

# Bosnian Style Guide

## Table of Contents

1	Welcome .....	4
1.1	Reference material.....	5
2	Microsoft voice .....	6
2.1	Choices that reflect Microsoft voice .....	7
2.1.1	Word choice .....	7
2.1.2	Words and phrases to avoid .....	9
2.2	Sample Microsoft voice text .....	11
2.2.1	Address the user to take action .....	11
2.2.2	Promoting a feature.....	12
2.2.3	Providing how-to guidelines .....	12
2.2.4	Explanatory text and providing support .....	13
3	Inclusive language.....	13
3.1	Avoid gender bias.....	15
3.2	Accessibility.....	18
4	Language-specific standards .....	19
4.1	Grammar, syntax and orthographic standards .....	19
4.1.1	Abbreviations .....	19
4.1.2	Acronyms .....	21
4.1.3	Adjectives.....	22
4.1.4	Capitalization .....	23
4.1.5	Compounds .....	24
4.1.6	Conjunctions .....	24
4.1.7	Genitive .....	25
4.1.8	Localizing colloquialism, idioms, and metaphors .....	26
4.1.9	Modifiers.....	26
4.1.10	Nouns .....	27
4.1.11	Prepositions .....	28
4.1.12	Pronouns .....	28
4.1.13	Punctuation.....	31
4.1.14	Sentence fragments .....	36
4.1.15	Symbols & non-breaking spaces .....	36
4.1.16	Verbs .....	37

5	Localization considerations.....	38
5.1	Accessibility.....	38
5.2	Applications, products, and features.....	38
5.3	Trademarks.....	39
5.4	Software considerations.....	39
5.4.1	Error messages.....	39
5.4.2	Keys.....	41
5.4.3	Keyboard shortcuts.....	42
5.4.4	Arrow keys.....	44
5.4.5	Numeric keypad.....	44
5.4.6	Shortcut keys.....	45
5.5	Voice video considerations.....	48
5.5.1	English pronunciation.....	49
5.5.2	Tone.....	52
5.5.3	Video voice checklist.....	53

# 1 Welcome



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

## 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. Gramatika bosanskoga jezika; Jahić-Halilović-Palić, Dom štampe DD Zenica, Zenica, 2000.
2. Hrvatska gramatika; Barić-Lončarić-Malić-Pavešić-Peti-Zečević-Znika, Školska knjiga, Zagreb, 1995.
3. Gramatika srpskog jezika; Stanojčić-Popović, Zavod za udžbenike i nastavna sredstva, Beograd, 2005.
4. Gramatika srpskohrvatskoga jezika, Stevanović, Obod Cetinje, Cetinje, 1971.
5. Pravopis bosanskoga jezika; Slavistički komitet i Senahid Halilović, Sarajevo, 2018.
6. Hrvatski pravopis; Babić-Finka-Moguš, Školska knjiga, Zagreb, 2000.
7. Srpski pravopis; Simić, Jasen, Beograd, 2003.
8. Orthographic Manual for Serbian; Pravopis srpskog jezika, Pešikan, Jerković, Pižurica, Matica srpska, 2010

### Informative References

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

1. Rječnik bosanskog jezika; Čedić-Hajdarević-Kadić-Kršo-Valjevac, Institut za jezik, Sarajevo, 2007.
2. Rječnik Hrvatskoga jezika; Anić, Novi Liber, Zagreb, 1991.
3. Informatički enciklopedijski rječnik; Panian, Europapers holding d.o.o., Zagreb, 2005.
4. Džepni rečnik kompjuterskih IT skraćenica; Brzulović, Kompjuter biblioteka, Čačak, 2003.
5. Veliki englesko-hrvatski rječnik; Bujas, Nakladni zavod Globus, Zagreb, 2001.

### 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 Bosnian 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 <a href="#">Pronouns</a> .

Bosnian modern voice can be conveyed through similar means by using shortened words or short words used by people in daily conversations. Take care to adhere to approved terminology and not use different target terms for already established and approved terms.

Short words and everyday words make the text flow easier in Bosnian.

en-US source term	Bosnian word	Bosnian word usage
hard disk	disk	For general reference to any disk type (hard disk, external hard disk, etc.). Use specific disk type if necessary.
computer	PC	Use for personal computing devices ( <i>computer</i> for situations about PCs and Macs)
you	vi	Address the user as "vi," directly or indirectly



### 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>

For Bosnian modern voice avoid using formal words and expressions listed in the table. Use less formal variants provided below.

en-US source	Bosnian old word/phrase	Bosnian new word/phrase
To have an opportunity	Imati priliku	<i>moći</i>
To give a recommendation	Dati preporuku	<i>preporučiti</i>
To locate	Locirati	<i>pronaći</i>
To provide information, to provide support	Saopćiti informacije, pružiti podršku	<i>pomoći</i>
To achieve	Ostvariti	<i>uraditi</i>
To consult (a source)	Konsultirati (izvor informacija)	<i>pogledati</i>
Requires	Iziskuje	<i>treba</i>

Name	Naziv	<i>ime</i>
------	-------	------------

## 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	Bosnian target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	Lozinka nije tačna. Pokušajte ponovo kasnije. Obratite pažnju na mala i velika slova.	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.	Ključ proizvoda ne funkcioniše. Provjerite ga i pokušajte ponovo.	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	Sve je spremno	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	Želite li nastaviti?	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.	Nazovite PC kojim god imenom želite. Ako želite promijeniti boju pozadine, isključite visoki kontrast u postavkama PC-ja.	Address the user directly using second person pronoun to take the necessary action.

