Microsoft

Hindi Style Guide

Table of Contents

1 Welcome

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

1.1 Reference material

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

1. https://www.shabdkosh.com/: A good online dictionary.
2. वैज्ञानिक व तकनीकी शब्दावली आयोग द्वारा प्रकाशित शब्दसंग्रह: A technical dictionary by Govt of India available at Commission for Scientific & Technical Terminology
3. भारत सरकार के सूचना और प्रसारण मंत्रालय, प्रकाशन विभाग द्वारा प्रकाशित डॉ. विजय अग्रवाल की पुस्तक 'अपनी हिंदी सुधारें' : For Hindi Grammar
4. Father Camille Bulcke's English to Hindi Dictionary.
5. https://shabdavali.rbi.org.in/
6. https://www.merriam-webster.com/: Trusted online dictionary for English word definitions, meanings, and pronunciation

2 Microsoft voice

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The voice used 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 professionals and enthusiasts to casual computer users. Although content might be different for different audiences, the principles of Microsoft voice are the same. However, Microsoft voice also requires us to keep 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 the Microsoft voice should extend across Microsoft content for all language locales. Each language has specific choices in style and tone that evoke the Microsoft voice in that language.

2.1   Choices that reflect Microsoft voice

Translating Hindi in a way that reflects the 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 everyday conversation, rather than the formal, technical language that's often used in technical and commercial content.

When you're localizing source text written in the 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 the Microsoft voice has a conversational style, translating the source text literally 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 complete the task.

2.1.1   Words and phrases to avoid

The Microsoft voice avoids an unnecessarily formal tone. Here are some examples of words and phrases to avoid.

en-US source	hi-IN word to avoid	hi-IN word/phrase
Select/choose/pick	चयनकरें	चुनें
Furthermore	इसकेअतिरिक्त	साथही
Therefore	अत:	इसलिए
Refer to	संदर्भ लें	देखें
Change	परिवर्तित करें	बदलें
Deselect	इसका चयन रद्द करें	अचयनित करें
Pump	पम्प	पंप
Engine	इन्जिन	इंजन / इंजिन

Computer	कम्प्यूटर	कंप्यूटर
Show	दिखाएं	दिखाएँ
For	लिये	लिए
Try again	पुनः प्रयास करें	दुबारा कोशिश करें

Terminology

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

Note: There are multiple instances, in which different translations are approved for the same term, due to different contexts. Please always check the context before using the approved translation.

Example:

en-US source term	Incorrect use of terminology	Incorrect use of terminology
If you need help on this, please contact **support**.	अगर आपको इस बारे में मदद चाहिए, तो कृपया **समर्थन** से संपर्क करें.	अगर आपको इस बारे में मदद चाहिए, तो कृपया **ग्राहक सहायता** से संपर्क करें.

Short word forms and everyday words

Writing US English text in the Microsoft voice means using 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 easy to read quickly. Precise, well-chosen words aid clarity, but it's important to use everyday words that customers are familiar with.

The following table describes how short, everyday words can be used to convey the Microsoft voice in Hindi.

en-US source term	hi-IN word	hi-IN word usage
Make it easier to use	उपयोग करने में आसान बनाएँ	उपयोग में आसान बनाएँ
Learn how to change settings	सीखें कि सेटिंग्स कैसे परिवर्तित करें	सेटिंग्स बदलने का तरीका जानें
You will also be able to copy.	आप प्रतिलिपि बनाने में भी समर्थ होंगे.	आप प्रतिलिपि भी बना सकेंगे.

2.2   Sample Microsoft voice text

The following sections have examples of source and target phrases that illustrate the intent of the Microsoft voice.

2.2.1   Focusing on the user action

To make choices and next steps obvious for the user, focus on the action that the user needs to take.

US English	hi-IN target	Explanation
The password isn't correct, so try again. Passwords are case-sensitive.	पासवर्ड सही नहीं है, इसलिए कृपया दुबारा कोशिश करें. पासवर्ड केस-संवेदी होते हैं.	The user has entered an incorrect password, so provide the user with a short and friendly message that lets them know that they need to try again.
This product key didn't work. Check it and try again.	यह उत्पाद कुंजी कार्य नहीं कर रही है. कृपया इसे जाँचें और दुबारा कोशिश करें.	An error message that informs the user that they've entered an incorrect product key. The message casually and politely asks the user to check it and try again.
All ready to go	सब कुछ तैयार है	A casual, short, and compact message informs the user that setup has completed and the system is ready to be used.
Would you like to continue?	क्या आप जारी रखना चाहेंगे?	The second-person pronoun "you" is used 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. | अपने PC को नाम दें - कोई भी नाम जो आप चाहें. यदि आप पृष्ठभूमि रंग बदलना चाहते हैं, तो PC सेटिंग में उच्च कॉन्ट्रास्ट बंद करें. | This message is asking the user to specify the preferred color and name of the PC. Address the user directly, using the second-person pronoun, to help the user take the necessary action. |

2.2.2 Explanatory text and providing support

US English	hi-IN target	Explanation
The updates are installed, but Windows Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	अद्यतन स्थापित कर दिए गए हैं, लेकिन वे कार्य कर सकें, इसके लिए Windows सेटअप को पुनरारंभ करना होगा. इसके पुनरारंभ हो जाने पर, हम वहीं से शुरू करेंगे जहाँ से हमने छोड़ा था.	The language is natural, the way people talk. In this case, the tone is reassuring, letting the user know that we're doing the work. The use of "we" strikes a more personal tone.
If you restart now, you and any other people using this PC could lose unsaved work.	यदि आप अभी पुनरारंभ करते हैं, तो आपका और इस PC का उपयोग करने वाले अन्य लोगों का सहेजा नहीं गया कार्य खो जाएगा.	The tone 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.	जब आप अमान्य या गुम गुणों को ठीक कर देंगे, तो यह दस्तावेज़ स्वचालित रूप से सही लायब्रेरी और फोल्डर में चला जाएगा.	The text is informative and clearly and directly tells the user what will happen.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	कुछ गलत हुआ है! आपकी बूटेबल USB फ़्लैश ड्राइव बनाने के लिए डाउनलोड की गई फ़ाइलें ढूँढने में असमर्थ है.	Short, simple sentences inform the user what has happened.

