

Azerbaijani Style Guide

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1 Welcome



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

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

These normative sources must be adhered to. Any deviation from them automatically fails a string in most cases. When more than one solution is possible, consult the other topics in this style guide for guidance.

1. Azərbaycan dilinin orfoqrafiya lüğəti, Bakı, 2004.
2. Budaqova Z.İ. Azərbaycan dilində durğu işarələri, Bakı, 1977.
3. "Azerbaijani language orthographic rules" approved by the resolution of the Cabinet of Ministers of the Republic of Azerbaijan dated August 5, 2004.
4. Budaqova Z.İ. Azərbaycan dilinin qrammatikası, Bakı 1960

Informative references

These sources are meant to provide supplementary and background information.

1. Musayev O. İngiliscə-Azərbaycanca lüğət, Bakı 2003.
2. Musayev O. İngilis dilinin qrammatikası, Bakı 1996.
3. Kazımov Q.Ş. Müasir Azərbaycan dili. Sintaksis. Bakı: 2000.
4. Seyidov Y. Azərbaycan ədəbi dilində söz birləşmələri, Bakı 1989.

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 Azerbaijani (Latin) 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.

Azerbaijani Microsoft voice can be conveyed through the use of shortened form of words and everyday words. If there is a space limitation, shorter but not abbreviated phrases should be preferred. Take care to adhere to approved terminology and not use different target terms for already established and approved terms.

en-US source term	Azerbaijani word	Azerbaijani word usage
application	proq	Use "proq" instead of "tətbiqiproqram" or "proqram."
browser	veb-səyyah	Use "veb-səyyah" instead of "vebbaxışproqramı."
click	klikləmək	Use for the localization of "click" instead of "basın" or "sıxın"

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	Azerbaijani target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	Parol düzgün olmadığı üçün yenidən cəhd edin. Parollar böyük-küçük hərflərə həssasdır.	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.	Bu məhsul açarı işləmədi. Onu yoxlayın və yenidən cəhd edin.	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	İşə başlamaq üçün hər şey hazırdır	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	Davam etmək istərdinizmi?	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.	Kompüterinizə istədiyiniz adı verin. Fon rəngini dəyişmək istəsəniz, kompüter parametrlərində yüksək kəskinliyi söndürün.	Address the user directly using second person pronoun to take the necessary action.

2.2.2 Explanatory text and providing support

US English	Azerbaijani 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.	Yeniləmələr quraşdırılıb, lakin onların işləməsi üçün Windows Quraşdırması yenidən başlanmalıdır. O yenidən başladıqdan sonra biz tərk etdiyimiz yerdən davam edəcəyik.	The language is natural, the way people talk. In this case voice is reassuring, letting the user know that we're doing the work. Use of "we" provides a more personal feel.
If you restart now, you and any other people using this PC could lose unsaved work.	Əgər indi yenidən başlatsanız, siz və bu kompüterdən istifadə edən digər insanlar saxlanmamış işi itirə bilərsiniz.	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.	Siz yanlış və ya çatışmayan xüsusiyyətləri düzəltmədən sonra, bu sənəd avtomatik olaraq düzgün kitabxana və qovluğa aparılacaq.	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	Səhv baş verib! Özü yüklənən USB fləş qurğunuzu yaratmaq üçün yüklənmiş	Without complexity and using short sentences inform the user what has happened.

your bootable USB flash drive.	faylları tapmaq mümkün deyil.	
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2.2.3 Promoting a feature

US English	Azerbaijani 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.	Şəkilli parol toxunuş ekranlı kompüterinizin qorunmasına kömək etməyin yeni bir yoludur. Ancaq sizə məxsus olan bir parol yaratmaq üçün — şəkli və birlikdə istifadə edəcəyiniz jestləri — seçin.	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.	Proqramlara kompüterinizin yeri, adı, hesab şəkli və digər domen məlumatlarına əsaslanaraq, sizə fərdiləşdirilmiş məzmun vermək imkanı verin.	Promoting the use of apps. Depending on the context of the string we can add some more familiarity to the text by using everyday words for e.g. PC.

