preferred to use additional letters as keyboard shortcuts. They are used as hot keys only when there is no other choice.
A number, appearing between brackets after item name, can be used as a keyboard shortcut	Yes	It is not preferred to use numbers as keyboard shortcuts. They are used as hot keys only when there is no other choice.
A punctuation sign, appearing between brackets after item name, can be used as a keyboard shortcut	No	
Duplicate keyboard shortcuts are allowed when no other character is available	No	
No keyboard shortcut is assigned when no more characters are available (minor options only)	Yes	

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

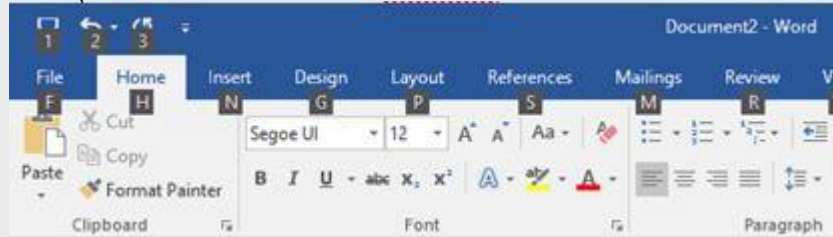| Term	Usage
access key	A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly. Example: F in Alt+F Example in UI localization: H&ome

key tip	In keyboard shortcuts, most access keys are used with the Alt key. The letter or number that appears in the ribbon when the Alt key is pressed. In UI localization, the key tip is the last character present in the strings after the "`" character. Example: In UI localization Home`H
shortc ut key	A subtype of keyboard shortcut. A key that the user types to perform a common action without having to go through the UI. Shortcut keys are not available for every command. Example: Ctrl+N, Ctrl+V In keyboard shortcuts, most shortcut keys are used with the Ctrl key. Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.

5.4.5 Numeric keypad

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

5.4.6 Shortcut keys

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

Standard Shortcut Keys

US Command	US English Shortcut Key	Albanian Command	Albanian Shortcut key
General Windows Shortcut keys			
Help window	F1	Dritarja e ndihmës	F1
Context-sensitive Help	Shift+F1	Ndihma në kontekst	Shift+F1
Display pop-up menu	Shift+F10	Shfaq meny kërcyese	Shift+F10
Cancel	Esc	Anulo	Esc
Activate\Deactivate menu bar mode	F10	Aktivizo/Çaktivizo modalitetin e shiritit të menysë	F10
Switch to the next primary application	Alt+Tab	Kalo në aplikacionin tjetër parësor	Alt+Tab
Display next window	Alt+Esc	Shfaq dritaren tjetër	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	Shfaq menynë kërcyese për dritaren	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	Shfaq menynë kërcyese për dritaren bijë aktive	Alt+-
Display property sheet for current selection	Alt+Enter	Shfaq fletën e veçorive për përzgjedhjen aktuale	Alt+Enter
Close active application window	Alt+F4	Mbyll dritaren aktive të aplikacionit	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	Kalo në dritaren tjetër brenda aplikacionit (që përputhet me mungesën e modalitetit)	Alt+F6

Capture active window image to the Clipboard	Alt+Prnt Scrn	Fotografo pamjen e dritares aktive në kujtesën e fragmenteve	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	Fotografo pamjen e tryezës në kujtesën e fragmenteve	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	Hap butonin Nisja në shiritin e detyrave	Ctrl+Esc
Display next child window	Ctrl+F6	Shfaq dritaren tjetër bijë	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	Shfaq panelin tjetër me skeda	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Hap menaxherin e detyrave dhe nisjen e sistemit	Ctrl+Shift+Esc
File Menu			
File New	Ctrl+N	Skedari i ri	Ctrl+N
File Open	Ctrl+O	Skedari Hape	Ctrl+O
File Close	Ctrl+F4	Skedari Mbylle	Ctrl+F4
File Save	Ctrl+S	Skedari Ruaje	Ctrl+S
File Save as	F12	Skedari Ruaje si	F12
File Print Preview	Ctrl+F2	Skedari Paraafishimi i printimit	Ctrl+F2
File Print	Ctrl+P	Skedari Printoje	Ctrl+P
File Exit	Alt+F4	Skedari Dil	Alt+F4
Edit Menu			
Edit Undo	Ctrl+Z	Redakto Zhbëje	Ctrl+Z
Edit Repeat	Ctrl+Y	Redakto Përsërite	Ctrl+Y