2.2.3   Promoting a feature

US English	hi-IN 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.	आपके टचस्क्रीन PC की सुरक्षा में मदद करने के लिए चित्र पासवर्ड एक नया तरीका है. आप स्वयं के लिए एक खास पासवर्ड बनाने हेतु चित्र- और उसके साथ उपयोग किए जाने वाले जेस्चर- चुनते हैं.	**Promoting a specific feature** The em dash sets off and clarifies the requirements for the picture password feature.
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	ऐप्स को आपके PC के स्थान, नाम, खाता चित्र और अन्य डोमेन जानकारी के आधार पर आपको वैयक्तिकृत सामग्री उपलब्ध कराने दें.	**Promoting the use of apps** Depending on the context, commonly used words (such as "PC") can help make the text sound familiar and friendly.

2.2.4   Providing how-to guidelines

US English	hi-IN target	Explanation
To go back and save your work, click Cancel and finish what you need to.	वापस जाने और अपना कार्य सहेजने के लिए, 'रद्द करें' पर क्लिक करें और अपना ज़रूरी कार्य पूरा करें.	The second-person pronoun and short, clear direction help the user understand what to do next.
To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.	अपने वर्तमान चित्र पासवर्ड की पुष्टि करने के लिए, बस रीप्ले देखें और अपने चित्र पर दिखाए गए उदाहरण जेस्चर को ट्रेस करें.	The tone 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	यह उत्पाद कुंजी दर्ज करने का समय है. आपके इंटरनेट	The second-person pronoun "you" and direct, natural

to the internet, we'll activate Windows for you.	से कनेक्ट होने पर, हम Windows सक्रिय कर देंगे.	language clearly tell the user about 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**	
primary/subordinate	master	मास्टर, प्रधान, मुख्य	स्वामी
expert	guru	विशेषज्ञ, कौशलपूर्ण/कुशल	गुरू
parent	mother or father	अभिभावक	माता या पिता

3.1   Avoid gender bias

Use gender-neutral alternatives for common terms. Avoid the use of compounds containing gender-specific terms (*पुरुष, महिला,* etc.).

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

Use this	Not this	Comments
Target examples		
शिक्षक	महिला शिक्षक, पुरुष शिक्षक	"शिक्षक" is used for both man and women.
डॉक्टर	महिला डॉक्टर, पुरुष डॉक्टर	"डॉक्टर" is used for both man and women.
वकील	महिला वकील, पुरुष वकील	"वकील" is used for both man and women.
अध्यक्ष	महिला अध्यक्ष, पुरुष अध्यक्ष	"अध्यक्ष" is used for both man and women.
जज	महिला जज, पुरुष जज	"जज" is used for both man and women.

When presenting generalization, use plural noun forms (for example, लोग, *वह, छात्र,* etc.).

Don't use gendered pronouns (वह लड़की/महिला, उस लड़की/महिला का, वह लड़का/पुरुष, उस लड़के/पुरुष का, etc.) in generic references. Instead:

- Rewrite to use the second or third person (*आप* or *वह*).

- Rewrite the sentence to have a plural noun and pronoun.
- Use articles instead of a pronoun (for example, दस्तावेज़ instead of उसका दस्तावेज़).
- Refer to a person's role (*पाठक, कर्मचारी, ग्राहक,* or *क्लाइंट,* for example).
- Use *व्यक्ति* or *व्यक्तिगत.*

The following table contains strings and sentences that were translated taking those gender-neutral principles into account.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
Users with the appropriate rights can set other users' passwords.	If the user has the appropriate rights, he/she can set other users' passwords.	उचित अधिकार प्राप्त उपयोगकर्ता अन्य उपयोगकर्ताओं के पासवर्ड सेट कर सकते हैं.	यदि उपयोगकर्ता के पास उचित अधिकार हैं, तो वह अन्य उपयोगकर्ताओं के पासवर्ड सेट कर सकता/सकती है.
Developers need access to servers in their development environments, but they don't need access to the servers in Azure.	A developer needs access to servers in his development environment, but he doesn't need access to the servers in Azure.	डेवलपर्स को उनके डेवलपमेंट परिवेश में सर्वर पर एक्सेस की आवश्यकता होती है लेकिन उन्हें Azure मेंसर्वर पर एक्सेस की आवश्यकता नहीं होती.	एक डेवलपर को उसके डेवलपमेंट परिवेश में सर्वर पर एक्सेस की आवश्यकता होती है, लेकिन उसे Azure मेंसर्वर पर एक्सेस की आवश्यकता नहीं होती.
When the author opens the document	When the author opens his/her document	जब लेखक दस्तावेज़ खोलता है....	जब लेखक उसका दस्तावेज़ खोलता/खोलती है....
To call someone, select the person's name, select Make a phone call, and then choose the number you'd like to dial.	To call someone, select his name, select Make a phone call, and then select his number.	किसी को कॉल करने के लिए उस व्यक्ति का नाम चुनें, 'फ़ोनकॉल करें' चुनें और फिर आप जो नंबर डायल करना चाहते हैं वह चुनें.	किसी को कॉल करने के लिए, उसका नाम चुनें, एक फ़ोन कॉल करें चुनें और फिर उसका नंबर चुनें.

