

Persian Style Guide

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1 Welcome



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

1.1 Reference material

Unless this style guide or the 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. Microsoft Language Portal: <https://www.microsoft.com/en-us/language/>
2. Dawning & Covington's Computer and Internet Dictionary By Dr Reza Hosnavi
3. Computer Dictionary by Azam Fetrati
4. Computer Dictionary by Davoud Shokouhi nia, Yaghoub Namayande

Informative References

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

1. Narcis English Persian Dictionary
2. Millennium English Persian Dictionary by Haghshenas, Sameie, Entekhabi
3. All web based dictionaries. <http://www.farsi123.com/> and <http://www.farsilookup.com/> are recommended.
4. Computer Dictionary by Farhad Gholizadeh Nouri
5. English-Persian Dictionary by Dr Manouchehr Aryanpour

Microsoft User Interface Reference

A helpful reference is the Windows User Experience Interaction Guidelines, available for download at <https://docs.microsoft.com/en-us/windows/apps/desktop/>.

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. The following guidelines are relevant for US English and for many other languages.

Guidelines

Keep the following guidelines in mind:

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

Brand and product names

- Avoid overuse of the company/brand or product names (or logos). Refer to Microsoft names correctly when you use them—don't wing it.
- Avoid the corporate "we," such as "Microsoft announces..." or "We're proud to introduce..." or "We want you to know." Keep the focus on "you"—the reader, the audience. WE (Microsoft) aren't the important ones here.

2.1 Choices that reflect Microsoft voice

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

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

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

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

2.1.1 Word choice

Terminology

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

Short word forms and everyday words

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

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

The following table lists some common words that are used for Microsoft voice in US English.

en-US word	en-US word usage
App	Use <i>app</i> instead of <i>application</i> or <i>program</i> .
Pick, choose	Use <i>pick</i> in more fun, less formal or light-weight situations ("pick a color," not "choose a color") and <i>choose</i> for more formal situations (don't use <i>select</i> unless necessary for the UI).
Drive	For general reference to any drive type (hard drive, external hard drive, etc.). Use specific drive type if necessary.
Get	Fine to use as a synonym for "obtain" or "come into possession of" but should be avoided for other general meanings.
Info	Use in most situations unless <i>information</i> better fits the context. Use <i>info</i> when you point the reader elsewhere ("for more info, see <link>").
PC	Use for personal computing devices. Use <i>computer</i> for situations about PCs and Macs.
You	Address the user as <i>you</i> , directly or indirectly through the use of first- and second-person pronouns like "you," Third-person references, such as "user," should be avoided as they sound formal and impersonal. For information on localizing <i>you</i> , go to the section Pronouns .

en-US source term	fa-IR word usage
PC	رایانه

2.1.2 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. The following table lists some US English words that add formality without adding meaning, along with more common equivalents.

en-US word/phrase to avoid	Preferred en-US word/phrase
Achieve	<i>Do</i>
As well as	<i>Also, too</i>
Attempt	<i>Try</i>
Configure	<i>Set up</i>
Encounter	<i>Meet</i>
Execute	<i>Run</i>
Halt	<i>Stop</i>
Have an opportunity	<i>Can</i>
However	<i>But</i>
Give/provide guidance, give/provide information	<i>Help</i>
In addition	<i>Also</i>
In conjunction with	<i>With</i>
Locate	<i>Find</i>
Make a recommendation	<i>Recommend</i>
Modify	<i>Change</i>
Navigate	<i>Go</i>
Obtain	<i>Get</i>
Perform	<i>Do</i>
Purchase	<i>Buy</i>
Refer to	<i>See</i>
Resolve	<i>Fix</i>
Subsequent	<i>Next</i>

Suitable	<i>Works well</i>	
Terminate	<i>End</i>	
Toggle	<i>Switch</i>	
Utilize	<i>Use</i>	
en-US source	fa-IR classic word/phrase	fa-IR modern word/phrase
Use	مورد استفاده قرار دادن	استفاده کردن
Below	ذیل	زیر
is	می باشد	هست/است
Make sure	اطمینان حاصل کنید	مطمئن شوید/بررسی کنید/حتماً

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	fa-IR target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	رمز عبور صحیح نیست، لطفاً دوباره امتحان کنید. رمزهای عبور به بزرگی و کوچکی حروف حساس هستند.	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.	این کلید محصول کار نکرد. آن را بررسی کنید و دوباره امتحان کنید.	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	همه چیز آماده است	Casual and short message to inform user that setup has

		completed, ready to start using the system.
Would you like to continue?	می‌خواهید ادامه دهید؟	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.	هر نامی را که مایلید برای رایانه‌تان وارد کنید. اگر می‌خواهید رنگ پس‌زمینه را تغییر دهید، حالت «کنتراست بالا» را در تنظیمات رایانه غیرفعال کنید.	Address the user directly using second person pronoun to take the necessary action.

