

# Bangla (Bangladesh) Style Guide

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# 1 About this style guide

This style guide is intended for the localization professional working on localized products that run on a Microsoft platform. It's not intended to be a comprehensive coverage of all localization practices, but to highlight areas where Microsoft has specific preferences or deviates from standard practices for Bangla (Bangladesh) localization.

The primary goal of this guide is to help you understand and learn how to address all of the necessary linguistic and stylistic nuances of Bangla (Bangladesh) during the localization of your products and services.

The style guide covers guidelines and recommendations for translating the Microsoft voice into Bangla (Bangladesh) including words, grammatical structures, the needs of the audience, and the intent of the text that are to be considered. Each of these areas is supplemented with samples.

Other language considerations covered in this style guide are accessibility, trademarks, geopolitical concerns and specific software considerations.

We welcome your feedback, questions and concerns regarding the style guide. Please send your feedback via [Microsoft Language Portal](#).

## 1.1 Recommended style references

Unless this style guide or the [Microsoft Language Portal](#) provides alternative instructions, use the orthography, grammar, and terminology in the following publications:

### **Normative references**

When more than one solution is possible, consult the other topics in this style guide for guidance.

1. Mohammad Shahidullah – Bangla Bhashar Itibritto
2. Suniti Kumar Chatterjee – The Origin and Development of the Bengali Language
3. Sumukumar Sen – Bhashar Ittibritto
4. Haricharan Bandothyaya- Bongiya Shobdo Kosh

### **Microsoft User interface reference**

A helpful reference is the [Windows User Experience Interaction Guidelines](#).

## 2 Microsoft voice

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The design of 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 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 as well as many other languages.

### Guidelines

Keep the following guidelines in mind:

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

### 2.1 Choices that reflect Microsoft voice

Translating Bangla (Bangladesh) 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's often used for technical and commercial content.

When you're 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's 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 terminology from the [Microsoft Language Portal](#) where applicable, for example key terms, technical terms, and product names.

#### Product names and loan words from Bengali

Many terms in circulation in the high-tech industry have been adopted from English. If the loan words prevail in the usage over the local equivalents and are understandable to users of all ages, then you can use them. However, they must follow Bengali grammar and syntax rules.

Example	Phonetics	Comment
SecurID	[sɪ'kjuər aɪ di:]	সিকিউরআইডি
.NET	[dot net]	ডটনেট

English loan words and product names should not be declined with Bengali grammatical endings added. But Bengali (Bangladesh) language articles are not used.

#### Transliteration should be used if popular

Microsoft voice emphasizes to use terms which people use in daily life even if they used in transliteration form. Since these days some of the English words are most commonly used and if there is no simple and easy to understand local language words for respective language then English words (transliteration) should be used.

Technical words should be transliterated (if there is no correct word in the regional language). Ideally keeping English should be less as transliteration should be used, a list could be prepared and discussed. So the objective of language translation should be to make the product user interface easy to use and represent the local language to its core strength, hence using transliteration form is quite acceptable, provided these terms must be used in daily life by target users. Some of the examples of such terms are:

Source	Translation	Transliteration
wallet	মানিব্যাগ	ওয়ালেট
cloud	মেঘ	ক্লাউড
device	যন্ত্র	ডিভাইস
prepaid gift card	পূর্বপ্রদানকরাউপহারকার্ড	প্রিপেডগিফ্টকার্ড
client	গ্রাহক	ক্লায়েন্ট
share	অংশীদারিকরণ	শেয়ারকরণ

### Short word forms and everyday words

Microsoft voice text written in US English prefers short, simple words spoken in everyday conversations. In English, shorter words are 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's 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 lightweight 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, CD 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 avoid 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. Don't switch between <i>PC</i> and <i>computer</i> .
You	Address the user as <i>you</i> , directly or indirectly through the use of first- and second-person pronouns like "you." Avoid third-person references, such as "user," as they sound formal and impersonal.  For information on localizing <i>you</i> , see the section <a href="#">Pronouns</a> .

Adhere to approved terminology; don't use different target terms for already established and approved terms.