2.2.4 Providing how-to guidelines

US English	Azerbaijani target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Geri qayıtmaq və işinizi saxlamaq üçün İmtina et klikləyin və əməliyyatı bitirin.	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.	Cari şəkilli parolunuzu təsdiq etmək üçün yenidən ifaya baxın və şəklində göstərilən nümunə jestləri izləyin.	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.	Məhsul açarını daxil etməyin vaxtıdır. Siz İnternetə qoşulanda Windows-u sizin üçün aktivləşdirəcəyik	Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter the product key.
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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/slave	əsas/yardımcı	sahib/qul
perimeter network	demilitarized zone (DMZ)	perimetr şəbəkəsi	demilitarizasiya edilmiş zona (DMZ)
stop responding	hang	söhbəti dayandırın	asın
expert	guru	ekspert	quru
colleagues; everyone; all	guys; ladies and gentlemen	həmkarlar; hər kəs; dostlar	yoldaşlar; xanımlar və cənablar
parent	mother or father	valideyn	ana və ya ata

3.1 Avoid gender bias

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

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

Use this	Not this	Comments
Target examples		
etibarlı insan sözü	kişi sözü	The term "etibarlı insan sözü" means "reliable person's word"; "kişi sözü" means "man's word."
mərd insan kimi yaşamaq	kişi kimi yaşamaq	The term "mərd insan kimi yaşamaq" means "to live as brave person"; "kişi kimi yaşamaq" means "to live as a man."

When presenting generalization, use plural noun forms (for example, *insanlar*, *fərdlər*, *tələbələr*, etc.).

Note: There are no specific guidelines for pronouns, as Azerbaijani does not have gendered pronouns.

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 *dilxor olan və ya və ya əzab çəkən*. 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	imkanları məhdud olan şəxs	əlil	person without a disability	normal person; healthy person	imkanları məhdud olmayan şəxs	normal insan; sağlam insan

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	Seçin	Klikləyin

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 *və*, *üstəgəl*, and *haqqında*. 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 Azerbaijani (Latin).

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:

Try not to abbreviate any word down to less than three letters, otherwise it will not be comprehensible. Also, end the abbreviations with a consonant and a period, except for scientific symbols or measurement units. If it is necessary to add affixes after the abbreviation put period and then add the suffix.

List of common abbreviations:

Azerbaijani example	Acceptable abbreviation
məsələn	(+) məs.
və sairə	(+) və s.
telefon	(+) tel.
bu kimi	(+) b.k.
azərbaycanca	(+) azərb.
dəqiqə	(+) dəq.
saniyə	(+) san.

eramızdan əvvəl	(+) e.ə
bizim eranın	(+) b.e.

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).

Acronyms are written with capital letters. Some acronyms, such as Laser, have become common nouns, and are treated as such.

Localized acronyms

An English acronym can be localized either into another acronym or abbreviation in Azerbaijani. Two other options are by leaving the original acronym untranslated (if it has been widely recognized by the reader) and by adding some descriptions (if it has no equal terms in Azerbaijani). The following table lists some examples of acceptable localized acronyms in Azerbaijani.

en-US source	Azerbaijani target
UN	BMT
USA	ABŞ
AD	M
BC	SM
ASEAN	simply ASEAN
LASER	LASER

In some occasions, an English word or phrase can be localized into an Azerbaijani acronym or abbreviation for two reasons:

1. Making the target text shorter and simpler;
2. The Azerbaijani acronym or abbreviation is more popular or acceptable to the readers.

The following table lists some examples of English words or phrases that may be localized into Azerbaijani acronyms or abbreviations:

en-US source	Azerbaijani target
drugs	narkotik maddə
people with AIDS	QİCS xəstələri
General Shareholder Meeting	Baş Səhmdarlar İclası
Anniversary of	İldönümü

Unlocalized acronyms

If an acronym must remain in English throughout a manual or other text, the first time it occurs, write its acronym in English in normal style followed in parentheses by the full form and its Azerbaijani equivalence.

Example:

en-US source	Azerbaijani target
AP	AP (Access Point/Giriş Nöqtəsi)
POS	POS (Point of Sale/Satış Nöqtəsi)
UI	UI (User Interface/İstifadəçi İnterfeysi)

4.1.3 Adjectives

In Azerbaijani (Latin), adjectives should be handled in the following manner.