In Hindi, if you can't write around the problem, it's OK to use a plural pronoun (*वे, उनका/उनकी,* or *उन्हें*) in generic references to a single person. Don't use constructions like *वह पुरुष/वह महिला* and *वह महिला/वह पुरुष.*

When you're writing about a real person, use the pronouns that the person prefers, whether it's *वह, वे* or another pronoun. It's OK to use gendered pronouns

(like *वह, उसका/उसकी,* and *उसका/उसकी*) when you're writing about real people who use those pronouns themselves.

3.2   Accessibility

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

Focus on people, not disabilities. Don't use words that imply pity, such as *से ग्रसित* or *से पीड़ित.* 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	निःशक्त व्यक्ति/दिव्यांग व्यक्ति	विकलांग
person without a disability	normal person; healthy person	निःशक्तता रहित व्यक्ति	सामान्य व्यक्ति; स्वस्थ व्यक्ति

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	चुनें	क्लिक करें

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

<u>English example</u>: **Select one file.**

See the recommended and non-recommended styles in the table:

Use this	Not this
Target example	
फ़ाइल चुनें	एक फ़ाइल का चयन करें

Spell out words like एंड, *प्लस,* **and** *अबाउट.* 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 Hindi.

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.

Always use current terminology and phrases for the product being localized by looking for the translations in the most recent version of the Microsoft terminology databases and other approved glossaries. The consistent use of Microsoft-approved terminology in all localized products is crucial to achieving the required quality in localized products.

4.1.1   Abbreviations

Common abbreviations

You might need to abbreviate some words in the UI (mainly the names of buttons and options) due to lack of space. In Hindi, there are no standardized abbreviations for words, so try to use the shortest available version of the word. Also, in the menus, try to use the imperative, to avoid longer words.

List of common abbreviations:

Expression (English)	Hindi (full)	Acceptable abbreviation (Hindi)
meter	मीटर	मी
kilometer	किलोमीटर	किमी
centimeter	सेंटीमीटर	सेमी
millimeter	मिलीमीटर	मिमी
gram	ग्राम	ग्रा
kilogram	किलोग्राम	किग्रा
liter	लीटर	ली
millimeter	मिलीलीटर	मिली
TV	टेलीविज़न	टीवी
IT	इन्फॉर्मेशन टेक्नोलॉजी	आईटी
PIN	पीआईएन	पिन

Some units of the International System of Units (usually those that are abbreviated as a single capital letter) should be written in the Latin alphabet, for example, W (watt), V (volt), J (joule), Hz (hertz), and kHz (kilohertz). Others are written either in the Latin alphabet or Hindi, for example, *kg* as किग्रा, or *cm* as सेमी.

Temperature is always measured using the Celsius scale. All other temperature scales (such as Fahrenheit) must be recalculated into Celsius in the localized products.

The standard way to display temperature is: **x°C** (x is the temperature, followed by the degree symbol, and then the capital Latin letter *C*, even in Hindi). However, in Hindi, temperature may also be written as **x°से** (x is the temperature, followed by the degree symbol, and then **से**, the abbreviation in Hindi for Celsius).

If the temperature is below zero, the minus sign (–) is displayed before the temperature. However, if the temperature is equal to or above zero, the plus sign (+) is optional and is rarely used.

Examples: –**273°C, 0°C, 25°C**

Don't abbreviate such words as:

Expression (English)	Hindi (full)
Pound	पाउंड
Degree	डिग्री
Ruble	रूबल
Yuan	यूआन
Yen	येन

4.1.2   Acronyms

Acronyms are abbreviations made up of elements belonging to two or more words.

Some well-known examples of acronyms are WYSIWYG (What You See Is What You Get), OLE (Object Linking and Embedding), and RAM (Random Access Memory). For the purpose of this guide, we refer to them collectively as "acronyms."

Acronyms aren't as common in Hindi as they are in English. If possible, spell out the words in Hindi on the first occurrence of the acronym in the text (or in the most appropriate section of your text, such as the section where a feature is described), followed by the acronym in parentheses.
Example: UNESCO (यूनेस्को)

Many acronyms are standardized in Hindi and used in a standard manner.
Example: USA (संयुक्त राज्य).

Otherwise, just keep the acronym as it appears in the source text.

परिवर्णी शब्द - संक्षिप्ति {शब्दों के प्रथम अक्षर से बने शब्द}

उदाहरण: P.T.O. (Please turn over) = कृ.प.उ. (कृपया पन्ना उलटिए)

In general, acronyms aren't localized in Hindi.

4.1.3   Adjectives

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

There are four types of adjectives in Hindi:

गुणवाचक (Quality)

संख्यावाचक (Numeral)

परिमाणवाचक (Quantity)

संकेतवाचक (Demonstrative)

- **Adjective of quality:** An adjective showing the kind or quality of nouns or pronouns is called an adjective of quality.
- **Numeral adjective:** An adjective that expresses the number of persons or things is called an adjective of number or numeral adjective.
- **Adjective of quantity:** An adjective that shows the quantity of things is called an adjective of quantity.
- **Demonstrative adjective:** This adjective points directly to a specified person or thing.

Here are some examples for Hindi:

en-US source	Hindi target
New York is a *beautiful* city.	न्यूयॉर्क एक *सुंदर* शहर है.
I have learned *many* languages.	मैंने *कई* भाषाएँ सीखी हैं.
Adding *some* sugar will make the coffee taste better.	*थोड़ी सी* शक्कर मिलाने से कॉफ़ी और भी स्वादिष्ट हो जाएगी.
This is the best day of my life.	*यह* मेरी ज़िंदगी का सबसे बढ़िया दिन है.

Possessive adjectives

Possessives are common in the English language, and they're used frequently in Hindi, too.