2.2.2 Promoting a feature

US English	fa-IR 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.	رمز عبور تصویری روشی جدید است که به شما کمک می‌کند از رایانه دارای صفحه لمسی‌تان محافظت کنید. تصویر را -همراه با حرکت اشاره‌ای مورد استفاده در آن- انتخاب کنید تا رمز عبوری مختص شما ایجاد شود.	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.	به برنامه‌ها امکان می‌دهد تا بر اساس مکان رایانه، نام، تصویر حساب و سایر اطلاعات دامنه، محتواهای شخصی شده‌ای را به شما ارائه دهند.	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.

2.2.3 Providing how-to guidelines

US English	fa-IR target	Explanation
To go back and save your work, click Cancel and finish what you need to.	برای بازگشت به عقب و ذخیره کار، روی لغو کلیک کنید و کار مورد نیازتان را تکمیل کنید.	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.	برای تأیید رمز عبور تصویری فعلی، کافی است پخش مجدد را مشاهده کرده و حرکت اشاره ای نمونه را که در تصویر نشان داده می شود، دنبال کنید.	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.	اکنون زمان وارد کردن کلید محصول است. پس از اتصال به اینترنت Windows را برای شما فعال می کنیم.	Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter the product key.

2.2.4 Explanatory text and providing support

US English	fa-IR 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.	به روز رسانی ها نصب شده اند اما برنامه نصب Windows لازم است که راه اندازی مجدد شود تا کار کند. پس از راه اندازی مجدد، از جایی که کار متوقف شده بود، ادامه می دهیم.	The language is natural, the people talk. In this case voice way is reassuring, letting the user we're doing the work. know that Use of "we" provides a more personal feel
If you restart now, you and any other people using this PC could lose unsaved work.	اگر اکنون راه اندازی مجدد کنید، شما و سایر افرادی که از این رایانه استفاده می کنید، ممکن است کارهای ذخیره نشده خود را از دست بدهید.	Voice is clear and informing the user what natural 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.	پس از اینکه مشخصات اشتباه را تصحیح یا مشخصات وارد نشده را وارد کردید، این سند به صورت خودکار به کتابخانه	Voice talks to the informatively and directly on user the action that will be taken

	و پوشه صحیح منتقل می‌شود.	
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	مشکلی پیش آمد! فایل‌های بارگیری شده برای ایجاد درایو فلش USB قابل بوت پیدا نشد.	Without complexity and using sentences inform the user short what has happened

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				Persian examples			
primary/subordinate	master/slave	اصلی/فرعی	ارباب/برده				
expert	guru	متخصص	مرشد				
colleagues; everyone; all	guys; ladies and gentlemen	همکاران؛ همگان؛ همه	مردان؛ خانمها و آقایان				
parent	mother or father	یکی از والدین	مادر یا پدر				

3.1 Avoid gender bias

- **Persian is a gender-free language.**
- **Use gender-neutral alternatives for common terms.** Avoid the use of compounds containing gender-specific terms (مرد، زن، پسر، دختر).

The following table contains an example of gender-biased words or compounds that should be avoided in Persian and the alternative that should be used to promote gender inclusivity.

Use this	Not this
Target example	
مردم، اشخاص، افراد، فرد	زن، مرد، زنان، مردان، آقایان، خانمها، بانوان

- **When presenting generalization, use plural noun forms (for example, مردم، اشخاص، افراد، دانشجویان و غیره).**

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 معلول، یا از بیماری خاصی رنج می‌برند. 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			توانیاب	معلول		
person without a disability	normal person; healthy person			شخص بدون ناتوانی	شخص عادی؛ شخص سالم		

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	انتخاب کنید	کلیک کنید

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 و، به علاوه و درباره. 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 Persian.

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:

Since abbreviation is rarely used in Persian, to make the phrase shorter, please try to remove unnecessary parts, infinitives can be used instead of a complete verb, singular form can be used instead of plural, and the main noun can be chosen also.

List of common abbreviations:

Expression	Acceptable Abbreviation
Info.	اطلا.
PM	ب.ظ.
AM	ق.ظ.
page	ص.
PO box.	ص.پ.
St. (street).	خ.
Postal Code	ک.پ.

In addition to common measurements such as km, m, cm, mm, etc., the following abbreviations are used in technical documentation. There are no abbreviations for measurement units in Persian, and English abbreviation can be used when the values are standalone and not included in a text. However, when the unit is used within a text, using full form is preferred (for example, «اینچ»، «کیلومتر»، «کیلوگرم».... Units in Persian are always used in singular form, please never follow the English source in this issue.