Adjectives are localized directly with appropriate terminology. There are no limitations on their localization.

en-US source	Azerbaijani target
Windows 11 is a fast operating system.	Windows 11 sürətli əməliyyat sistemidir.

Possessive adjectives

The frequent use of possessives is a feature of English language. However in Azerbaijani (Latin), possessive adjectives are handled in the following way: Possessive adjectives are also usually omitted (e.g. your keyboard, your software) and only affixes are needed—as in "my computer." In most cases the meaning of the sentence is not affected by this omission, as the personal pronoun is implicit in the verbal form.

4.1.4 Articles

General considerations

As there are not articles in Azerbaijani, we usually omit them in the target translation. However, articles should be rendered carefully into Azerbaijani, considering the context. Translating definite and indefinite articles always in the same way should be avoided. Similarly, using "bir" for indefinite articles is not always the right practice. Definite articles should inflect the related words with proper suffixes.

Unlocalized feature names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language. We treat them in this way: product names and non-translated feature names should also be treated as proper nouns in Azerbaijani.

Example:

English example	Azerbaijani example
Windows Autopilot	(+) Windows Autopilot
Windows Analytics	(+)Windows Analytics

Localized feature names

Translated feature names are handled in the following way: translated feature names are used with a definite or indefinite article as they are not treated as proper names.

Example:

English example	Azerbaijani example
Hide the Task Manager when it is minimized	(+) Kiçildikdə Tapşırıq Menecerini gizlədin

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 Azerbaijani (Latin) language? Such loan words usually follow the syntactic and morphological rules of Azerbaijani language.
- Analogy: Is there an equivalent Azerbaijani (Latin) 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 Language Portal to confirm the use of a new loan word and its proper article to avoid inconsistencies.

Example:

en-US source	Azerbaijani target
Task Manager	Tapşırıq Meneceri

4.1.5 Capitalization

In English headings, all nouns, pronouns, adjectives, verbs, adverbs, and subordinate conjunctions (such as "that," "until," and "which") are capitalized. Please do not apply the same principle to Azerbaijani headings. Instead, follow the normal Azerbaijani capitalization rules. The same rule applies to software strings.

If the first word in the English source string is capitalized, the corresponding first word in the target language should also be capitalized. If the word in the English source string is

not capitalized, the corresponding first word in the target language should also not be capitalized, unless language-specific rules specify different capitalization.

Many more nouns and verbs are capitalized in the English source string than would normally be expected. You should not try to mimic the capitalization in the source strings, but use your knowledge of the spelling conventions of Azerbaijani to decide which words in a string to capitalize and which to leave lower-case. Over-capitalization is awkward and leads to inconsistencies in the translation materials.

Should an English noun be capitalized in the source string and be translated by two words in the target language, be consistent in capitalizing either both words or neither word, or capitalize one word and not the other. Be consistent in the application of spelling rules.

The following items are capitalized in Azerbaijani:

- First letter of Menu, Commands. E.g., File, Insert etc.
- The first letter of the word in phrase consisted of several words. E.g. İdarə paneli.
- The first letter of sentence, indentation, title.
- The first letter of abbreviated names of months, days etc. E.g., Yan, İyn, B.e, Tel.
- Names of Microsoft products which cannot be translated into Azerbaijani stay as in original.

Note Taking into consideration the difference in writing the names of days, months, peoples and nations, languages etc. you should refer to the normative sources.

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.

The main types of compounds are as follows: combination of two nouns without any affixation, combination two verbs with different infixes between them, simple adjective stem+ noun stem, two common nouns+ participle, repetition of two nouns with hyphen, numeral +numeral, etc.

Example:

en-US source	Azerbaijani target
Multi window	(+) Çoxpəncərəli (-) Çoxsaylı pəncərə

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.