Examples are मेरा (*mine*), तुम्हारा (*your*), आपका (*your*—respectful form), उनका (*their*), उसका (*his*), हमारा (*our*)

4.1.4   Articles

There are no articles in the Hindi language. It's important to remember that there's no need to translate every *a* or *an* used in the English source text into Hindi.

Unlocalized feature names

Microsoft product names and feature names that aren't translated are used without definite or indefinite articles in the English language.

Localized feature names

Translated feature names are handled in the following way:
Hindi doesn't have a definite article, and indefinite articles aren't used with product names in Hindi.

Example:

en-US source	Hindi target
The Windows Server is installed on this computer.	इस कंप्यूटर पर Windows सर्वर स्थापित है.

Articles for terms borrowed from English

When you encounter an English loanword that has been used in Microsoft products before, 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 Hindi language? None for Hindi.
- 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.

4.1.5 Conjunctions

Writing in the Microsoft voice in English uses conjunctions to make the text sound friendly and conversational. For example, starting a sentence with a conjunction can convey an informal tone and style.

Likewise in Hindi, the Microsoft voice can be conveyed through the use of conjunctions:

en-US source text	hi-IN old use of conjunctions	hi-IN new use of conjunctions
As <product> gains features, there is a risk that older content may not display correctly.	जैसे-जैसे <product> की सुविधाएँ बढ़ेंगी, पुरानी सामग्री के ठीक से प्रदर्शित न होने का जोखिम रहेगा.	दिन प्रति दिन बढ़ती सुविधाओं के कारण हो सकता है पुरानी सामग्री ठीक से न दिखे.
While the document is open, it is not possible to create a copy.	दस्तावेज़ खुला होने के कारण प्रति नहीं बनाई जा सकती.	दस्तावेज़ खुला होने पर प्रतिलिपि बनाना संभव नहीं है.
While your computer is being updated, you can keep working.	आपके कंप्यूटर के अद्यतन के दौरान आप कार्य जारी रख सकते हैं.	आपका कंप्यूटर अद्यतित किए जाते समय आप कार्य जारी रख सकते हैं.

4.1.6 Gender

All nouns in Hindi are divided into one of two grammatical types, called genders. These genders are masculine—पुल्लिंग—and feminine—स्त्रीलिंग. Nouns often modify other words in the sentence according to their gender.

All male living beings are masculine. All female living beings are feminine. In the case of names of inanimate things and abstract, collective, and material nouns, gender is determined mainly by usage.

Masculine gender—पुल्लिंग

Feminine gender—स्त्रीलिंग

Example:

en-US source	hi-IN target
boy	लड़का
girl	लड़की
father	पिता
mother	माता

Note: For information regarding gender neutrality on Microsoft products, see [Avoid gender bias](#).

4.1.7 Genitive

In Hindi, genitives are indicated with *kaa/ke/kii* as the morpheme. The choice of *kaa, ke,* or *kii* depends on the gender, number, and case ending of the head noun. Table 1 explains and illustrates the usage of *kaa/ke/kii* for different variations of the head noun.

Table 1: Usage of का/के/की in the genitive case

Convention 1 (For example, attaching a genitive "s" to trademarked product names isn't feasible because it could be interpreted as a modification of such names.)

Example:

Gender of the head noun	Number of the head noun	Case ending of the head noun	का/के/की	Example(s)
Masculine	Singular	Absent	का	लड़के का भाई
Masculine	Plural	Absent	के	लड़के के भाई
Masculine	Doesn't matter	Present	के	लड़के के भाई ने, लड़के के भाइयों ने
Feminine	Doesn't matter	Doesn't matter	की	लड़के की बहन, लड़के की बहन ने, लड़के की बहनों ने, लड़के की बहनें

4.1.8   Localizing colloquialism, idioms, and metaphors

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

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

- Don't attempt to replace the source colloquialism with a Hindi colloquialism that means the same thing unless the Hindi colloquialism is a perfect and natural fit for that context.
- Translate the *intended meaning* of the colloquialism in the source text (as opposed to literally translating the colloquialism), 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.

en-US source	hi-IN target
Let's see if you have to do anything first.	देखते हैं कि आपको पहले कुछ करना तो नहीं होगा.
Pick the people and apps you can share stuff with.	वे लोग और ऐप चुनें जिनके साथ आप चीज़ें साझा कर सकते हैं.
Here are some nearby networks—pick one to get online right away.	आसपास के कुछ उपलब्ध नेटवर्क ये हैं,तुरंत ऑनलाइन होने के लिये इनमें से कोई एक चुनें.
Here's how to change your password.	अपना पासवर्ड ऐसे बदलें.
You're almost done customizing these settings.	आपने इन सेटिंग्स को अनुकूलित करने का काम लगभग पूरा कर लिया है.
To configure the settings, go the settings page.	सेटिंग्स कॉन्फ़िगर करने के लिए, सेटिंग पृष्ठ पर जाएँ.
To know more about the tool, visit the following site.	उपकरण के बारे में अधिक जानने के लिए, नीचे दी गई साइट पर जाएँ.

To comment on the article, write in the comment box.	लेख पर टिप्पणी करने के लिए, टिप्पणी बॉक्स में लिखें.

4.1.9 Nouns

Follow the normative rules for nouns.