Source	Translation (standalone)	Translation (within text)
KB	KB	کیلوبایت
MB, GB	MB, GB	مگابایت، گیگابایت
kb/s	kb/s	کیلوبایت در ثانیه
Mb	Mb	مگابایت
Mb/s	Mb/s	مگابایت در ثانیه
MHz	MHz	مگاهرتز
°C	°C	درجه سانتیگراد

Leave a space between the number and the measurement in Farsi:

Source	Avoid	Better
5KB	5 KB	5KB
64MB RAM	64MBRAM	64MB RAM
The maximum video is {0}MB .	حداکثر حجم ویدیو {0}MB است.	حداکثر حجم ویدیو {0} مگابایت است.

Note: Please note that in addition to measurement units, “numerals+noun” combinations are always used in singular form, too. This is mostly important about time units like “{0} sec”, “{1} mins (minutes)”, “{2} days”, etc. These units are always translated in singular form, i.e., translation of “day” will be the same for either strings “1 day” or “100 days”. This also applies to any other instances where there is a “numeral+noun” combination like “{0} users”, “{1} groups”, {2} files, etc.

Source	Avoid	Better
Your internet connection will automatically disconnect in {0} minutes.	ارتباط اینترنتی شما ظرف {0} دقیقه‌ها به طور خودکار قطع خواهد شد.	ارتباط اینترنتی شما ظرف {0} دقیقه به طور خودکار قطع خواهد شد.

{0} calls	{0} تماس‌ها	{0} تماس
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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). For Persian, acronyms can be spelled out in parentheses for the first time they occur in the text, and the English acronym can be used for all the rest.

Example: OLE (Object Linking and Embedding)

OLE (+) (پیوند و جاسازی شی)

Localized Acronyms

For some well-known acronyms like PIN, they can be transliterated to have a more fluent text. Also, for terms like Computer and SMS that have a translation in Persian, it is recommended to use translation.

Example:

Computer = رایانه

Pin code = کد پین

SMS = پیامک

Unlocalized Acronyms

Unlocalized acronyms are used the same as English. To translate compounds with acronyms, please make sure the correct order of Persian regarding the noun and the modifier is used, always the main noun shall come first and modifier follows.

Example: NFC capable devices

NFC (+) دستگاه‌های سازگار با NFC

4.1.3 Adjectives

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

Quality adjectives: after the noun, in predicate position

Numerical adjectives: before the noun

Demonstrative adjectives: before the nouns

Possessive Adjectives

The frequent use of possessives is a feature of English language. However in Persian, it's not appropriate to have too many possessives in a sentence, some unnecessary ones can be omitted. Possessive adjectives are handled after the noun.

Example: Your device needs to communicate with Microsoft servers to set up your account.

(-) دستگاه شما برای راه‌اندازی حساب شما باید به سرورهای Microsoft متصل شود.

(+) دستگاه برای راه‌اندازی حساب شما باید به سرورهای Microsoft متصل شود.

4.1.4 Articles

General Considerations

For indefinite article "یک/ی" is used. یک before the noun, and ی after the noun. For definite article, the translation can be either without article or using این before the noun. However, in two occasions, using this "ی" after noun is not recommended. Firstly, when the text intends to mention the number of noun, for example "one email not two or more ones". Secondly, in some instances that adding the letter "ی" converts the noun into another valid noun, like "شخص" vs "شخصی" (person vs privacy), "سبز" vs "سبزی" (green vs vegetables), "صورت" vs "صورتی" (face vs pink). Special care must be taken for "شخص" and "شخصی" as it's common in Microsoft context.

Unlocalized Feature Names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language. We treat them in this way. In Persian the product names are left un-translated following English rules.

Source	Target
Install Windows Platform Update	Windows Platform Update را نصب کنید

Localized Feature Names

Translated feature names are handled in this way. They are handled like a Persian term and Persian grammar applies to them.

Example: Media Player = پخش کننده رسانه

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 Persian language?
- Analogy: Is there an equivalent Persian 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 user of a new loan word and its proper article to avoid inconsistencies.

Example: Internet = اینترنت

Internet call = تماس اینترنتی (noun converted to adjective by adding ی)

4.1.5 Capitalization

There is no capitalization in Persian. Alphabet characters have no lower and upper case in Persian, instead they have different formats whether they appear in their initial, middle or end position.

Exceptions:

Brand names and registered trademarks should be translated following the provided instructions specifying whether to keep these names untouched using the source capitalization or localize them.

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.