Azerbaijani Microsoft voice can be conveyed through similar use of contractions. Avoid using slashes whenever possible. For example, in many cases you can substitute them with conjunction “və.”

en-US source text	Azerbaijani old use of conjunctions	Azerbaijani new use of conjunctions
After getting new features, old features can be incorrectly displayed.	Cihaz yeni funksiyalar əldə etdikdən sonra köhnə məzmunun düzgün göstərilməmə təhlükəsi var.	Yeni funksiyalara görə köhnə məzmun düzgün göstərilməyə bilər.
If missing files are on the other device, you can sync other devices with this one.	Olmayan fayllar digər cihazdadırsa, digər cihazları bu cihazla sinxronlaşdırma bilərsiniz.	Əgər olmayan fayllar digər cihazdadırsa, digər cihazları bu cihazla sinxronlaşdırma bilərsiniz.
This indicated strength of the current connection. The more the bars, the stronger the signal is.	Bu göstərici cari şəbəkənin gücünü göstərir. Beləki, zolaqların sayı hazırkı signalının gücünün səviyyəsini əks etdirir.	Bu göstərici hazırkı şəbəkənin gücünü göstərir. Zolaq nə qədər çox olarsa, hazırkı signal bir o qədər güclü olur.

4.1.8 Genitive

Additions to a product or component name are either added with a hyphen or a periphrastic construction needs to be used.

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

Example:

English source	Azerbaijani target
(-) Microsoft's products	(-)Microsoftun məhsulları
(+) Microsoft products	(+) Microsoft-un məhsulları
(+) Products by Microsoft	(+) Microsoft məhsulları

4.1.9 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 Azerbaijani colloquialism that fits the same meaning of the particular context unless it is a perfect and natural fit for that context.
- Translate the *intended meaning* of the colloquialism in the source text (as opposed to literally translating the original colloquialism in the source text), but only if the colloquialism's meaning is an integral part of the text that can't be omitted.
- If the colloquialism can be omitted without affecting the meaning of the text, omit it.

en-US source	Azerbaijani target
Let the cat out of the bag	Sirri ifşa etmək

4.1.10 Modifiers

In Azerbaijani localized text you often need to add information to another element in the sentence. This is called modifier. A modifier can be an adjective, an adverb, or a phrase or clause acting as an adjective or adverb.

Example:

en-US source	Azerbaijani target
Graham	Graham şirkəti

4.1.11 Nouns

General considerations

The noun is a notional part of speech. It includes words denoting substances, living beings, lifeless things and abstract notions. Nouns have some categories in Azerbaijani. One of them is category of case. As Azerbaijani is an agglutinative language affixes play a dominant role, so all cases are formed with their specific suffixes. And as we know English has two cases, common and genitive. Common case can be translated in different cases depending on the position and meaning of the noun. As a rule genitive case is translated as is in Azerbaijani.

Plural formation

The plurality suffix is added after the root of the nouns to make it plural. As noun does not agree with numbers in quantity and does not accept plurality suffix with numbers.

Example:

English example	Azerbaijani translation
Show gridlines	(+) Tor xətlərini göstər
Show in two pages	(+) İki səhifədə göstər

4.1.12 Prepositions

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

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

Prepositions do not exist in Azerbaijani as separate part of speech and uses syntactic case marking on nouns. Please see below nouns added to the English example to illustrate how these constructions are to be expressed in Azerbaijani. It is also possible to add demonstrative pronouns in the target translation, but try to avoid this.

US Expression	Azerbaijani Expression	Comment
migrate to	(+) miqrasiya edin (-) bura miqrasiya edin	Fayllara miqrasiya edin
Migrate from	(-) buradan miqrasiya edin	Fayllardan miqrasiya edin
import to	(-) bura idxal edin	
import from	(-) buradan idxal edin	
export to	(-) bura ixrac edin	
export from	(-) buradan ixrac edin	
update to	(+) təzələyin	
upgrade to	(+) yeniləyin	
change to	(+) dəyişdirin	
click on	(+) klikləyin	
connect to	(+) qoşulun	
welcome to ...	(+) xoş gəlmisiniz	

4.1.13 Pronouns

Different from English, since Azerbaijani is an agglutinative language, we don't use a separate pronoun (i.e., your) to indicate possession, which means we don't add any extra word but add only some affixes. Thus, omit possessive pronouns (adjectives) in your translations (i.e., your keyboard, your software), unless they are needed, as in "My computer." In most cases the meaning of the sentence is not affected by this omission, as the personal pronoun is implicit in the verbal form.

Although we should NOT ignore these affixes in the Azerbaijani text, we should not overuse the possessive suffix, or the text will become too heavy. They should be used in a way that will make the final text read natural in Azerbaijani.