## 2.2.2 Promoting a feature

US English	Bosnian 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.	Slikovna lozinka je novi način zaštite dodirnog ekrana računara. Trebate samo odabrati sliku i pokret koji ide uz nju da biste kreirali svoju jedinstvenu lozinku.	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.	Personalizirajte sadržaj pomoću aplikacija na temelju lokacije PC-ja, imena, slike računa ili drugih informacija o domeni.	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	Bosnian target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Da biste se vratili i sačuvali svoj rad, kliknite na Otkazi i završite započeto.	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.	Da biste potvrdili slikovnu lozinku, pogledajte ponovljeni snimak i slijedite iste pokrete kao na slici.	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.	Vrijeme je da unesete ključ proizvoda. Kada se spojite na internet, aktivirat ćemo Windows.	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	Bosnian target	Explanation
The updates are installed, but Windows 11 Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	Ažuriranja su instalirana, ali treba ponovo pokrenuti program za postavljanje sistema Windows 11 da bi djelovala. Nakon ponovnog pokretanja nastavljamo gdje smo stali.	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.	Ako odmah ponovo pokrenete program, vi i sve druge osobe koje rade na ovom računaru možete izgubiti sve podatke koji nisu sačuvani.	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.	Ovaj dokument će biti automatski premješten u odgovarajuću biblioteku i fasciklu nakon što ispravite svojstva koja su netačna ili nedostaju.	Voice talks to the user informatively and directly on the action that will be taken.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	Loše vijesti! Loše vijesti! Nije moguće pronaći preuzete fajlove za stvaranje USB fleš memorijskog pogona.	Without complexity and using short sentences inform the user 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		Target examples	
primary/subordinate	master/slave	naređeni/podređeni	gazda/rob
perimeter network	demilitarized zone (DMZ)	sigurna mreža	demilitarizirana zona (DMZ)
stop responding	hang	prestati odgovarati	spustiti

expert	guru	stručnjak	guru
meeting	pow wow	sastanak	okupljanje
colleagues; everyone; all	guys; ladies and gentlemen	kolege; svi	momci; dame i gospodo
parent	mother or father	roditelj	majka i otac

### 3.1 Avoid gender bias

**Use gender-neutral alternatives for common terms.** Avoid the use of compounds containing gender-specific terms (muškarac, žena, etc.). In Slavic languages (including Bosnian), where each noun has its own gender, it's almost impossible to form gender-neutral forms so alternative approaches should be used such as feminization, i.e., words that were traditionally male-gender (e.g., direktor, predsjednik, gradonačelnik, član odbora, etc.) are given their female versions, such as direktorica, predsjednica, gradonačelnica, članica odbora, etc.

On the other hand, traditional grammatical convention is that male gender (as "inclusive") is used for words that represent both genders, such as "korisnik" (eng. user) since using combined forms (korisnik/ca) should be avoided because it reduces text readability.

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

Use this	Not this	Comments
<b>Target examples</b>		
kolega (m.) /kolegica (f.)	kolega (m.)	Avoid using only male gender. If you know the person's gender, use the word accordingly. Example: do not use "Ona je direktor firme", but "Ona je direktorica firme".
član (m.) / članica (f.)	član (m.)	

doktor (m.) / doktorica (f.)	doktor (m.)	
pravnik (m.) / pravnica (f.)	pravnik (m.)	
direktor (m.) / direktorica (f.)	direktor (m.)	

**When presenting generalization, use plural noun forms (for example, osobe, pojedinci, učenici, etc.).**

Example:

English example	Bosnian (Latin) Example
The user should enter the data into the list.	(+) Korisnici trebaju unijeti podatke u spisak.  (-) Korisnik ili korisnica trebaju unijeti podatke u spisak.

In cases where this is impossible, use impersonal form or passive voice:

Bosnian (Latin) example
(+) Kontakt neće odgovoriti jer mu je status postavljen na Odsutan.  (+) Možda nećete primiti odgovor jer je status kontakta postavljen na Odsutan.  (-) Kontakt neće odgovoriti zato jer je njegov ili njezin status postavljen na Odsutan.



**Don't use gendered pronouns (ona, njoj, on, njemu, etc.) in generic references.** Instead:

- Rewrite to use the second or third person (vi).
- Rewrite the sentence to have a plural noun and pronoun.
- Use articles instead of a pronoun (for example, dokument instead of njegov dokument).
- Refer to a person's role (čitatelj/čitateljica, zaposlenik/zaposlenica, or klijent/klijentica, for example).
- Use osoba, lice or pojedinac.