Compound nouns are very common in Persian; you can always make different compound nouns, such as:

Phonebook (صفحه کلید) دفترچه تلفن), Keyboard

Never use hyphenation to make a compound noun. The morphemes shall be written separately with a short space. To make a compound noun plural, usually the second noun shall be pluralized.

Example:

English example	Persian example
keyboards	(-) صفحه های کلید (+) صفحه کلیدها
displays	(-) صفحه های نمایش (+) صفحه نمایش ها

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.

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

en-US source text	fa-IR classic use of conjunctions	fa-IR modern use of conjunctions
Since this software is out of date, you are requested to update this at the earliest	از آنجایی که این نرم افزار به روز نیست، از شما خواسته می شود که آن را هرچه سریعتر به روز کنید	به دلیل قدیمی بودن این نرم افزار، سریعاً آن را به روز کنید
As you proceed, please refer to this document for further instructions	برای دستورالعمل های بیشتر، بعداً/بعد از ادامه کار، به این سند مراجعه کنید	در ادامه برای اطلاع از سایر دستورالعمل ها به این سند مراجعه کنید

While connecting to the network, please do not insert the card	از وارد کردن کارت در هنگام اتصال به شبکه خودداری کنید	در حین اتصال به شبکه، کارت را وارد نکنید
--	---	--

4.1.8 Genitive

Genitive symbol in Persian is either a short vowel adds to the first noun (it is always ignored) or a character ی after some specific characters.

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.)

Product names not translated in Persian, are considered as proper noun and no genitive sign will be added to them.

Example: Microsoft products

محصولات Microsoft

Convention 2

Translated feature names are used with a definite or indefinite article and they are not treated as proper names. They are handled like a Persian noun.

Example: use this Media Player to replay your video = از این پخش کننده رسانه برای بازپخش ویدیوی خود استفاده کنید

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 a Persian 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.

Note: There is a very deep difference indeed between Persian formal—informal and colloquial tone. The colloquial tone which is mostly used among people is closely tied with the idiomatic expressions in Persian which are mostly untranslatable even for literal translations. That's why cultural hints are avoided in translation and specially in the technical documents. An informal tone is preferred which can be assumed a friendly tone of translation to make a closer relation to the target audience as well.

4.1.10 Modifiers

In Persian localized text you often need to take care of word order when translating a noun and modifier, since in Persian modifier shall come after the main noun, so a word by word translation makes ungrammatical compound. It is especially important when using a non-translatable product name as modifier.

Example: **Windows** password

رمز عبور **Windows**

4.1.11 Nouns

General considerations

Persian does not differentiate between noun classes based on features such as animacy or gender.

Inflection

Noun in Persian does not inflected and never pluralized after a plural number.

Example: book- software- tools

کتاب-نرم افزار-ابزارها

2 books:

۲ کتابها (-)

۲ کتاب (+)

Plural Formation

There are two plural symbols for Persian; one used for everything and the other for animated things.

Example: trees = درختان or درختها

Books = کتابها

4.1.12 Prepositions

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

Each preposition in English may have different translations in Persian based on the verb accompanying them. Please make sure to use the preposition specific for each verb and don't translate the prepositions based on the source.

US Expression	Persian Expression	Comment
click on	کلیک روی	"On" in these two sentences translated differently based on the noun or verb accompanying it
on a web page	در یک صفحه وب	

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.

en-US old use of prepositions	en-US new use of prepositions
Developers can go to the application management site to find the apps for which they are looking.	Developers can go to the application management site to find the apps they are looking for.

en-US source text	fa-IR old use of prepositions	fa-IR new use of prepositions
Modern smartphones are more powerful than the classic ones	تلفن های هوشمند در مقایسه با تلفن های قدیمی از توان بالاتری برخوردار هستند.	تلفن های هوشمند از تلفن های قدیمی قدرتمندترند.
Before you can register the device, you need to activate it online.	قبل از اینکه بتوانید دستگاه خود را ثبت کنید، باید آن را بصورت آنلاین فعال کنید.	قبل از ثبت دستگاه باید آن را به صورت آنلاین فعال کنید.
For the best performance of your device, always charge it fully	به منظور دسترسی به بهترین حالت از عملکرد دستگاه، همیشه آن را بصورت کامل شارژ کنید	برای بهترین کارایی، همیشه دستگاه را کاملاً شارژ کنید.

4.1.13 Pronouns

All the pronouns in Persian are neutral and never refer to any specific gender. So if you see any source with gender difference text, please make sure to translate as it is normal in Persian and never stress gender differences or reinforce stereotypical distinctions between men and women, use language that is as neutral as possible.

Example: She is working for Microsoft Corporation

او برای شرکت Microsoft کار می کند.