Example:

English example	Azerbaijani example	Explanation
Windows cannot start your system. If the problem persists, contact your network administrator.	Windows sisteminizi başlada bilmir. Problem davam edərsə, şəbəkə inzibatçınızla əlaqə saxlayın.	Avoid using possessive marker "your" unless ownership is important in context.

4.1.14 Punctuation

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

English example	Azerbaijani example
User can access user data such as contact.	İstifadəçi kontaktlar kimi istifadəçi məlumatına daxil ola bilər.

Comma

Use lowercase after a comma, unless the word needs to be capitalized. For exceptions, look at normative sources.

English example	Azerbaijani example
Remote phone user can access user data such as contacts, messages and files.	(+) Uzaq telefonun istifadəçisi kontaktlar, mesajlar və fayllar kimi istifadəçi məlumatına daxil ola bilər.
For example you can create a group like: Friends or Family, or Office	(+) Məsələn, Dostlar, Ailə və ya Ofis kimi qruplar yarada bilərsiniz.

Use comma after "for example" in Azerbaijani. Avoid repeating "or" between homogenous parts of the sentence as it is not grammatically correct in Azerbaijani. Instead, use comma after the homogenous words, use "or" only between the last two homogenous words. When the phrase "for example" comes in the middle of the sentence put comma before and after it.

Do not use a comma before the "etc." abbreviation. Instead put a period after it everywhere.

Colon

A single space is traditionally placed after a colon. In Azerbaijani no space is placed before a colon.

Example:

US English	Azerbaijani target
Below instructions apply to localization:	Tərcüməyə bu qaydalar tətbiq edilir:

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. Please note hyphenation rules while breaking single words. And additions to a product or component name are also added with a hyphen. In Azerbaijani a hyphen has no spaces before or after and should not be used instead of a dash.

Example:

(+) İnternet-mağaza

En dash

The en dash is used as a minus sign, usually with spaces before and after. Space is omitted only when the minus is used to show that the number is negative. Please keep source format this case as there are not any special rules for Azerbaijani.

Example:

(+) 1 – 2 = –1

The en dash is also used in number ranges, such as those specifying page numbers. No spaces are used around the en dash in this case.

Example: Səhifə 3–5

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.

English example	Azerbaijani example
When the car was finally delivered—after 3 months—she refused to buy it.	Avtomobil nəhayət çatdırıldıqda—3 ay sonra—o, almaqdan imtina etdi.

Ellipses (suspension points)

Ellipsis (...) is a mark or series of marks that usually indicate an intentional omission of a word or a phrase from the original text. An ellipsis can also be used to indicate a pause in speech, an unfinished thought, or, at the end of a sentence. An ellipsis character after a status message signifies that an operation may take some time, for example as in the following examples:

English example	Azerbaijani example
Downloading updates...	(+) Yeniləmələr yüklənir...
Sending account...	(+) Hesab göndərilir...

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

Make sure you remove all spaces before the ellipsis sign, even when this is used in source text.

Period

Use a period in all complete sentences. After a period, the following word is always capitalized, unless this period is used in an abbreviation. When an abbreviation is ending a sentence, only one period is written.

Do not use a period in titles or headings.

Quotation marks

Quotation marks are used when referring to original source or speech.

In US source strings, you may find software references surrounded by English quotation marks. Please follow the basic rules for the use of quotation marks in Azerbaijani. Note that there are several kinds of quotation marks: chevrons (« »), curly quotation marks (" "), straight quotation marks (" ") and simple quotation marks (' '). Use preferably straight quotation marks on your text.

Do not use angle brackets (<>) instead of quotation marks.

The cited text is usually written between quotation marks.

Parentheses

In English, there is no space between the parentheses and the text inside them. This rule refers to Azerbaijani as well.