Edit Cut	Ctrl+X	Redakto Prite	Ctrl+X
Edit Copy	Ctrl+C	Redakto Kopjoje	Ctrl+C
Edit Paste	Ctrl+V	Redakto Ngjite	Ctrl+V
Edit Delete	Ctrl+Backspace	Redakto Hiqe	Ctrl+Backspace
Edit Select All	Ctrl+A	Redakto Zgjidhi të gjitha	Ctrl+A
Edit Find	Ctrl+F	Redakto Gjej	Ctrl+F
Edit Replace	Ctrl+H	Redakto Zëvendëso	Ctrl+H
Edit Go To	Ctrl+G	Redakto Shko te	Ctrl+G
Help Menu			
Help	F1	Ndihmë	F1
Font Format			
Italic	Ctrl+I	Pjerrët	Ctrl+I
Bold	Ctrl+B	Trashë	Ctrl+B
Underlined\Word underline	Ctrl+U	Nënvizuar/Nënvizim fjale	Ctrl+U
Large caps	Ctrl+Shift+A	Kapitale të mëdha	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	Kapitale të vogla	Ctrl+Shift+K
Paragraph Format			
Centered	Ctrl+E	Qendërzuar	Ctrl+E
Left aligned	Ctrl+L	Drejtvendosur majtas	Ctrl+L
Right aligned	Ctrl+R	Drejtvendosur djathtas	Ctrl+R
Justified	Ctrl+J	Drejtvizuar	Ctrl+J

5.5 Voice video considerations

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

Successful Techniques for Voicing Video Content

- Focus on the intent. Show the best way to achieve the most common task and stick to it.
- Show empathy. Understand and acknowledge the viewer's situation.
- Use SEO (Search Engine Optimization). Include search phrases in the title, description, and headers so that people can easily find the topic.
- Talk to the customer as if (s)he is next to you, watching you explain the content.
- Record a scratch audio file. Check for length, pace and clarity.
- For Albanian language, pace should be relatively moderate; the recommended rate is 140-160 words per minute.

5.5.1 English pronunciation

General Rules

Generally speaking, English terms and product names left unlocalized in target material should be pronounced the English way. For instance, Microsoft must be pronounced the English way. If numbers are involved, pronounce them in Albanian. E.g. "Microsoft Word 2021."

However, if your language has an established pronunciation for some common term (such as "server") the local pronunciation should be used. Moreover, pronunciation can be adapted to the Albanian phonetic system if the original pronunciation sounds very awkward in Albanian language.

Example	Phonetics	Comment
SecurID	[sɪˈkjuər aɪ diː]	
.NET	[dot net]	
Skype	[skajp] 🔊	It is pronounced the way it is pronounced in the source language. I put "j" instead of "i" as it is nearer to the English pronounciation.

Acronyms and Abbreviations

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

Example	Phonetics
RADIUS	[radius]
RAS	[ras]
ISA	[isa]
LAN	[lan]
WAN	[uan]
WAP	[uap]
MAPI	[mapi]
POP	[pop]

Other abbreviations are pronounced letter by letter

Example	Phonetics
ICMP	[icəməpə]
IP	[ipə]
TCP/IP	[təcəpə/ipə]
XML	[xəmələ]
HTML	[hətəmələ]
OWA	[oua]
SQL	[səqələ]
URL	[urələ]

URLs

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

"www" should be pronounced as "dubəl və:" in Albanian.

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

Example	Phonetics	Comment
http://www.microsoft.com	dubəl və dubəl və dubəl və pikə maikrosoft pikə kom	"pikə" might be omitted

Punctuation Marks

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

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

Special Characters

Pronounce special characters such as / \ ˘ < > + - using the Albanian translations approved in the Microsoft Language Portal, e.g. "<" will be pronounced "kllapa këndore e majtë."

5.5.2 Tone

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

5.5.3 Video voice checklist

5.5.4 Topic and Script

- Apply the following Microsoft voice principles:
  - Single intent
  - Clarity
  - Everyday language
  - Friendliness
  - Relatable context

In order a video to sound natural and friendly in Albanian, use the voice of a person matching the targeted market, e.g. if the product is to be sold in Albania only, use the voice of an Albanian (Albania) person.

Title

- Includes the intent
- Includes keywords for search

Intro: 10 Seconds to Set up the Issue

- Put the problem into a relatable context

Action and Sound

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

Visuals

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

Ending

- Recaps are unnecessary