Following short words and everyday words are to be used to convey the Bangla Microsoft voice.

en-US source term	bn-BD word	bn-BD word usage
BC	খ্রিপু	OK to use for খ্রিষ্টপূর্বাব্দ
AD	খ্রি	OK to use for খ্রিষ্টাব্দ
KM	কিমি	OK to use for কিলোমিটার
M	মি	OK to use for মিটার
G	গ্রা	OK to use for গ্রাম
KG	কেজি	OK to use for কিলোগ্রাম
NB	দ্র or বি দ্র	OK to use for দ্রষ্টব্য or বিশেষ দ্রষ্টব্য

### 2.1.2 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. The following table lists 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>

Don't use sadhubhasha (classical Bengali), as now it is not well understood. Try to use cholitbhasha (modern Bengali or manyacholitbangla as recommended by the Bangla Academy) in all form.

en-US source	bn-BD old word/phrase	bn-BD new word/phrase
With it	তাহার সনে	তার সঙ্গে
To go with	সনে যাইবেন	তা হলে...
This	ইহা	এটি, এইটি
Should	উচিত	উচিত
Find	সন্ধান	খুঁজুন

### 2.1.3 Transliteration

Microsoft voice emphasizes to use terms which people use in daily life even if they used in transliteration form. Since these days some of the English words are most commonly used and if there is no simple and easy to understand local language words for respective language then English words (transliteration) should be used.

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prepaid gift card	পূর্বপ্রদানকরাউপহারকার্ড	প্রিপেডগিফ্টকার্ড
Client	গ্রাহক	ক্লায়েন্ট
Share	অংশীদারিকরণ	শেয়ারকরণ

## 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	Bangla (Bangladesh) target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	পাসওয়ার্ডটি ঠিক নয়, তাই আবার চেষ্টা করুন। পাসওয়ার্ড গুলিকে স-সংবেদনশীল	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.	এই প্রোডাক্ট-কীটিকাজ করেনি। ওটাকে পরীক্ষা করে আবার চেষ্টা করুন।	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	আরম্ভ করতে তৈরি	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	আপনি কি চালিয়ে যেতে চান?	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.	আপনার PC-টির একটি নাম দিন-আপনার পছন্দের যেকোনো নাম। আপনি যদি পশ্চাদপটের রঙ পরিবর্তন করতে চান তবে, PC সেটিং-এ গিয়ে হাই কন্ট্রাস্ট অফ করে দিন।	Address the user directly using the second person pronoun to take the necessary action.

## 2.2.2 Promote a feature

US English	Bangla (Bangladesh) 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.	পিকচার পাসওয়ার্ড হল আপনার টাচস্ক্রিন PC-কে সুরক্ষিত রাখার একটি নতুন উপায়। আপনি একটি ছবি—এবং তার সাথে একটি ইঙ্গিত বাছবেন—এমন একটি পাসওয়ার্ড তৈরি করতে যেটা একেবারে আপনার নিজস্ব	Promoting a specific feature with the use of em-dash to emphasize the specific requirements to enable the feature which in this situation is picture password.
Let apps give you personalized content based on your PC’s location, name, account picture, and other domain info.	আপনার PC-এর অবস্থান, নাম, অ্যাকাউন্টের ছবি, এবং অন্যান্য ডোমেনের তথ্যের উপর ভিত্তি করে অ্যাপদের আপনাকে প্রাসঙ্গিক বিষয়বস্তু দিতে দিন।	Promoting the use of apps. Depending on the context of the string you can add familiarity to the text by using everyday words, for example, PC.

## 2.2.3 Provide how-to guidelines

US English	Bangla (Bangladesh) target	Explanation
To go back and save your work, click Cancel and finish what you need to.	পিছনে গিয়ে আপনার কাজটিকে সংরক্ষণ করতে, বাতিল-এ ক্লিক করুন ও আপনি যা শেষ করতে চান তা শেষ করে নিন।	Short and clear action using the second person pronoun.
To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.	আপনার বর্তমানের চিত্র পাসওয়ার্ড নিশ্চিত করতে, রিপ্লে দেখুন এবং ট্রেস করুন উদাহরণ ইঙ্গিত, যা আপনার চিত্রে দেখানো হয়েছে।	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.