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

Use this		Not this	
English examples		Target examples	
A user with the appropriate rights can set other users' passwords.	If the user has the appropriate rights, he can set other users' passwords.	Korisnik s odgovarajućim pravima može postaviti lozinke drugih korisnika.	Ako korisnik ima odgovarajuća prava, on može postaviti lozinke drugih korisnika.
Developers need access to servers in their development environments, but they don't need access to the servers in Azure.	A developer needs access to servers in his development environment, but he doesn't need access to the servers in Azure.	Programerima je potreban pristup serverima u njihovim razvojnim okruženjima, ali im ne treba pristup serverima u usluzi Azure.	Programeru je potreban pristup serverima u njegovom razvojnom okruženju, ali mu ne treba pristup serverima u usluzi Azure.
When the author opens the document ....	When the author opens her document ....	Kada autor otvori dokument...	Kada autor otvori njegov dokument...
To call someone, select the person's name, select Make a phone call, and then choose the number you'd like to dial.	To call someone, select his name, select Make a phone call, and then select his number.	Da biste nekoga pozvali, odaberite ime osobe, odaberite opciju Uputi telefonski poziv a zatim odaberite broj koji želite pozvati.	Da biste nekoga pozvali, odaberite njegovo ime, odaberite opciju Uputi telefonski poziv a onda odaberite njegov broj.

When you're writing about a real person, use the pronouns that the person prefers, whether it's on, ona, oni, one, or another pronoun. It's OK to use gendered pronouns (like on, ona, njegovo, and njeno) when you're writing about real people who use those pronouns themselves.

### 3.2 Accessibility

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

**Focus on people, not disabilities.** Don't use words that imply pity, such as pogođen stanjem/bolešću or pati od. 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	osoba s invaliditetom	hendikepirana osoba				
person without a disability	normal person; healthy person	osoba bez invaliditeta	normalna osoba; zdrava osoba				

**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	Odaberi	Klikni

**Keep paragraphs short and sentence structure simple.** Read text aloud and imagine it spoken by a screen reader.

**Spell out words like i, plus, and oko, otprilike.** 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 Bosnian.

### 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:

Method	Examples
Truncation with a period	(+) maks.; mjeseci = mj.
Initial capitals	(+) Sjedinjene Američke Države = SAD
Slash	(+) str. u min. = str./min.

List of common abbreviations:

Expression	Acceptable Abbreviation
naprimjer	(+) npr.
godina	(+) g.
lice	(+) l.

Expression	Acceptable Abbreviation
muški rod	(+) m. (moguće i m. r.)
srednji rod	(+) n. (moguće i s. r.)
ženski rod	(+) f. (moguće i ž. r.)
tačka	(+) t.
broj	(+) br.

Expression	Acceptable Abbreviation
i drugo	(+) i dr.
glagol	(+) gl.
i slično	(+) i sl.
množina	(+) mn.
primjer	(+) pr.
doktor	(+) dr.
i tako dalje	(+) itd.
et cetera (i tako dalje)	(+) etc.
jednina	(+) jd.
singular	(+) sg.
to jest	(+) tj.
takozvani	(+) tzv.
bosanski	(+) bos.
bošnjački	(+) boš.

usporedi	(+) usp
redni broj	(+) red. br.

Don't abbreviate such words as "and," "or," "something," "someone," or any other word that users might not recognize. If you have any doubt, spell out the word rather than using an abbreviation.

#### 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).

#### Localized Acronyms

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

Example:

<b>Bosnian (Latin) example</b>
(+) Sredstva pristupa podacima (Data Access Objects, DAO)

## Unlocalized Acronyms

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

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

English Example
ANSI (American National Standards Institute) ISO (International Standards Organization)

### 4.1.3 Adjectives

In Bosnian, adjectives should be handled in the following manner. Adjectives agree in gender, case, and number with the noun they modify.

#### Possessive adjectives

The frequent use of possessives is a feature of English language. However, in Bosnian (Latin) language it is better to avoid using possessives in excess. When a possessive is used with a verb, it is not always necessary to translate it—in many cases it can be left out. A good way to avoid possessive adjectives is to leave them out whenever the sentence can be of general meaning and not user specific.

Example:

English example	Bosnian (Latin) example	Explanation
Windows cannot start your system. If the problem persists, contact your network administrator.	(+) Windows ne može pokrenuti sistem. Ako problem potraje, obratite se administratoru mreže.	Avoid using possessive adjective "your" unless the indication of ownership is important in context.

#### 4.1.4 Capitalization

The full rules of capitalization for Bosnian (Latin) language are explained in the recommended Reference Material. The following examples will highlight some differences between English and Bosnian (Latin) capitalization rules.

**In titles**, only the first letter of the first word is capitalized, the rest of the title uses sentence capitalization.