1. **व्यक्तिवाचक संज्ञा** (proper noun)—A *proper noun* is a name of a specific person, place, thing, or idea.
   For example: दिल्ली (Delhi), गांधी (Gandhi), रामायण (Ramayana), गीतांजली (Geetanjali), हिमालय (Himalaya), ताजमहल (Tajmahal)
2. **जातिवाचक संज्ञा** (common noun)—A *common noun* is the name of a nonspecific person, place, thing, or idea.
   For example: मोर (peacock), पुस्तक (book), महिला (lady), बालक (boy), बालिका (girl)
3. **भाववाचक संज्ञा** (abstract noun)—*Abstract nouns* refer to intangible things, like feelings, ideals, concepts. and qualities.
   For example: बचपन (childhood), सत्य (truth), सुंदरता (beauty), नम्रता (politeness)
4. **समुदायवाचक संज्ञा** (collective noun)—A *collective* or *count noun* denotes a group of individuals.
   For example: सेना (armed forces), सभा (assembly), मंडली (group)
5. **द्रव्यवाचक संज्ञा** (material noun)—A *material noun* is a word for a material, a substance, or an ingredient that other things are made from
   For example: सोना (gold), लोहा (iron), पानी (water)

Example:

en-US source	hi-IN target
My favorite drink is *soda*.	मेरा पसंदीदा पेय *सोडा* है.
Many people like to eat *Asian* food.	कई लोग *एशियाई* भोजन पसंद करते हैं.
The education of children should be our number one *priority*.	बच्चों की शिक्षा हमारी पहली प्राथमिकता होनी चाहिए.

Plural formation

Singular and plural of nouns in the direct case:

Masculine: Ending in -a
Singular: लड़का = boy
Plural: लड़के = boys

Masculine: Ending in another vowel (very few):
Singular: गुरु = teacher
Plural: गुरु = teacher

Masculine: Ending in a consonant
Singular: दोस्त = friend
Plural: दोस्त = friends

Feminine: Ending in -i

Singular and plural of nouns in the oblique case:

Masculine: Ending in -a
Singular: लड़के
Plural: लड़कों

Masculine: Ending in another vowel (very few):
Singular: गुरु
Plural: गुरुओं (for आदमी /man/ – आदमियों)

Masculine: Ending in a consonant
Singular: दोस्त
Plural: दोस्तों

4.1.10 Prepositions

Be careful to use prepositions correctly in the translated text. Many translators, influenced by the English source text, omit them or change the word order.

Preposition use is another consideration when trying to achieve a casual and conversational tone. In the Microsoft voice, starting or ending a sentence with a preposition is acceptable.

Hindi prepositions link nouns, pronouns, and phrases to other words in a sentence. The word or phrase that the preposition introduces is called the object of the preposition. Hindi (like other Indian languages) uses postpositions instead of prepositions. Postpositions are like prepositions except that they are written *after* the noun.

Source text expression	hi-IN expression
about	के बारे में
after	के बाद
behind	के पीछे
before	से पहले

4.1.11 Pronouns

There are five main types of pronouns in Hindi:

1. Personal pronoun, known as पुरुषवाचक सर्वनाम

Definition: *Personal pronouns* represent people or things. The *personal pronouns* are: *I, you, he, she, it, we, they.*

2. Demonstrative pronoun, known as निश्चयवाचक सर्वनाम

Definition: *Demonstrative pronouns* are used to replace specific people or things that have been mentioned previously (or are understood from the context).

3. Indefinite pronoun, known as अनिश्चयवाचक सर्वनाम

Definition: An *indefinite pronoun* is a pronoun that refers to a nonspecific being, object, or place.

4. Relative pronoun, known as संबंधवाचक सर्वनाम

Definition: A *relative pronoun* is a pronoun that introduces a relative clause. It's called a *relative* pronoun because it "relates" to the word that its relative clause modifies.

5. Interrogative pronoun, known as प्रश्नवाचक सर्वनाम

Definition: The *interrogative pronoun* represents the thing that we don't know (the thing that we're asking the question about).

Example:

en-US source	hi-IN target
What is your favorite colour?	आपका पसंदीदा रंग कौन-सा है?
Sometimes I wonder why **anyone** shops at this store.	कभी-कभी मुझे आश्चर्य होता है कि कोई भी इस स्टोर से खरीदारी क्यों करता है.
This is the book ***that*** everyone is talking about.	यह वह पुस्तक है जिसके बारे में सभी बातें कर रहे हैं.
Jennifer and ***I*** are meeting in San Francisco in July.	जेनिफ़र और मैं जुलाई में सैन फ़्रांसिस्को में मिलेंगे.

Known issue: It's a common error to use आप आपके खाते, हम हमारी फ़ाइल को..., etc. Remember that it should be always आप अपने, हम अपने, and वो अपने.

4.1.12 Punctuation

Dashes and hyphens

Three different dash characters are used in English: the hyphen, the en dash, and the em dash.

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. You can find it on the numeric keypad.

The hyphen (-) is the shortest of the three dash characters. Use hyphens for:

- Compound words
- Breaking words at the end of a line
- Page numbers, dates, and other number intervals (for example: The name should be 8-15 characters long)
- To establish relationships between two concepts (for example: धन-ऋण, जोड़-घटाव)
- In dates (for example: 15-11-06)

En dash

The en dash (–) is shorter than the em dash and longer than the hyphen. It's obtained by pressing Alt + 0150 or Ctrl + - (num) in Windows. It's used in arithmetic operations and negative numbers.
Example: Temperature is -10°C - तापमान -10°से है

Em dash

The em dash is the longest of the three characters (—), and is obtained by pressing Alt + 0151 or Ctrl + Alt + - (num) in Windows. In Hindi, the en dash is sometimes used in dialogue to introduce each successive thought, but this usage isn't correct in Hindi. Avoid extensive use of the English em dash and use commas or parentheses instead. You can also start a new sentence. In Hindi, we tend to use em dashes differently than in English. Feel free to change the sentence (you can remove the em dash) so that it will look and sound more natural in Hindi.