Example:

US English	Azerbaijani target
(soft)	(proq)

4.1.15 Sentence fragments

For the Microsoft voice, use of sentence fragments helps convey a conversational tone. They are used whenever possible as they are short and to the point.

en-US long form	en-US sentence fragment
Use the following steps.	Here's how

Azerbaijani modern voice can be conveyed through the use of sentence fragments.

en-US source text	Azerbaijani long form	Azerbaijani sentence fragment
Use the following steps.	Aşağıdakı addımlardan istifadə edin.	Bu qaydada:
Before installing the program prepare the following:	Proqramı quraşdırmazdan əvvəl aşağıda sadalananları hazırlayın:	Proqramı quraşdırmazdan əvvəl aşağıdakıları hazırlayın:
For additional information, see:	Əlavə məlumat üçün bunu nəzərdən keçirin:	Əlavə məlumat üçün baxın:
Error occurred while resizing the image. Try again later.	Şəklin ölçüsünü azaldarkən səhv baş verdi. Daha sonra cəhd edin.	Şəklin ölçüsünü azaldarkən səhv. Daha sonra cəhd edin.

4.1.16 Subjunctive

The subjunctive mood expresses unreal or problematic actions (i.e. non-facts). Such sentences are translated as the certain form of the verb. You may refer to above indicated informational sources for more information.

Example:

US English	Azerbaijani target
I wish it was still in use.	Kaş hələ də istifadə edilərdi.

4.1.17 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.

4.1.18 Verbs

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

Be consistent in how you translate verbs in error messages. Sometimes in English it is grammatical to omit the predicate "be" in error messages, but in Azerbaijani you should always translate "to be" even if it is omitted in the source and be consistent in your usage across all error messages. Be concise without changing the meaning of the source string.

English example	Azerbaijani example	Explanation
The document is too large. Document too large.	(+) Sənəd çox böyükdür.	Be consistent in your usage of the verb "to be"

Access was denied. Access denied.	(+) Girişdən imtina edildi.	In complete sentences, use verbs and the same tense as in the source string.
The file "%s" is an unknown graphics format.	(+) "%s" faylının qrafik formatı naməlumdur.	Rephrase "is" with "have" if necessary to produce an appropriate translation.
The application may attempt to convert the graphic.	(+) Proqram qrafiki dəyişdirməyə cəhd edə bilər.	may + Verb can be rephrased as Verb + possibly
A problem occurred while trying to connect to the network share "%1!s!."	(+) "%1!s!" şəbəkə paylaşdırılmasına qoşularkən səhv baş verdi.	Shorten and rephrase if necessary to A problem occurred while connecting to the network share "%1!s!"
The following error occurred: "%1!s!(error #%2!lx!)"	(+) Səhv: "%1!s!" (səhv #%2!lx!)	Shorten this construction where possible, e.g. Error: "%1!s!" (error #%2!lx!).
An unknown error has occurred./ No error occurred.	(+) Naməlum səhv. (+) Səhv yoxdur.	Shorten this construction where possible, e.g. Unknown error./ No error

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 Azerbaijani (Latin), 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 Azerbaijani-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.

Those product names that are very well localizable or contain a well localizable part are usually localized. Please always check their translation in Terminology Studio.

Preposition "for" is always translated in product names, unless the whole product name (including "for") is trademarked or copyrighted.

Example: "Windows Hello for Business" is "Biznes üçün Windows Hello."

Version numbers

Version numbers always contain a period (e.g. Version 4.2). Please note the following punctuation examples of "Version x.x":

US English	Azerbaijani target
4.2	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 for the program to keep running. The messages can prompt the user to take action or inform the user of an error that requires rebooting the computer.

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

English term	Correct Azerbaijani translation
Something went wrong.	Bir problem yarandı.
Not enough memory to process this command.	Bu əmrin icrası üçün yaddaş azdır.

Azerbaijani 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.

Standard phrases in error messages

When translating standard phrases, standardize. Note that sometimes the US uses different forms to express the same thing.

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 ...	Mümkün deyil Mümkün olmadı	Yükləmək mümkün deyil
Failed to ... Failure of ...	Uğursuz nəticələndi	Yükləmə uğursuz nəticələndi
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	Tapılmır Tapılmadı	Yükləmə tapılmır
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	Yaddaşda yer azdır	Yaddaşda yer azdır
... is not available ... is unavailable	... mövcud deyil	Fayl mövcud deyil

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). Names of keys appearing on keyboard should not be translated.