## 2.2.4 Explanatory text and providing support

US English	Bangla (Bangladesh) target	Explanation
The updates are installed, but Windows 10 Setup needs to restart for them to work. After it restarts, we’ll keep going from where we left off.	আপডেটগুলো ইনস্টল করা হয়েছে, কিন্তু সেগুলো কাজ করতেপারার আগে Windows 10 সেটআপকে আবার চালু করার দরকার। রিস্টার্ট করার পরেআমরা আবারে যেখানে শেষ করেছিলাম সেখান থেকে শুরু করব।	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.	যদি এখন আবার চালু করেন তবে, আপনি এবং আর যাঁরা এই PC ব্যবহার করছেন, সব অসঞ্চিত ডেটা হারিয়ে ফেলবেন।	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.	এই নথিটি স্বয়ংক্রিয়ভাবে ডানদিকের সংরক্ষণাগারে ও ফোল্ডারে সরানো হবে, যখন আপনি অবৈধ ও নেই এমন বৈশিষ্ট্যগুলিকে ঠিক করবেন। আপনার দ্বারা অবৈধ বা অনুপস্থিত বৈশিষ্ট্যসমূহ সংশোধন করা হয়ে গেলে এই নথিটি স্বয়ংক্রিয়ভাবে সঠিক লাইব্রেরি ও ফোল্ডারে স্থানান্তরিত হবে।	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.	খারাপ কিছু ঘটেছে! ডাউনলোড করা ফাইলগুলি খুঁজে পাওয়া যাচ্ছে না যার দ্বারা বুট করা যায় এমন USB ফ্ল্যাশ ড্রাইভ তৈরি করা যায়।	Without complexity and using short sentences inform the user what has happened.

### 3 Language-specific standards

Information about Bangla (Bangladesh)-specific standards, such as phone number formats, date formats, currency formats, and measurement units are available from the [GoGlobal Developer Center](#).

#### 3.1 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.

##### 3.1.1 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:

The abbreviations are formed by taking first letter of the word followed by **visharga** (ঃ) "aspirate sound."

They are also formed by taking the first letter or the first syllable of the word for example, বাংলাদেশসংবাদসংস্থা

abbreviated form of বাসস

List of common abbreviations:

### Dictionary usage

অব্য.	অব্যয়	"post position"
বি.	বিশেষ্য	"noun"
বিগ.	বিশেষণ	"adjective"
ক্রি-বিগ.	ক্রিয়া বিশেষণ	"adverb"
সর্ব.	সর্বনাম	"pronoun"
পুং.	পুংলিঙ্গ	"masculine"
স্ত্রী.	স্ত্রীলিঙ্গ	"feminine"
বাং	বাংলা	"Bangla"
সং	সংস্কৃত	"Sanskrit"
ইং	ইংরেজী	"English"

### Geographical / directional

উঃ উত্তর"north" for example, উঃকোরিয়া

দঃ দক্ষিণ"south" for example, দঃকোরিয়া

### Administrative / commercial

কোং	কোম্পানী	"company"
স্বাঃ	স্বাক্ষরিত	"signed"
প্রাঃ লিঃ প্রা	ইভেট লিমিটেড	"Private Limited"
সিনিঃ সিনিয়র		"senior"
পৃঃ	পৃষ্ঠা	"page"
বিঃ দ্রঃ	বিশেষ দ্রষ্টব্য	"nota bene"
উচ্চঃ	উচ্চতা	"height"
উ. মা.	উচ্চ মাধ্যমিক	"Higher Secondary"
ডাঃ	ডাক্তার	"Doctor"
ইঞ্জিঃ	ইঞ্জিনিয়ার	"engineer"

### Measurements

সেঃসেলসিয়াস "Celsius"

কিমিকিলোমিটার "kilometer"  
 সেমিসেন্টিমিটার "centimeter"  
 কেজিকিলোগ্রাম "kilogram"  
 গ্রাঃগ্রাম "gram"

Expression	Acceptable abbreviation
কিলোগ্রাম	(+) কেজি

Don't abbreviate these words:

Expression (Eng)	Bangla (Full)
Pound	পাউন্ড
Euro	ইউরো
Ruble	রুবল
Dollar	ডলার
Yen	ইয়েন
Taka	টাকা
Rupee	রুপী
Degree	ডিগ্রী

### 3.1.2 Acronyms

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

The acronyms listed below are originally English acronyms which are used very frequently in Bangla in the manner listed below.