4.1.14 Punctuation

Please follow the following basic rules for the use of punctuation marks in Persian.

Bulleted Lists

In Persian, bulleted lists are used like in English. Place the bullet symbol (Usually •) at the start of the line followed by a space or a tab, then write the Persian sentence.

Example:

Improvements in the new version:

- Bug fixes

بهبودها در نسخه جدید:

- رفع اشکالها

Comma

Comma in Persian has a different symbol than English. If there are some English terms between Persian sentences, please make sure to convert English commas to Persian, also make sure to include a space after commas and periods.

English Comma: ","

Persian Comma: "،"

Colon

Use colons to introduce a list, or before a long quotation or a speech.

Example: to install the software, follow these steps:

(+) برای نصب این نرم افزار مراحل زیر را انجام دهید:

Do not use colons in the middle of a sentence when still you shall add the verb to the end.

Example: to get more information, please refer to this address: www.microsoft.com

(-) به این آدرس مراجعه کنید: www.microsoft.com تا اطلاعات بیشتری کسب کنید.

(+) برای کسب اطلاعات بیشتر به این آدرس مراجعه کنید: www.microsoft.com

Dashes and Hyphens

Three different dash characters are used in English:

Hyphen

In English, 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. Hyphenation is rarely used in Persian and it is not recommended to use it at all.

Example: The file-related commands cannot be executed at this level.

(-) دستورهای پرونده-مربوط را در این سطح نمیتوان اجرا کرد.

(+) دستورهای مربوط به پرونده را در این سطح نمیتوان اجرا کرد.

En Dash

The en dash is used as a minus sign in Persian and usually it is used with a number.

Example: -359

(+) -۳۵۹

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. Even in this case it can be replaced by "to" "تا" in Persian, and usually there is no need to use a dash.

Example: 8 am-6 pm

(-) 8 ق.ظ-6 ب.ظ

(+) 8 ق.ظ تا 6 ب.ظ

Please note that in Persian, the same character is used for hyphen and en dash. Minus character "-" is used for both.

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. In Persian, it is recommended to use parentheses instead of Em Dash.

Example: The software will be released on March 21—the first day of Iranian year—late in the afternoon.

(+) این نرم افزار در تاریخ ۲۱ مارس (اولین روز سال ایرانی) در پایان روز منتشر می شود.

Ellipses (Suspension Points)

The ellipsis is used to show that some material has been omitted. Ellipses are also used to denote interruptions in speech.

Example: to do things like add or remove programs, install a new software, etc...

(+) برای انجام کارهایی نظیر افزودن و حذف برنامه ها، نصب نرم افزارهای جدید و غیره...

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

Sometimes, in Persian translation, we have to ignore the ellipsis to be able to complete the sentence with verb. Please make sure that not use ellipsis in the middle of a sentence.

Example: this application is not working when you add, save, remove items,...

(-) این برنامه هنگامی که شما به کارهایی نظیر افزودن، حذف یا ذخیره، یا ... موارد مشغولید کار نمی‌کند.

(+) این برنامه هنگامی که شما به کارهایی نظیر افزودن، حذف یا ذخیره موارد مشغولید کار نمی‌کند.

Period

Always use a full stop at the end of a sentence.

Avoid using full stop at the end of phrases, unless there is an instruction to follow English punctuation. Place the period outside the brackets when at the end of the sentence.

Example: for more information, please refer to page 56 in the same manual.

(+) برای کسب اطلاعات بیشتر لطفاً به صفحه ۵۶ در همان دفترچه راهنما مراجعه کنید.

Quotation Marks

Quotation marks are used when referring to a speech, a quotation, a phrase, or a word. Sometimes, in Persian translation, we have to use quotation marks to emphasis a term that is capitalized in the source or refers to a particular section of the system.

Single quotation marks are not used in Persian.

Important: Please note that the approved quotation marks for Persian writing has changed in new keyboards from 2011. The new marks are: «». These marks are available by using "Shift + K" and "Shift + L" in the standard keyboard which is approved by Iran National Standard Organization. To access the new marks in Windows 7 and older versions, please install the approved Persian keyboard from [here](#). The Persian standard

keyboard is available in Windows and you don't have to download the keyboard for these versions of Windows.

Example: Open Settings in Windows 10, click/tap on the Accounts icon.

(-) «تنظیمات» را در Windows 11 باز کنید و روی نماد «حساب‌ها» کلیک کنید/ضربه بزنید.

(+) «تنظیمات» را در Windows 11 باز کنید و روی نماد «حساب‌ها» کلیک کنید/ضربه بزنید .

In US source strings, you may find software references surrounded by English quotation marks. Please follow the source punctuation and use Persian quotation marks instead of the English ones, even if the reference is in English.