Key names

English Key Name	Azerbaijani (Latin) Key Name
Alt	Alt
Backspace	Backspace
Break	Break
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete
Down Arrow	Aşağı ox

English Key Name	Azerbaijani (Latin) Key Name
End	End
Enter	Enter
Esc	Escape
Home	Home
Insert	Insert
Left Arrow	Sola ox
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	Sağ ox
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	Boşluq düyməsi
Tab	Tab
Up Arrow	Yuxarı ox
Windows key	Windows düyməsi
Menu Key	Menyu düyməsi
Print Screen	Print Screen

5.4.4 Keyboard shortcuts

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

Examples:

New

Cancel

Options

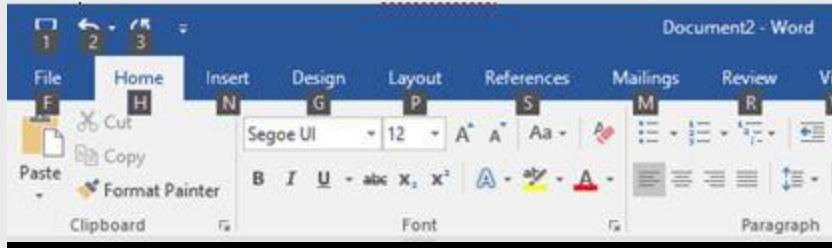
The following table lists special options for keyboard shortcuts in US-English interfaces and describes whether each option is allowed in Azerbaijani:

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
"Slim characters," such as l, l, t, r, f can be used as keyboard shortcuts	No	
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	No	Note that it can be difficult to see the keyboard shortcut underline for these characters Example: <i>Option</i>
Extended characters can be used as keyboard shortcuts	Yes	
An additional letter, appearing between brackets after item name, can be used as keyboard shortcuts	Yes	
A number, appearing between brackets after item	Yes	

name, can be used as keyboard shortcut		
A punctuation sign, appearing between brackets after item name, can be used as keyboard shortcut	Yes	
Duplicate keyboard shortcuts are allowed when no other character is available	Yes	
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	<p>A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly.</p> <p>Example: F in Alt+F</p> <p>Example in UI localization: H&ome</p> <p>In keyboard shortcuts, most access keys are used with the Alt key.</p>
key tip	<p>The letter or number that appears in the ribbon when the Alt key is pressed.</p> <p>In UI localization, the key tip is the last character present in the strings after the “~” character.</p> <p>Example: In UI localization Home`H</p>



shortcut key

A subtype of keyboard shortcut. A key that the user types to perform a common action without having to go through the UI. Shortcut keys are not available for every command.

Example: Ctrl+N, Ctrl+V

In keyboard shortcuts, most shortcut keys are used with the Ctrl key.

Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.

5.4.5 Numeric keypad

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

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	Azerbaijani Command	Azerbaijani Shortcut key
General Windows Shortcut keys			
Help window	F1	Kömək pəncərəsi	F1

Context-sensitive Help	Shift+F1	Kontekst üzrə Kömək	Shift+F1
Display pop-up menu	Shift+F10	Peyda olan pəncərəni göstər	Shift+F10
Cancel	Esc	İmtina	Esc
Activate\Deactivate menu bar mode	F10	Menyu zolağının aktiv/qeyri-aktiv edilməsi	F10
Switch to the next primary application	Alt+Tab	Növbəti əsas proqrama keçid	Alt+Tab
Display next window	Alt+Esc	Növbəti pəncərəni göstər	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	Pəncərə üçün peyda olan menyunu göstər	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	Aktiv törəmə pəncərə üçün peyda olan pəncərəni göstər	Alt+-
Display property sheet for current selection	Alt+Enter	Cari seçim üçün xüsusiyyət vərəqini göstər	Alt+Enter
Close active application window	Alt+F4	Aktiv proqram pəncərəsini bağla	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	Proqramdakı növbəti qeyri-modal pəncərəyə keç	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	Aktiv pəncərə təsvirini Mübadilə buferinə yerləşdir	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	İş masasının təsvirini Mübadilə buferinə yerləşdir	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	Təpşiriq panelində Başla düyməsinə müraciət	Ctrl+Esc