#### Localized acronyms

List of common acronyms:

- (+) র্‌যাপিড অ্যাকশন ব্যাটেলিয়ান "RAB"

- (+) সার্ক সাউথ এশিয়ানয়্যাসোসিয়েশন ফর রিজিওনাল কো-অপারেশান "SAARC"
- (+) সাফটা সাউথ এশিয়ান ফ্রী ট্রেড এগ্রিমেন্ট "SAFTA"
- (+) ইউনেসকো ইউনাইটেডনেশনস এডুকেশনাল সাইন্টিফিক য়্যান্ড কালচারাল অর্গানাইজেশান "UNESCO"
- (+) ইউনিসেফ ইউনাইটেডনেশনস ইন্টারন্যাশনাল চিল্ড্রেনস এমার্জেন্সিফান্ড "UNICEF"
- (+) ওয়ার্ল্ড হেলথ অর্গানাইজেশান "WHO"

### Typical Bangla acronyms

These acronyms are formed by the taking the first syllable of each word.

- (+) লসাগু, লঘিষ্ঠ সাধারণ গুণিতক "LCM"
- (+) গসাগু, গরিষ্ঠ সাধারণ গুণিতক "HCF"

### **Unlocalized acronyms**

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

- ANSI (American National Standards Institute)
- ISO (International Standards Organization)
- ISDN
- DOS
- DSL
- CD
- DVD
- PDF
- IP
- GPS

If you're unsure what an acronym or abbreviation stands for or refers to, contact your PM.

### 3.1.3 Adjectives

In Bangla (Bangladesh), adjectives should be handled in the following manner.

An adjective is a word used for qualifying (or adding something to) the meaning of a Noun or Pronoun.

In Bangla adjective modifies a noun or a pronoun by describing, identifying, or quantifying words. An adjective often precedes the noun or the pronoun which it modifies. There are different types of adjectives in the Bangla language. This are:



1. Proper Adjective -beautiful (সুন্দর), ugly (কুতসিত)
2. Verbal Adjective -edited (সম্পাদিত), drawn (অঙ্কিত)
3. Adjective -Very much, too much, too many (অতি, অধিক)
4. Adverb -quickly (দ্রুত)

In these examples, the highlighted words are adjectives:

- (+)রাম ভাল ছেলে
- (+)সুন্দর বই
- (+)সম্পাদিত ফাইলটা খুলুন
- (+)ফটোটি অতি সুন্দর
- (+)দ্রুত প্রবেশ করুন

### Possessive adjectives

The frequent use of possessives is a feature of English language. However, in Bangla (Bangladesh), possessive adjectives are handled as same in English.

Example: You must provide the name of your Microsoft Exchange server (here "your" is possessive adjective) It should be written as আপনাকে অবশ্যইআপনার Microsoft Exchange সার্ভারের নাম দিতে হবে।

### 3.1.4 Articles

#### General considerations

The words "a, an, and" are usually called articles. They are called articles as they have some special significance as the part of speech.