Consider the following example:

English	Correct Hindi
So, no matter if you're on a PC, Mac, tablet, iPhone, or Android device—Skype keeps you connected and always available.	इसलिए, चाहे आप PC, Mac, टेबलेट, iPhone या Android डिवाइस में से किसी का भी उपयोग कर

	रहे हों, Skype की मदद से आप कनेक्ट और हमेशा उपलब्ध रह सकते हैं
Go to the support site for trouble-shooting and how-to guides	समस्या निवारण और 'कैसे-करें' संबंधी दिशानिर्देशों के लिए सहायता साइट पर जाएँ

Ellipsis (suspension points)

If a source string has an ellipsis, we also include it in the Hindi localization. The ellipsis indicates that some process is in progress.

Example:

Updating…
अद्यतन किया जा रहा है…

Usage of Nuqta

A diacritic used in the Devanagari script to describe modern sounds borrowed from languages not native to Devanagari, mainly Urdu (Arabic, Farsi) and English. It is basically a dot, which is used in few letters like ज़ and फ़. Please remember not to use it in क, ख, ग.

Some exceptions are: ख़ास, ख़बर.

Source	Target
Photo	फ़ोटो
File	फ़ाइल
Resolution	रिज़ॉल्यूशन
Browser	ब्राउज़र

Period

The end of a sentence should be indicated in Hindi by an English period or full stop (.).

Please use chandrabindu (जाएँ, दिखाएँ), wherever applicable.

Quotation marks

Quotation marks are used when you want to emphasize something.

In Hindi strings, you may find software references surrounded by English quotation marks.

Please note that the period sign should always use after the quotation mark (see example mentioned below).

Also, if in the source a full stop is missing after a full sentence, please make sure to use the English full stop (.) to comply with the Hindi grammar rule.

Example:

Source	Target	Comment
To know more about this feature, please 'click here'.	इस सुविधा के बारे में अधिक जानने के लिए, 'यहाँ क्लिक करें'.	Do not put full stop before the inverted comma.

Parentheses

In Hindi, there's no space between the parentheses and the text inside them.

US English	hi-IN target	Comment
5 mile (8 km)	5 मील (8 किमी)	Same as English

Percentage

In Hindi, don't put a space between the number and the percent sign (%):

	Incorrect	Comment
50%	50 %	50%

Spaces

Punctuation marks: (:), (;), (!), (.), (,), and (?)
Generally, and unless otherwise specified:

* Insert a space between a value and its symbol, such as 16 MB
* Leave one single space after a period (.).

Don't put a space between an email address and a punctuation mark or a URL and a punctuation mark.
Items in bulleted lists: Keep them as they're written in the English source text.

4.1.13 Sentence fragments

The Microsoft voice allows the use of sentence fragments to help convey a conversational tone. They are used whenever possible because they're short and to the point.

Here are some examples that show how you can convey the Microsoft voice in Hindi.

US English source text	hi-IN long form	hi-IN sentence fragment
Use the following steps.	आप इसे इस प्रकार कर सकते हैं.	इसे ऐसे करें.
If you want you can…	यदि आप चाहें तो आप…	चाहें तो आप…
Try to open in a browser window.	किसी ब्राउज़र विंडो में खोलने का प्रयास करें.	ब्राउज़र में खोलकर देखें.

4.1.14 Verbs

The US English source text uses simple verb tenses to support the clarity of the Microsoft voice. The easiest tense to understand is the simple present, like we use in this guide. Avoid the future tense unless you're describing something that really will happen in the future and the simple present tense isn't accurate. Use the simple past tense when you describe events that have already happened.

Hindi verbs are inflected with respect to the gender of the subject (masculine, feminine), number of the subject (singular, plural), tense (present, past, future), action (perfect,

imperfect, continuous), degree of respect (intimate, familiar, respect). Verbs are referred to in their infinitive noun form, which ends in "na." But in the US English source text, where Edit, Save, Delete, and similar words are used, the verb is used as first person, for example, संपादन करें, सहेजें, हटाएँ.

Example:

US English source text	hi-IN use of verb tense	Comments
Saving file....	फ़ाइल सहेजी जा रही है....	Continuous operations are usually expressed in English with a gerund, which should be translated into the passive voice in Hindi.
Updating...	अद्यतन किया जा रहा है....	-do-
Processing....	संसाधित किया जा रहा है....	-do-
The message has been sent.	संदेश भेज दिया गया है.	
You can only merge with one Skype account.	आप केवल एक Skype खाते के साथ मर्ज कर सकते हैं.	

4.1.15 Symbols

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.

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 Hindi, using idiomatic syntax and terminology, yet it should maintain a high level of terminological consistency, so as to guarantee the maximum user experience and usability for our customers.

Always use the current terminology and phrases for the product being localized, which you can find in the most recent version of the Microsoft translation terminology databases and other approved glossaries. The consistent use of Microsoft-approved terminology in all localized products is key to achieving the required quality in localized products.

5.1   Accessibility

Accessibility options and programs 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 aren't available in Hindi-speaking markets. If you have questions about the availability of a specific accessibility product or service, 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

The names of applications and products are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (for example, IntelliSense).

There are no specific rules for Hindi regarding trademarking of the names of applications, products, and features.

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, and similar UI items, which should be translated consistently in the localized product.

5.4.1   Arrow keys

The arrow keys move the input focus among the controls within a group. Pressing the Right arrow key moves the input focus to the next control in tab order, whereas pressing the Left arrow key moves the 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.

When translating error messages, translators are encouraged to apply the Microsoft voice principles to help ensure that the target translation is natural sounding, empathetic, and not robot-like.

English term	Correct Hindi translation
We're sorry, we've run into an issue.	क्षमा करें, हमें कोई समस्या आई है.
Not enough memory to process this command.	इस आदेश को संसाधित करने के लिए पर्याप्त मेमोरी नहीं है.

Hindi style in error messages

It's important to use consistent terminology and language style in the localized error messages. Don't just translate them as they appear in the US English product. And, if an approved/admitted term doesn't go well contextually, please use the best possible translation, and leave a comment/justification regarding the term used, via proper manner.