Example:

English example	Bosnian (Latin) example
Microsoft Product List	(+) Spisak proizvoda kompanije Microsoft (-) Spisak Proizvoda Kompanije Microsoft

**When addressing a user** in an e-mail message, do not start the next line with a capital letter if the first sentence/greeting in a letter ends with a comma:

English Example	Bosnian (Latin) Example
Dear Sir,	(+) Poštovani(na), ranije smo Vas obavijestili...
Previously, we notified you...	(-) Poštovani(na), Ranije smo Vas obavijestili...

Sunday	(+) nedjelja (-) Nedjelja
May	(+) maj (-) Maj
How To See London in 48 Hours	(+) Kako obići London za 48 sati (-) Kako Obići London Za 48 Sati

#### 4.1.5 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.

In English, nouns are often compounded by placing several adjectives and nouns in a row. In Bosnian (Latin), nouns cannot be placed in sequence separated by a space without adjusting the cases and changing the word order.

Example:

English example	Bosnian (Latin) Example	Explanation
comma-separated value file	fajl sa vrijednostima razdvojenim zarezima	Cases and the word order are adjusted.
web content filtering	filtriranje web-sadržaja	In some cases, a hyphen is used with two nouns.

#### 4.1.6 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.

In Bosnian, conjunctions can be used to organize information in a sentence in a more lively manner thus adding to the conversational tone of the given text.



Bosnian old use of conjunctions	Bosnian new use of conjunctions
<Proizvod> sada ima jednostavnu traku s funkcijama koje najviše koristite. Pored toga, možete crtati prstima putem ekrana osjetljivog na dodir.	<Proizvod> sada ima jednostavnu traku s najčešće korištenim funkcijama. A možete i crtati prstima po ekranu osjetljivom na dodir.
U suprotnom, ikonu možete dodati na radnu površinu.	Ili dodajte ikonu na radnu površinu.

#### 4.1.7 Genitive

In Bosnian (Latin) grammar the genitive case or possessive is the case that marks a noun as modifying another noun. It often marks a noun as being the possessor of another noun but it can also indicate various relationships other than possession. Possessive genitive should be avoided when possessive adjective can be used instead.

Pay attention to the correct use of possessive adjectives and cases in Bosnian translations. Influenced by the English language, many translators mix them, translate them literally, as nouns, or change the word order.

Example:

English example	Bosnian (Latin) example	Explanation
table direction	(+) smjer table	Possessive genitive should be avoided when possessive adjective can be used instead. This, however, is not always possible.
computer program	(-) tabelarni smjer	
	(+) računarski program	
	(-) program računara	

#### 4.1.8 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 Bosnian 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.

#### 4.1.9 Modifiers

In localized Bosnian text you often need to add modifiers before names of objects, menus, commands, dialog box elements, icons, etc. (descriptions of the object the name refers to). In general, English text doesn't have these modifiers.

Example:

English Example	Bosnian (Latin) Example	Explanation
Microsoft Excel Help files	(+) Fajlovi pomoći programa Microsoft Excel  (-) Fajlovi pomoći Microsoft Excela	Modifiers are especially necessary when a whole phrase needs to be declined—then decline only the modifier and leave the name in the form that is used in the user interface.

#### 4.1.10 Nouns

### General considerations

In Bosnian (Latin) language nouns, including those that are loanwords, are inflected by gender, number and case. Loanwords are modified to fit native pronunciation pattern. Excessive use of loanwords should be avoided.

Example:

English example	Bosnian (Latin) example
Contact system administrator!	(+) Obratite se administratoru sistema!

### Inflection

Example:

English example	Bosnian (Latin) example
Contact system administrator!	(+) Obratite se administratoru sistema!

### Plural Formation

The examples bellow show how English loanwords are inflected by number in Bosnian (Latin).

Example:

English example	Bosnian (Latin) example:
Administrators	(+) Administratori
Web-cameras	(+) Web-kamere

#### 4.1.11 Prepositions

For en-US 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 to convey the en-US 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.

**For Bosnian,** pay attention to the correct use of the prepositions in translations. Influenced by the English language, many translators omit them or change the word order.

US Expression	Bosnian (Latin) Expression
migrate to	(+) preseliti u
migrate from	(+) preseliti iz
import to	(+) uvesti u
import from	(+) uvesti iz
export to	(+) izvesti u
export from	(+) izvesti iz
update to	(+) ažurirati u
upgrade to	(+) nadograditi na
change to	(+) promijeniti u
click on	(+) kliknuti na
connect to	(+) povezati s
welcome to	(+) dobrodošli

#### 4.1.12 Pronouns

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

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

Bosnian operates similar to English when it comes to using personal pronouns for expressing the modern voice. The use of first- and second- person pronouns makes the text less formal and more personal.