But in Bangla language articles are not used. For example,

an icon = for Bangla, only write icon (+) (আইকন)

a filename = (+) ফাইলনাম

The folder = (+) ফোল্ডার

English example	Bangla example	Explanation
File already exists	(+) ফাইলটি ইতিমধ্যে বিদ্যমান।	In complete sentences, use determiners consistently even if the UI string does not.
The file already exists	(+) এই ফাইলটি ইতিমধ্যে বিদ্যমান।	
This file already exists		

English example	Bangla example	Explanation
Not enough memory to complete this operation.	(+) এই কার্যটি সম্পূর্ণ করার জন্য পর্যাপ্ত স্মৃতি নেই।	No need to use a demonstrative construction, unless it's important in context.
Windows 10 cannot start your system. If the problem persists, contact your network administrator.	(+) Windows 10—আপনার সিস্টেমটি আরম্ভ করতে পারে না। আপনার অসুবিধা হতে থাকলে, নেটওয়ার্ক প্রশাসকের সাথে যোগাযোগ করুন।	Avoid using possessive marker "your" unless ownership is important in context.

## Unlocalized feature names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language. For instance, attaching a genitive "s" to trademarked product names is not feasible as it could be interpreted as a modification of such names. Additions to a product or component name are either added with a hyphen or a periphrastic construction needs to be used. For example, instead of expressing a possessive relationship by using the genitive marker "s" in English, a periphrastic construction should be used:

Examples:

- (-) Microsoft's products
- Microsoft products
- Products by Microsoft

Product names and unlocalized feature names should also be treated as proper nouns in Bangla:

English example	Bangla example
Windows Mail shares your Internet Connection settings with Internet Explorer	(+) Windows Mail আপনার ইন্টারনেট সংযোগের বিন্যাসন Internet Explorer এর সাথে অংশীদারি করে
Website addresses will be sent to Microsoft	(+) Microsoft-এ ওয়েবসাইট ঠিকানাগুলো প্রেরিত হবে

## Localized feature names

By contrast, translated feature names are used with a definite or indefinite article as they are not treated as proper names.

Examples:

English example	Bangla example
Activate a window by hovering over it with the mouse	(+) মাউসটি উইন্ডোর উপরে ঘুরিয়ে সেটিকে সক্রিয় করুন
Select a location closest to your office.	(+) আপনার অফিসের কাছাকাছি একটি অবস্থান নির্বাচন করুন।

## Articles for English borrowed terms

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

- Motivation: Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of the Bangla (Bangladesh) language?
- Analogy: Is there an equivalent Bangla (Bangladesh) 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.

Check the [Microsoft Language Portal](#) to confirm the user of a new loan word and its proper article to avoid inconsistencies.

Articles 'the' always used in English borrowed terms. But Bangla language articles are not used.

Example: (+) The Homepage—*গৃহপৃষ্ঠা*

### 3.1.5 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.

English examples	Bangla example
Internet Accounts	(+) ইন্টারনেট অ্যাকাউন্টসমূহ
Logon script processing	(+) লিপি প্রক্রিয়াকরণ লগঅন করুন
Workgroup Administrator	(+) ওয়ার্কগ্রুপ প্রশাসক
Internet News Server Name	(+) ইন্টারনেট সংবাদ সার্ভারেরনাম

This section contains these topics:

#### Compounds with product or component names

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

English example	Bangla example
Windows password	(+) Windows-এর পাসওয়ার্ড
Microsoft Word document	(+) Microsoft Word-এর নথিপত্র
Microsoft SQL Server Database	(+) Microsoft SQL Server-এর ডাটাবেস
Microsoft BackOffice product family	(+) Microsoft BackOffice-এর পণ্য পরিবার
ActiveX Control	(+) ActiveX নিয়ন্ত্রণ

**Note:** The major product groups use these unlocalized product portfolio names; these are considered product names and are always used without a hyphen or article in any language:

- Microsoft Office System
- Microsoft Windows Server System
- Windows Mobile

### Compounds with acronyms, abbreviations or numerals

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

English example	Bangla example
CD-ROM drive	(+) CD-ROM ড্রাইভ
2-D gridlines	(+) 2-D গ্রিডলাইন
3.5 Floppy	(+) 3.5 ফ্লপি
5 1/4-inch Floppy	(+) 5 1/4-ইঞ্চি ফ্লপি
35mm slides	(+) 35মি.মি. স্লাইড