Example: Please go to "Language & Region" section in the settings to change the display language. Do not use '...' or "" in Farsi translation.

(-) لطفاً برای تغییر زبان نمایش به "Language & Region" در تنظیمات بروید.

(+) لطفاً برای تغییر زبان نمایش به «Language & Region» در تنظیمات بروید.

Parentheses

In English, there is no space between the parentheses and the text inside them. The rule is the same in Persian. While translating, make sure to put the text embedded in parenthesis in the suitable place and not follow just English format.

Example: You can use more than one email account (such as your home and work accounts).

(-) شما می‌توانید بیش از یک حساب ایمیل را استفاده کنید (مانند حساب‌های منزل و محیط کار).

(+) لطفاً برای تغییر زبان نمایش به «Language & Region» در تنظیمات بروید.

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	

en-US source text	fa-IR long form	fa-IR sentence fragment
Refer to Page 20	به صفحه 20 مراجعه کنید	در صفحه 20/صفحه 20
Contact us	با ما در تماس باشید/با ما تماس بگیرید	تماس با ما

4.1.16 Subjunctive

Please use phrases in subjunctive mood when you are going to address software, such as checkbox options.

Example: Don't show this dialog again

(+) این کادر گفتگو دیگر به من نشان داده نشود

4.1.17 Symbols & non-breaking spaces

Non-breaking spaces: Certain expressions should not be separated at the end of the line. To ensure that, you can use (ctrl + shift + space bar) between words that should not be separated into separate lines. Examples are:

Between two parts of a compound noun (صفحه کلید)

Between Part, Chapter or Appendix and the number. (فصل سوم)

Between the unit of measurement and the number the follows it (کیلوگرم ۵)

Zero Width Non Joiner space: the words composing of several parts shall not be separated and shall be read as one word. using ZWNJS (Shift+B) will make them as one word. Examples are:

کتاب‌ها plural suffix

می‌گیرد as in verb prefix می

گرفته‌اند as in verb suffix اند، اید، ام

Compound Nouns can be written both with ZWNJS or non-breaking space as in نرم‌افزار، صفحه‌کلید

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

Verbs in Persian are inflected for subject, number, and time.

Example: they created an application with the following features:

آنها برنامه‌ای با ویژگی‌های زیر ایجاد کردند:

Continuous operations are usually expressed in English with a gerund, which should be translated into Persian as progressive tense.

Example: connecting....

در حال اتصال...

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.

en-US old use of verb tense	en-US new use of verb tense
After you are finished installing the tool, the icon will appear on your desktop. ["are finished" is in present perfect tense]	After you finish installing the tool, the icon appears on your desktop. ["finish" is in simple present tense]

Note: The most affective verb can be the future tense the same as English, where translation in the same tense is so odd for any technical document, let alone the modern tone. The best choice is simple present.

en-US source text	fa-IR old use of verb tense	fa-IR new use of verb tense
You will need to contact the supplier for further details	برای دریافت جزئیات بیشتر نیاز خواهید داشت که با فروشنده تماس برقرار کنید	برای جزئیات بیشتر با فروشنده تماس بگیرید
After you are finished installing the tool, the icon will appear on your desktop.	پس از پایان نصب ابزار، این نماد بر روی دسک تاپ شما نمایش داده خواهد شد.	پس از نصب، این نماد بر روی دسک تاپ نمایش داده می‌شود.

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 Persian, 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 Persian-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™).

In Persian most of the products and feature names can be transliterated for Persian readers to easily read them. However, most of trademark owners don't like their product to be translated, so before doing anything, please read the instructions carefully and if instructed, leave them in English.

Note: Mistakes with product names and trademarking are Sev 1 accuracy errors.

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	fa-IR target
Version 4.2	نسخه ۴.۲

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.

Arrow keys shall be translated in Persian.

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 Persian translation
Something went wrong	مشکلی پیش آمد
Not enough memory to process this command.	حافظه کافی برای پردازش این دستور وجود نداشت.

Persian 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.

Error messages shall be translated in a declarative form. To be consistent, always use خطا for "error," and اشکال for "bug"

Example:

An error occurred in saving your settings.

هنگام ذخیره تغییرات شما خطایی روی داد.

Standard Phrases in Error Messages

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

Translation of a verb like "cannot" and "could not" depends on the main verb follows it and they can be translated the same. Refer to the examples.