One common error is using the first-person singular in Hindi for error messages. Text that sounds like the computer is addressing the user isn't consistent with the Microsoft voice, so error message shouldn't be written as if the computer is talking to the user. In such situations, use the passive voice instead.

Standard phrases in error messages

The phrases below commonly occur in error messages. When you translate them, try to use the target phrases provided. However, feel free to use other ways to express the source meaning if they work better in the context. When translating standard phrases, standardize. Note that sometimes the US English source text uses various phrases to express the same thing.

Whatever form is used in the US English source text, use the passive voice in the error message in Hindi. That's the proper way of instructing and informing in Hindi. Text that sounds like the computer is talking in the first person just isn't consistent with the Microsoft voice.

Examples:

English	Translation	Example
Cannot … Could not …	किया नहीं जा सकता… किया नहीं जा सका…	इस फ़ाइल को हटाया नहीं जा सकता/सका.
Failed to … Failure of …	…करना विफल रहा .	सहेजना विफल रहा
Cannot find … Could not find … Unable to find … Unable to locate …	…ढूँढा नहीं जा सकता/सका	फ़ाइल को ढूँढा नहीं जा सकता/सका
Not enough memory	पर्याप्त मेमोरी नहीं है	पर्याप्त मेमोरी नहीं है

Insufficient memory There is not enough memory There is not enough memory available	अपर्याप्त मेमोरी पर्याप्त मेमोरी उपलब्ध नहीं है	अपर्याप्त मेमोरी पर्याप्त मेमोरी उपलब्ध नहीं है
… is not available … is unavailable	…उपलब्ध नहीं है …अनुपलब्ध है…	…उपलब्ध नहीं है …अनुपलब्ध है

Error messages containing placeholders

When you localize error messages that contain 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."

Your first step is to try to find out what exactly the placeholder is; that will decide whether the sentence should use feminine or masculine, or singular or plural. The entire sentence may become wrong if this isn't done.

5.4.3   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.

There are no Hindi-specific keyboard shortcuts. The Hindi content uses the keyboard shortcuts in the English source text.

Examples:

<u>N</u>ew

<u>C</u>ancel

<u>O</u>ptions

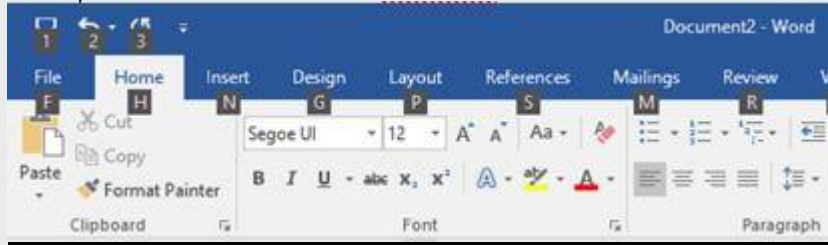| Keyboard shortcuts special options	Usage: Is it allowed?	Notes
"Slim characters," such as I, l, t, r, and f can be used as keyboard shortcuts	No	n/a
Characters with downstrokes, such as g, j, y, p, and q can be used as keyboard shortcuts	No	n/a
Extended characters can be used as keyboard shortcuts	No	n/a
An additional letter, appearing between brackets after the item name, can be used as a keyboard shortcut	No	n/a
A number, appearing between brackets after the item name, can be used as a keyboard shortcut	No	n/a
A punctuation sign, appearing between brackets after the item name, can be used as a keyboard shortcut	No	n/a
Duplicate keyboard shortcuts are allowed when no other character is available	No	n/a
No keyboard shortcut is assigned when no more characters are available (minor options only)	No	n/a

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

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

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

5.4.4 Keys

In English, references to key names, like arrow keys, function keys, and numeric keys, appear in normal text and sentence-style capitalization (not in small caps).

Key names:

English key name	Hindi key name
Alt	Alt
Backspace	Backspace
Break	Break
Caps lock	Caps Lock
Ctrl	Control
Delete	Delete
Down arrow	Down arrow

English key name	Hindi key name
End	End
Enter	Enter
Esc	Escape
Home	Home
Insert	Insert
Left arrow	Left arrow
Num lock	Num Lock
Page down	Page Down
Page up	Page Up
Pause	Pause
Right arrow	Right arrow
Scroll lock	Scroll Lock
Shift	Shift
Spacebar	Spacebar
Tab	Tab
Up arrow	Up arrow
Windows key	Windows key
Menu key	Menu key
Print screen	Print Screen

5.4.5 Numeric keypad

Avoid distinguishing keys on the numeric keypad from other keys, unless it's required because the software makes that distinction. If it isn't obvious which keys the user needs to press, provide the necessary explanation.

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. Access keys can be used only when available on-screen, but shortcut keys can be used even when they aren't accessible on-screen.

Standard shortcut keys

US command	US English shortcut key	Hindi command	Hindi shortcut key
General Windows shortcut keys			
Help window	F1	मदद विंडो	n/a
Context-sensitive Help	Shift+F1	प्रसंग-संवेदी मदद	n/a
Display pop-up menu	Shift+F10	पॉप-अप मेनू दिखाएँ	n/a
Cancel	Esc	रद्द करें	n/a
Activate/deactivate menu bar mode	F10	मेनू बार मोड सक्रिय/निष्क्रियकरें	n/a
Switch to the next primary application	Alt+Tab	अगले प्राथमिक एप्लिकेशन पर स्विच करें	n/a
Display next window	Alt+Esc	अगली विंडो दिखाएँ	n/a
Display pop-up menu for the window	Alt+Spacebar	विंडो के लिए पॉप-अप मेनू दिखाएँ	n/a