Bosnian old user reference	Bosnian new user reference
Korisnici mogu promijeniti kada će se instalirati nova ažuriranja.	Možete promijeniti kada će se instalirati nova ažuriranja.
Smjesti lozinku u memoriju.	Zapamti moju lozinku
Prikaži obavještenje kada se novi Bluetooth uređaj pokuša povezati na moj računar.	Javi mi kada se novi Bluetooth uređaj pokuša povezati na moj PC.
Korisnicima se preporučuje da redovno prave kopije rezervnih fajlova.	Preporučujemo da redovno pravite rezervne kopije fajlova.
Nikako se ne savjetuje instaliranje ovih paketa kodeka.	Nikako vam ne savjetujemo da instalirate ove pakete kodeka.
Nije moguće naći štampač. Da li želite da ga dodate?	Ne možemo naći štampač. Želite ga dodati?

### Additional remarks

**1. Use of the construction "modal verbs+da"** (characteristic of the Serbian (Serbia) norm)

You should close all open programs first.	(+) Prvo trebate zatvoriti sve pokrenute programe. (-) Prvo treba da zatvorite sve pokrenute programe.
---	---

## 2. Using "&" instead of "i" in Bosnian sentences

Tom & Jerry	(+) Tom i Jerry (-) Tom & Jerry
-------------	------------------------------------

## 3. Excessive use of personal pronouns and possessive pronouns (they should often be omitted in Bosnian)

You are not connected to the Internet.	(+) Niste povezani na Internet. (-) Vi niste povezani na Internet.
Always check if your monitor is connected.	(+) <b>Uvijek provjerite da li je monitor priključen.</b> (-) Uvijek provjerite da li je vaš monitor priključen. (-) Uvijek povjerite da li je Vaš monitor priključen.

## 4. Incorrect use of possessive pronouns

Share your status with friends.	(+) Podijelite svoj status s prijateljima. (-) Podijelite vaš status s prijateljima.
Wizard helps users to delete their photos.	(+) <b>Čarobnjak pomaže korisnicima da izbrišu svoje fotografije.</b> (-) Čarobnjak pomaže korisnicima da izbrišu njihove fotografije.

## 5. Excessive use of personal pronouns/politeness (it should almost always be omitted in Bosnian)

Please check if your sound card is inserted.	(+) Provjerite da li je umetnuta zvučna karta. (-) Provjeri da li je umetnuta tvoja zvučna karta. (-) Molimo provjerite da li je umetnuta vaša zvučna karta.
--	--

## Possessive Pronouns

Possessive pronouns are used far less frequently in Bosnian texts than in their English counterparts. Use them only if it is relevant to determine ownership.

Examples:

Turn on your computer.

Uključite računar.

Close your document.

Zatvorite dokument.

### 4.1.13 Punctuation

General punctuation rules should be available in the recommended reference material but you may want to define rules for using punctuation consistently in your language.

## Comma

The use of comma in Bosnian (Latin) language is explained in the recommended Reference Material. The general rule is that the comma is used when an inversion occurs, i.e. when the sub clause precedes the main clause. Otherwise (the sequence is main clause, sub clause), comma is normally not needed. Here are some examples:

English example	Bosnian (Latin) Example
To continue, you must delete or rename the file.	(+) Da biste nastavili, fajl morate izbrisati ili preimenovati.
	(+) Fajl morate izbrisati ili preimenovati da biste nastavili.
	(-) Da biste nastavili fajl morate izbrisati ili preimenovati.
	(-) Fajl morate izbrisati ili preimenovati, da biste nastavili.

<p>Enable the 'Single user' setting, in order to perform the chosen database alterations.</p>	<p>(+) Omogućite postavku "Jedan korisnik" kako biste mogli izvršiti određene promjene baze podataka.</p> <p>(+) Kako biste mogli izvršiti određene promjene baze podataka, omogućite postavku "Jedan korisnik".</p> <p>(-) Omogućite postavku "Jedan korisnik", kako biste mogli izvršiti određene promjene baze podataka.</p>
---	---

## Colon

Use a colon to inform the reader that what follows proves, clarifies, explains, or simply lists items in what is referred to before.

Bosnian (Latin) example
<p>(+) Uradite sljedeće: kliknite na meni, pritisnite razmak, kliknite na veličinu slova...</p>

Do not use a colon to separate a verb from its objects or after "such as."

Example:

Bosnian (Latin) example
<p>(-) Meni podizanja sadrži: opciju dijagnostike i pokretanja.          (-) Meni podizanja sadrži opcije kao što su: dijagnostika i pokretanje.</p>

## 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. In Bosnian (Latin)



the hyphen is used for certain compound words, for adding declination and derivation suffixes to abbreviations, when analyzing words into syllables etc.

Example:

Bosnian (Latin) example
(+) Web-stranica (+) SAD-a

### En Dash

The en dash is used as a minus sign, usually with spaces before and after. In Bosnian (Latin) language the en dash is used to emphasize a phrase within a sentence, or to separate clauses in sentences. There should be a space before and after the en dash.

Example:

Bosnian (Latin) example
(+) Sarajevo – Zenica (+) 30 – 60 MB

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

Example:

Bosnian (Latin) example
(+) 35 – 40 str.