Display next child window	Ctrl+F6	Növbəti törəmə pəncərəni göstər	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	Növbəti tab-vərəqəli paneli göstər	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Tapşırıq meneceri və sistemin başladılması	Ctrl+Shift+Esc
File Menu			
File New	Ctrl+N	Fayl, Yeni	Ctrl+N
File Open	Ctrl+O	Fayl, Aç	Ctrl+O
File Close	Ctrl+F4	Fayl, Bağla	Ctrl+F4
File Save	Ctrl+S	Fayl, Saxla	Ctrl+S
File Save as	F12	Fayl, Fərqli saxla	F12
File Print Preview	Ctrl+F2	Fayl, Çapa önbaxış	Ctrl+F2
File Print	Ctrl+P	Fayl, Çap et	Ctrl+P
File Exit	Alt+F4	Fayl, Çıxış	Alt+F4
Edit Menu			
Edit Undo	Ctrl+Z	Redaktə, Ləğv et	Ctrl+Z
Edit Repeat	Ctrl+Y	Redaktə, Təkrar et	Ctrl+Y
Edit Cut	Ctrl+X	Redaktə, Kəs	Ctrl+X
Edit Copy	Ctrl+C	Redaktə, Köçür	Ctrl+C
Edit Paste	Ctrl+V	Redaktə, Əlavə et	Ctrl+V
Edit Delete	Ctrl+Backspace	Redaktə, Sil	Ctrl+Backspace
Edit Select All	Ctrl+A	Redaktə, Hamısını seç	Ctrl+A
Edit Find	Ctrl+F	Redaktə, Tap	Ctrl+F

Edit Replace	Ctrl+H	Redaktə, Əvəz et	Ctrl+H
Edit Go To	Ctrl+G	Redkatə, Keç	Ctrl+G
Help Menu			
Help	F1	Kömək	F1
Font Format			
Italic	Ctrl+I	Kursiv	Ctrl+I
Bold	Ctrl+B	Qalın	Ctrl+B
Underlined\Word underline	Ctrl+U	Altdan xətt/Sözün altından xətt	Ctrl+U
Large caps	Ctrl+Shift+A	Böyük hərflər	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	Kiçik hərflər	Ctrl+Shift+K
Paragraph Format			
Centered	Ctrl+E	Mərkəzə	Ctrl+E
Left aligned	Ctrl+L	Sola	Ctrl+L
Right aligned	Ctrl+R	Sağa	Ctrl+R
Justified	Ctrl+J	Eninə	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/accents in voiceover.

Successful techniques for voicing video content


- Focus on the intent. Show the best way to achieve the most common task and stick to it.
- Show empathy. Understand and acknowledge the viewer's situation.

- Use SEO (Search Engine Optimization). Include search phrases in the title, description, and headers so that people can easily find the topic.
- Talk to the customer as if (s)he is next to you, watching you explain the content.
- Record a scratch audio file. Check for length, pace and clarity.

5.5.1 English pronunciation

General rules

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

Example	English phonetics	Azerbaijani phonetics
SecurID	[sɪ'kjuər aɪ di:]	[sekyuə aydi]
.NET	[dot net]	[nöqtə net]
Skype	[skaip]	[skaip] 

Acronyms and abbreviations

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

Example	Azerbaijani example	Azerbaijani phonetics
RADIUS	RADIUS	radius
RAS	RAS	ras
ISA	İSA	isa
LAN	LAN	lan
WAN	VAN	van

WAP	VAP	vap
MAPI	MAPİ	mapi
POP	POP	pop
URL	YUAREL	yuarel

Other abbreviations are pronounced letter by letter.

Example	English phonetics	Azerbaijani phonetics
ICMP	[aysiempɪ]	[aysiempɪ]
IP	[aypɪ]	[aypɪ]
TCP/IP	[tisipi/aypɪ]	[tisipi/aypɪ]
XML	[iksemel]	[iksemel]
HTML	[eyçtiemel]	[eyçtiemel]
OWA	[ouiei]	[ouiei]
SQL	[eskyuel]	[eskyuel]

URLs

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

"www" should be pronounced as dabl yu, dabl yu, dabl yu.

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

Example	Phonetics
http://www.microsoft.com/	[dabl yu dabl yu dabl yu maykrosoft nöqtə kom]

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 Azerbaijani translations approved in the Microsoft Language Portal.

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

Topic and script

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

Title

- Includes the intent
- Includes keywords for search

Intro: 10 seconds to set up the issue

- Put the problem into a relatable context

Action and sound

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

Visuals

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

Ending

- Recaps are unnecessary