Display pop-up menu for the active child window	Alt+-	सक्रिय चाइल्ड विंडो के लिए पॉप-अप मेनू दिखाएँ	n/a
Display property sheet for current selection	Alt+Enter	वर्तमान चयन के लिए गुण पत्रक दिखाएँ	n/a
Close active application window	Alt+F4	सक्रिय अनुप्रयोग विंडो बंद करें	n/a
Switch to next window within (modeless-compliant) application	Alt+F6	एप्लिकेशन (मोडरहित-सम्मत) में अगली विंडो पर स्विच करें	n/a
Capture active window image to the clipboard	Alt+Prnt Scrn	सक्रिय विंडो छवि को क्लिपबोर्ड पर कैप्चर करें	n/a
Capture desktop image to the clipboard	Prnt Scrn	डेस्कटॉप छवि को क्लिपबोर्ड पर कैप्चर करें	n/a
Access Start button in taskbar	Ctrl+Esc	टास्कबार में प्रारंभ बटन पर जाएँ	n/a
Display next child window	Ctrl+F6	अगली चाइल्ड विंडो दिखाएँ	n/a
Display next tabbed pane	Ctrl+Tab	अगला टैब्ड पेन दिखाएँ	n/a
Launch Task Manager and system initialization	Ctrl+Shift+Esc	कार्य प्रबंधक व सिस्टम इनीशियलाइज़ेशन लॉन्च करें	n/a
File menu			
File New	Ctrl+N	नई फ़ाइल	n/a
File Open	Ctrl+O	फ़ाइल खोलें	n/a
File Close	Ctrl+F4	फ़ाइल बंद करें	n/a
File Save	Ctrl+S	फ़ाइल सहेजें	n/a

File Save as	F12	फ़ाइल इस रूप में सहेजें	n/a
File Print Preview	Ctrl+F2	फ़ाइल प्रिंट प्रीव्यू	n/a
File Print	Ctrl+P	फ़ाइल प्रिंट करें	n/a
File Exit	Alt+F4	फ़ाइल से बाहर निकलें	n/a
Help menu			
Help	F1	मदद	n/a
Font format			
Italic	Ctrl+I	इटैलिक	n/a
Bold	Ctrl+B	बोल्ड	n/a
Underlined/word underline	Ctrl+U	रेखांकित\शब्द रेखांकन	n/a
Large caps	Ctrl+Shift+A	n/a	n/a
Small caps	Ctrl+Shift+K	n/a	n/a
Paragraph format			
Centered	Ctrl+E	केंद्रित	n/a
Left aligned	Ctrl+L	बाएँ संरेखित	n/a
Right aligned	Ctrl+R	दाएँ संरेखित	n/a
Justified	Ctrl+J	समायोजित	n/a

5.5   Voice video considerations

A video that successfully conveys the Microsoft voice has these qualities:

- It addresses only one topic (one customer problem).
- It's brief.
- It has high-quality audio.
- Its visuals add to and complement the information.

- It uses the right language variant, dialect, and accent in the voice-over.

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 they're next to you, watching you explain the content.
- Record a scratch audio file. Use it to check for length, pace, and clarity.

5.5.1 English pronunciation

Generally speaking, English terms and product names that are left unlocalized in the target material should be pronounced as English words. For instance, *Microsoft* must be pronounced the way it is in English. However, if your language has an established pronunciation for some common terms (such as "server"), the local pronunciation should be used. Moreover, pronunciation can be adapted to the Hindi phonetic system if the original pronunciation sounds very awkward in Hindi.

Example	Phonetics	Comment
SecurID	[sɪˈkjuər aɪ diː]	n/a
.NET	[dot net]	n/a
Skype	[skaip] 🔊	sky (skai) + pe (p)

Acronyms and abbreviations

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

Example	Phonetics
RADIUS	रेडियस
RAS	रैस
ISA	आइएसए

LAN	लैन
WAN	वैन
WAP	वैप
MAPI	मैपी
POP	पॉप
URL	यूआरएल

Other abbreviations are pronounced letter by letter.

Example	Phonetics
ICMP	आइसीएमपी
IP	आइपी
TCP/IP	टीसीपी/आइपी
XML	एक्सएमएल
HTML	एचटीएमएल
OWA	ओडबल्यूए
SQL	एसक्यूएल

URLs

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

"www" should be pronounced as डब्ल्यू डबल्यू डब्ल्यू.

The "dot" should be omitted, but can also be read aloud. If it's read aloud, then it must be pronounced the Hindi way, as डॉट.

Example	Phonetics
http://www.microsoft.com/	डब्ल्यू डब्ल्यू डब्ल्यू डॉट माइक्रोसॉफ़्ट डॉट कॉम

Punctuation marks

Most punctuation marks (such as ? ! : ; ,) are naturally implied by the speaker's tone of voice.

En dashes (–) are used to emphasize an isolated element. An en dash should be pronounced the way a comma is, that is, as a short pause.

Special characters

Pronounce special characters such as / \ ˘ < > + - using the Hindi translations approved in the Language Portal.

5.5.2   Tone

Use a tone that's appropriate for the text and target audience. For example, an informal, playful, and inspiring tone may be used for most Microsoft products and games, while a more formal, informative, and factual tone is appropriate in technical content.

5.5.3   Video voice checklist

Topic and script

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

Title

- Includes the intent

- Includes keywords for search

Intro: 10 seconds to set up the issue

- Put the problem into a relatable context.

Action and sound

- Keep something happening, both visually and audibly, *but* ...
- ... maintain an appropriate pace.
- Synchronize visuals with the voice-over.
- Alternate between first and second person if that sounds more natural.
- Repeat major points if that's appropriate.

Visuals

- The eye is guided through the procedure
  - Smooth, easily trackable pointer motions
  - Judicious use of callouts
- Appropriate use of motion graphics, branding-approved visuals, or both

Ending

- Recaps are unnecessary