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	Comment
Cannot ... Could not ...	نمی شود، ...	File could not be found File cannot be found	
Failed to ... Failure of ...	انجام نشد ...	Failed to connect Failure to connect	It is better that a sentence form be used for both
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	یافت نشد	Cannot find driver software Could not find driver software Unable to find driver software Unable to locate driver software	

English	Translation	Example	Comment
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	حافظه کافی موجود نیست		
... is not available ... is unavailable	... در دسترس نیست	The command is not available The command is unavailable	

Error Messages Containing Placeholders

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

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

%c means <letter>

%s means <string>

Examples of error messages containing placeholders:

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

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

Please make sure to use correct grammatical format and word order for a text containing placeholder. For example, Number placeholders come before a singular noun.

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).

For Persian, use English keyboard buttons as they appear on a Persian keyboard, so keys like Enter, ESC, Shift, etc shall be left in English, and terms like right arrow, left arrow, spacebar, etc. shall be translated.

Key Names

English Key Name	Persian Key Name
Alt	Alt
Backspace	Backspace
Break	Break
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete
Down Arrow	پیکان پایین
End	End
Enter	Enter
Esc	Esc
Home	Home
Insert	Insert
Left Arrow	پیکان چپ
Num Lock	Num Lock
Page Down	Page Down

English Key Name	Persian Key Name
Page Up	Page Up
Pause	Pause
Right Arrow	پیکان راست
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	کلید فاصله
Tab	Tab
Up Arrow	پیکان بالا
Windows key	کلید Windows
Menu Key	کلید منو
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

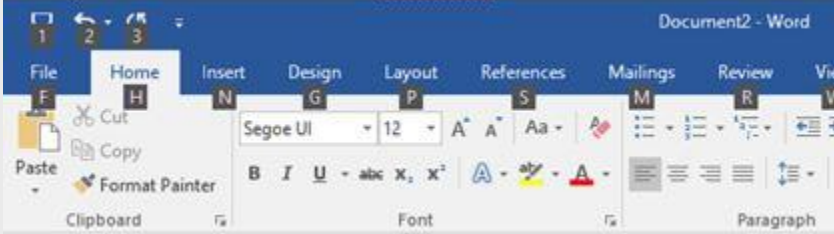
Cancel

Options

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
"Slim characters," such as l, l, t, r, f can be used as keyboard shortcuts	yes	Since the characters joined together in Persian, keyboard shortcut on slim characters may not be visible, it can be used if the character stands alone.
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	yes	These characters are not the first choice in case other characters are available.
Extended characters can be used as keyboard shortcuts	No	
An additional letter, appearing between brackets after item name, can be used as keyboard shortcuts	yes	
A number, appearing between brackets after item name, can be used as keyboard shortcut	yes	
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	No	
No keyboard shortcut is assigned when no more characters are available (minor options only)	yes	

Additional notes: try to avoid using characters that are produced with more than one key stroke (i.e. with Shift key + another key) as keyboard shortcut; such as: ؤ, ؤ, ؤ

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	<p>A subtype of keyboard shortcut. A key that the user types to perform a common action without having to go through the UI. Shortcut keys are not available for every command.</p> <p>Example: Ctrl+N, Ctrl+V</p> <p>In keyboard shortcuts, most shortcut keys are used with the Ctrl key.</p> <p>Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.</p>

5.4.5 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	Persian Command	Persian Shortcut key
General Windows Shortcut keys			
Help window	F1	پنجره راهنما	F1
Context-sensitive Help	Shift+F1	راهنمای مربوط به متن	Shift+F1
Display pop-up menu	Shift+F10	نمایش منوی بازشو	Shift+F10
Cancel	Esc	لغو	Esc
Activate\Deactivate menu bar mode	F10	فعال/غیرفعال کردن حالت نوار منو	F10
Switch to the next primary application	Alt+Tab	تعویض به برنامه اصلی بعدی	Alt+Tab
Display next window	Alt+Esc	نمایش پنجره بعدی	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	نمایش منوی بازشو برای پنجره	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	نمایش منوی بازشو برای پنجره فرعی فعال	Alt+-
Display property sheet for current selection	Alt+Enter	نمایش ورقه مشخصات برای انتخاب کنونی	Alt+Enter
Close active application window	Alt+F4	بستن پنجره برنامه فعال	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	جابجایی به پنجره بعدی در برنامه	Alt+F6