### 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. Bosnian language does not use em dashes

### Ellipses (Suspension Points)

Ellipsis indicates the omission of text or an interruption or hesitation

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

In Bosnian (Latin), an ellipsis is composed of three dots without any spaces between. There is no space between the ellipsis and the preceding word, but there is always a space after the ellipsis, unless the following character is a closing bracket or quote mark, in which case the space is inserted after that character instead.

Example:

Bosnian (Latin) example
(+) Slika prije primjene filtera... ... i poslije filtriranja

## Period

Period is used to indicate ordinal numbers, to shorten words and as a thousand separator.

Example:

Bosnian (Latin) example
(+) 200. godišnjica (+) Ove i slič. opcije. (+) 100.000 km

## Quotation Marks

Among other things, quotation marks are used to set of a conversation, sarcastic use of a word or to quote other people's words. The following quotation marks are used in Bosnian (Latin) language:

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

The same applies to the Bosnian (Latin). Quotation marks can also be used when referring to a button or a link.

Example:

### Bosnian (Latin) example

(+) Kliknite na "Dodajte račun" u poruci e-pošte s potvrdom.

English sentences use a dot to end a sentence, followed by a quotation mark. In Bosnian, place the dot **after** the quotation marks.

Example:

### Bosnian (Latin) example

(+) Kliknite "Sačuvaj izmjene".

(-) Kliknite "Sačuvaj izmjene."

### Parentheses

In English, there is no space between the parentheses and the text inside them.

The same applies to Bosnian (Latin).

Example:

### Bosnian (Latin) example

(+) Ovo je poglavlje o RTF-u (oblik obogaćenog teksta).

### Percentage

There should be a non-breaking space between the number and %:

Incorrect	Correct
50%	50 %

#### 4.1.14 Sentence fragments

For en-US Microsoft voice, use of sentence fragments helps convey a conversational tone. They are used when possible, and are short and to the point.

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

In Bosnian, sentence fragment can help convey the idea in a quick and simple manner and lessen the space used. They can be exploited when the given context justifies their use so as to contribute to creating better experience for users.

Bosnian long form	Bosnian sentence fragment
Prođite sljedeće korake.	Evo kako
Jeste li spremni za početak?	Možemo?

#### 4.1.15 Symbols & non-breaking spaces

Generally, and unless otherwise specified, don't insert a space before the following elements:

- punctuation marks: (:), (;), (!) and (?)

Generally, and unless otherwise specified, insert a space before the following elements:

- a value and its symbol, such as: 16 MB

Leave one single space after the full stop (.), contrary to the English text, which uses two spaces after the full stop.

#### **Non-Breaking Spaces**

Use non-breaking spaces (CTRL+SHIFT+SPACEBAR or Alt+0160) between words that should not separate onto different lines. If two words are connected by a non-breaking space, Word will keep them together, even if subsequent editing causes line breaks to change. On your screen, a non-breaking space looks like a degree symbol ( ° ), but it will print like a space.

## 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.

### 4.1.16 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.

Pay attention to perfect or imperfect form of translated verbs. English verbs can be translated in either forms in Bosnian depending on whether it is a repeated or a single action.

Example:

English Example	Bosnian (Latin) example
Read	(+) čitati, pročitati
Print	(+) štampati, odštampati

Continuous operations are usually expressed in English with a gerund, which should be translated into Bosnian (Latin) by deverbative noun.

Example:

English example	Bosnian (Latin) example
Sending a file	(+) Slanje fajla
Using Styles	(+) Korištenje stilova

## 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 Bosnian, 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 Bosnian-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™).

#### **Version Numbers**

Version numbers always contain a period. Please note the following punctuation examples of "Version x.x":

US English	Bosnian target
Version 4.2	Verzija 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 Error messages

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

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

English term	Correct Bosnian translation
Something went wrong	Nešto nije u redu
Not enough memory to process this command.	Nema dovoljno memorije za izvršavanje ove naredbe.

### **Bosnian 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.

As translators localize the software into Bosnian (Latin), they should ensure that they use a standard phrase for error messages that have the same meaning and purpose in the US-English version.

## Standard Phrases in Error Messages

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

Examples:

English	Translation	English example	Translation
Cannot ... Could not ...	nije moguće ...	Cannot configure... Could not determine	(+) Nije moguće podesiti (+) Nije moguće utvrditi
Failed to ... Failure of ...	nije uspjelo... neuspjelo... kvar	Failed to connect Failure of equipment	(+) Povezivanje nije uspjelo (+) Kvar opreme
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	nije moguće pronaći...  pronalaženje... nije uspjelo	Cannot find driver software  Could not find driver software  Unable to find driver software  Unable to locate driver software	(+) Nije moguće pronaći upravljački softver  (+) Pronalaženje upravljačkog programa nije uspjelo

## 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."

Because of the use of inflection in Bosnian (Latin), it is important to try to find out what will replace the placeholder. In the example below the placeholder %s stands for file names:

English example	Bosnian (Latin) example
Cannot find %s.	(+) Nije moguće pronaći fajlove %.

#### 5.4.2 Keys

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

English Key Name	Bosnian (Latin) Key Name
Alt	Alt
Backspace	Backspace
Break	Break
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete
Down Arrow	Strelica dolje
End	End
Enter	Enter

English Key Name	Bosnian (Latin) Key Name
Esc	Escape
Home	Home
Insert	Insert
Left Arrow	Lijeva strelica
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	Desna strelica
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	Tipka za razmak
Tab	Tabulator
Up Arrow	Strelica gore
Windows key	Tipka s logotipom sistema Windows
Prt Sc/Sys Rq	Print Screen/System Request
meny key	Programska tipka

#### 5.4.3 Keyboard shortcuts

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

Examples:

New

Cancel

Options

Keyboard shortcuts special options	Usage: Is it allowed?
"Slim characters," such as l, I, t, r, f can be used as keyboard shortcuts	Yes
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	Yes
Extended characters can be used as keyboard shortcuts	Yes
An additional letter, appearing between brackets after item name, can be used as a keyboard shortcuts	Yes
A number, appearing between brackets after item name, can be used as a keyboard shortcut	Yes
A punctuation sign, appearing between brackets after item name, can be used as a 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
<b>access key</b>	A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly.

Example: F in Alt+F

Example in UI localization: H&ome

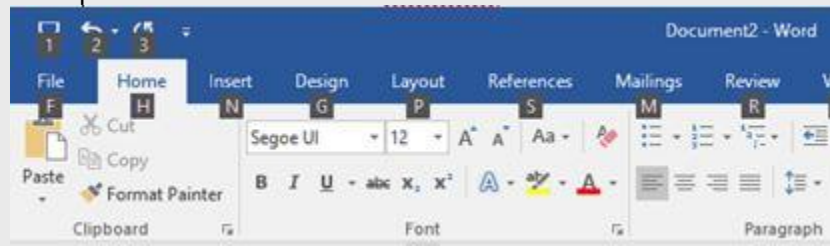
In keyboard shortcuts, most access keys are used with the Alt key.

The letter or number that appears in the ribbon when the Alt key is pressed.

In UI localization, the key tip is the last character present in the strings after the “~” character.

Example: In UI localization Home`H

**key  
tip**



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.

**shortc  
ut key**

Example: Ctrl+N, Ctrl+V

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

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

#### 5.4.4 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.

#### 5.4.5 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	Bosnian (Latin) Command	Bosnian (Latin) Shortcut key
<b>General Windows Shortcut keys</b>			
Help window	F1	Prozor za pomoć	F1
Context-sensitive Help	Shift+F1	Kontekstna pomoć	Shift+F1
Display pop-up menu	Shift+F10	Prikaz skočnog menija	Shift+F10
Cancel	Esc	Otkazi	Esc
Activate\Deactivate menu bar mode	F10	Aktivacija\deaktivacija moda trake menija	F10
Switch to the next primary application	Alt+Tab	Prebacivanje na sljedeću primarnu aplikaciju	Alt+Tab
Display next window	Alt+Esc	Prikaz sljedećeg prozora	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	Prikaz skopnog menija za prozor	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	Prikaz skočnog menija za aktivni podređeni prozor	Alt+-

US Command	US English Shortcut Key	Bosnian (Latin) Command	Bosnian (Latin) Shortcut key
Display property sheet for current selection	Alt+Enter	Prikaz lista sa svojstvima za trenutni odabir	Alt+Enter
Close active application window	Alt+F4	Zatvaranje aktivnog prozora aplikacije	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	Prebacivanje na sljedeći prozor unutar aplikacije (usklađeno s radom bez moda)	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	Snimanje slike aktivnog prozora u međuspremnik	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	Snimanje slike radne površine u međuspremnik	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	Pristup dugmetu Start na traci zadataka	Ctrl+Esc
Display next child window	Ctrl+F6	Prikaz sljedećeg podređenog prozora	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	Prikaz sljedećeg okna s karticama	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Pokretanje Upravitelja zadataka i inicijalizacija sistema	Ctrl+Shift+Esc
<b>File Menu</b>			

US Command	US English Shortcut Key	Bosnian (Latin) Command	Bosnian (Latin) Shortcut key
File New	Ctrl+N	Novi	Ctrl+N
File Open	Ctrl+O	Otvori	Ctrl+O
File Close	Ctrl+F4	Zatvori	Ctrl+F4
File Save	Ctrl+S	Spremi	Ctrl+S
File Save as	F12	Spremi kao	F12
File Print Preview	Ctrl+F2	Pregled prije štampanja	Ctrl+F2
File Print	Ctrl+P	Štampanje	Ctrl+P
File Exit	Alt+F4	Izlaz	Alt+F4
<b>Edit Menu</b>			
Edit Undo	Ctrl+Z	Poništi	Ctrl+Z
Edit Repeat	Ctrl+Y	Ponovi	Ctrl+Y
Edit Cut	Ctrl+X	Izreži	Ctrl+X
Edit Copy	Ctrl+C	Kopiraj	Ctrl+C
Edit Paste	Ctrl+V	Zalijepi	Ctrl+V
Edit Delete	Ctrl+Backspace	Izbriši	Ctrl+Backspace
Edit Select All	Ctrl+A	Odaberi sve	Ctrl+A
Edit Find	Ctrl+F	Traži	Ctrl+F
Edit Replace	Ctrl+H	Zamijeni	Ctrl+H
Edit Go To	Ctrl+B	Idi na	Ctrl+B
<b>Help Menu</b>			