US Command	US English Shortcut Key	Persian Command	Persian Shortcut key
Capture active window image to the Clipboard	Alt+PrntScrn	گرفتن عکس پنجره فعال در کلیپ برد	Alt+PrntScrn
Capture desktop image to the Clipboard	PrntScrn	گرفتن عکس دسک تاپ در کلیپ برد	PrntScrn
Access Start button in taskbar	Ctrl+Esc	دسترسی به دکمه شروع در نوار وظیفه	Ctrl+Esc
Display next child window	Ctrl+F6	نمایش پنجره فرعی جدید	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	نمایش چارچوب زیانه دار بعدی	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	راه اندازی مدیر وظیفه و آماده سازی سیستم	Ctrl+Shift+Esc
File Menu			
File New	Ctrl+N	پرونده جدید	Ctrl+N
File Open	Ctrl+O	بازکردن پرونده	Ctrl+O
File Close	Ctrl+F4	بستن پرونده	Ctrl+F4
File Save	Ctrl+S	ذخیره پرونده	Ctrl+S
File Save as	F12	ذخیره پرونده بعنوان	F12
File Print Preview	Ctrl+F2	پیش نمایش چاپ پرونده	Ctrl+F2
File Print	Ctrl+P	چاپ پرونده	Ctrl+P
File Exit	Alt+F4	خروج از پرونده	Alt+F4
Edit Menu			
Edit Undo	Ctrl+Z	ویرایش لغو عمل	Ctrl+Z
Edit Repeat	Ctrl+Y	ویرایش تکرار	Ctrl+Y

US Command	US English Shortcut Key	Persian Command	Persian Shortcut key
Edit Cut	Ctrl+X	ویرایش برش	Ctrl+X
Edit Copy	Ctrl+C	ویرایش کپی	Ctrl+C
Edit Paste	Ctrl+V	ویرایش جاگذاری	Ctrl+V
Edit Delete	Ctrl+Backspace	ویرایش حذف	Ctrl+Backspace
Edit Select All	Ctrl+A	ویرایش حذف همه	Ctrl+A
Edit Find	Ctrl+F	ویرایش یافتن	Ctrl+F
Edit Replace	Ctrl+H	ویرایش جایگزینی	Ctrl+H
Edit Go To	Ctrl+G	ویرایش رفتن به	Ctrl+G
Help Menu			
Help	F1	راهنما	F1
Font Format			
Italic	Ctrl+I	مورب	Ctrl+I
Bold	Ctrl+B	پررنگ	Ctrl+B
Underlined\Word underline	Ctrl+U	زیرخط/زیرخط کلمه	Ctrl+U
Large caps	Ctrl+Shift+A	حروف بزرگ	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	حروف کوچک	Ctrl+Shift+K
Paragraph Format			
Centered	Ctrl+E	تراز به مرکز	Ctrl+E
Left aligned	Ctrl+L	تراز به چپ	Ctrl+L
Right aligned	Ctrl+R	تراز به راست	Ctrl+R
Justified	Ctrl+J	همترازی	Ctrl+J

5.5 Voice video considerations

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

Successful Techniques for Voicing Video Content


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

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.

In Persian, English words are always pronounced with US English accent. Please always keep consistency with US English and refrain from using other accents like UK.

Example	Phonetics	In Persian / comment
SecurID	[sɪ'kjuər aɪ di:]	"سیکیور آی دی"
.NET	[dot net]	"دات نیت"
Skype	[eskaɪp] 	An epenthetic "e" is usually inserted before [sk], although in formal speaking avoiding such "e" is recommended, however, this additional "e" is common for general users. So it's recommended here for more ease, too.

Acronyms and Abbreviations

Acronyms are pronounced like real words. For Persian, US English accent shall be used:

Example	In Persian
RADIUS	[ری دی یوس]
RAS	[رس]
ISA	[آی سا]
LAN	[لن]
WAN	[ون]
WAP	[وپ]
IMAP	[آی مپ]
POP	[پاپ]

Other abbreviations are pronounced letter by letter.

Example	In Persian
ICMP	[آی سی ام پی]
IP	[آی پی]
TCP/IP	[تی سی پی آی پی]
XML	[ایکس ام ال]
HTML	[لچ تی ام ال]

OWA	[أ دبلیو آ]
SQL	[اس کیو ال]
URL	[یو آر ال]

URLs

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

"www" should be pronounced as "double-u double-u double-u" which is "دبلیو دبلیو دبلیو" in Persian.

In Persian, the "dot" should be read out and it must be pronounced as the translation of "dot" in Persian which is "نقطه." However the "dot" before domain types such as ".com," ".net," ".org," is still pronounced as English "dot." In these cases it is pronounced as "دات اورگ." and "دات نت" and "دات کام"

Example	In Persian
http://www.microsoft.com/	دبلیو دبلیو دبلیو نقطه مایکروسافت دات کام

Punctuation Marks

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

Parentheses "()" are used to emphasize an isolated element in Persian. It should be pronounced as a comma, i.e. as a short pause.

Special Characters

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

For accents in Persian, please use the reference accent which is used in official education books and refrain from using region specific accents like, Shirazi, Esfahani, Tehrani, 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