US Command	US English Shortcut Key	Bosnian (Latin) Command	Bosnian (Latin) Shortcut key
Help	F1	Pomoć	F1
<b>Font Format</b>			
Italic	Ctrl+I	Ukoso	Ctrl+I
Bold	Ctrl+G	Podobljano	Ctrl+G
Underlined\Word underline	Ctrl+U	Podvučeno\podvučena riječ	Ctrl+U
Large caps	Ctrl+Shift+A	Velika slova	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	Mala slova	Ctrl+Shift+K
<b>Paragraph Format</b>			
Centered	Ctrl+E	Centrirano	Ctrl+E
Left aligned	Ctrl+L	Poravnato s lijeve strane	Ctrl+L
Right aligned	Ctrl+R	Poravnato s desne strane	Ctrl+R
Justified	Ctrl+J	Obostrano poravnato	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. 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 Bosnian phonetic system if the original pronunciation sounds very awkward in Bosnian.


English "th" sounds, /ð/ and /θ/, is pronounced the Bosnian way as /t/, e.g. Northwind Traders would be pronounced /nortvind trejders/.

If unsure about a correct Bosnian phonetic transcription, please check general rules for transcription of foreign names in Bosnian: Pravopis bosanskoga jezika; Halilović, Preporod, Sarajevo, 1996.

Microsoft must be pronounced the Bosnian way, as /majkrosoft/.

If numbers are involved, pronounce them in Bosnian.

Example	Pronunciation	Comment
SecurID	/sikjur aj di/	
Release Pack	/riliz pak/	
Digest	/dajdžest/	
Microsoft Windows Server	/majkrosoft vindouz server/	Numbers are pronounced the Bosnian way. Microsoft is pronounced the Bosnian way.
Outlook Web Access	/autluk veb akses/	
Exchange Server	/ikščejnđž server/	

Program Files	/program fajls/	
SecurNAT	/sikjur nat/	
ECHO_REQUEST	/eko rikvest/	
proxy	/proksi/	
.NET	/dot net/	.NET is considered a product name; do not say /tačka net/
Skype	[skaip] 	Product names are always pronounced the way they are pronounced in the source language.

### Acronyms and Abbreviations

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

Example	Pronunciation
RADIUS	/radijus/
RAS	/ras/
ISA	/isa/
LAN	/lan/
WAN	/van/
WAP	/vap/
MAPI	/mapi/
POP	/pop/
URL	/url/

Other abbreviations are pronounced letter by letter. There are no strict rules when a letter should be pronounced the English way and when the Bosnian way. It depends on common usage.

Example	Pronunciation	Comment
ICMP	/aj si em pi/	The English way
TCP/IP	/ti si pi aj pi/	The English way
TCP/IP	/t c p i p/	The Bosnian way
HTTP GET	/h t t p get/	The Bosnian way
HTTP GET	/ha te te pe get/	The Bosnian way
Rqc.exe	/er ku ce tačka egze/	The Bosnian way
XML	/iks em el/	The Bosnian way
HTML	/ha te em el/	The Bosnian way
SQL	/es ku el/	The Bosnian way
OWA	/o duplo ve a/	The Bosnian way
IIS	/aj aj es/	Considered a product name, to be pronounced the English way

## URLs

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

"www" should be pronounced as duplo ve duplo ve duplo ve.

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

Example	Pronunciation	Comment
http://www.microsoft.com/scg	/duplo ve duplo ve duplo ve tačka majkrosoft tačka kom kosa crta s c g/	Domain extension .com should be pronounced as /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 Bosnian 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.

Tone refers to a writer's attitude toward the reader and the subject matter. Tone creates a personality and affects the audience's reaction to what is being said.

General rules:

Don't use a heavy, staid, or arrogant tone; translations should be friendly.

Avoid awkward or unprofessional wording.

Try to capture the essence of the message. Don't translate literally or word-for-word.

Examples:

Bosnian example	Explanation
(+) Objavite ove slike:	Too formal and technical
(-) Odaberite fotografije koje želite učitati.	Refers to the user directly and lets them know that they can fix the problem.
(+) Još niste unijeli niti jedan grad.	Too robot-like, calls attention to the computer, rather than the user's interaction with it.
(-) Gradovi nisu pronađeni. Gradovi će biti vidljivi nakon unosa.	

### 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