### 3.1.6 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.

en-US source text	bn-BD old use of conjunctions	bn-BD new use of conjunctions
The product contains few features, so there is a risk that older content may not be displayed correctly.	পণ্যটিতে এমন কিছু বৈশিষ্ট্য রয়েছে যার ফলে পুরনো বিষয়গুলো ঠিকভাবে দেখানো যেতে পারে।	পণ্যটির দু'একটি বৈশিষ্ট্যের কারণে পুরনো বিষয়গুলো ঠিকভাবে দেখানো যেতে পারে।
The road was damaged yesterday, for this reason due to water-logging the teacher cannot go to the school	জলাবদ্ধতার জন্য রাস্তাটি ক্ষতিগ্রস্ত হওয়ায় গতকাল শিক্ষক মহোদয় স্কুলে যেতে পারেননি।	জলাবদ্ধতার জন্য শিক্ষক মহোদয় গতকাল স্কুলে যেতে পারেননি।

### 3.1.7 Gender

What in nature is called the difference of sex is in grammar called the difference of Gender.

There are three Genders in Bangla: Masculine, Feminine and Neuter gender.

Examples:

ছেলে (Noun which is singular and masculine gender.

মেয়ে (Noun which is singular and feminine gender.

বই (Noun which is singular and neuter gender.

In Bangla Language Pronoun does not change according to these three genders.

In Bangla, gender is not grammatical. Moreover, only animate subjects in Bangla can be distinguished by gender. Gender is indicated by sex and it's distinguished in these different ways either with some qualifying terms, or using different words or by using suffix as elaborated below:

With different suffixes 'আ', 'ঈ', 'ানী' – Masculine can be converted into feminine.

আর্য→আর্যা, শিষ্য→শিষ্যা, ছাত্র→ছাত্রী, হিম→হিমালী

Masculine word can be converted using different feminine word.

স্বামী→স্ত্রী; বর→বধূ; পুরুষ→স্ত্রী

You should always recognize your audience’s sensitivity to male and female stereotypes. Instead of stressing gender differences or reinforcing stereotypical distinctions between men and women, use language that’s as neutral as possible. The neutral approach also applies to the localization of scenarios, comparisons, examples, illustrations, and metaphors.

Create a balance when assigning roles and functions to men and women (active vs. passive roles, leading vs. secondary roles, technical vs. non-technical professions, and so on). Scenarios, pictures, metaphors, and comparisons should be based on areas and attributes common to both genders.

Linguistic method	Example	Context
Use a Neutral noun	(+)ব্যক্তি,নেতা, দলপতি, কর্মচারী, ব্যবহারকারী	Concept descriptions, explanations
We write gender separately	(+)তিনি, তার,	<b>Only</b> in exceptional cases such as License Terms, sometimes in tables (headers or column/row titles, for example)

### 3.1.8 Genitive

Genitive is the noun case indicating possession or origin

In Bangla ‘র’ is used to indicate genitive case marker.

Examples:

#### Pronominal:

Contact your Exchange administrator

(+) আপনার Exchange প্রশাসকের সঙ্গে যোগাযোগ করুন।

Here "আপনার" is the genitive case.

#### Nominal:

"Ram’s book"

(+) রামের বই

Here "রামের" is the genitive case.

**Convention 1** (for example, attaching a genitive "s" to (trademarked) product names is not feasible, as it could be interpreted as a modification of such names.)

Example:

Microsoft Office Word = It's protocol to write as "Microsoft Office Word," not as Microsoft Office Word's.

### 3.1.9 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 these options to express the intent of the source text appropriately.

- Don't attempt to replace the source colloquialism with a Bangla (Bangladesh) colloquialism that fits the same meaning of the particular context unless it's a perfect and natural fit for that context.
- Translate the *intended* meaning of the colloquialism in the source text (not the literal translation of 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.

### 3.1.10 Modifiers

A word or group of words which describes or limits any verb, noun, adjective, or adverb is Modifiers. Modifiers that applied to nouns are adjectives. Modifiers applied to verbs or adjectives are adverbs. Those that are applied to adverbs themselves are also called adverbs. Removal of the modifier typically doesn't affect the grammaticality of the construction. In Bangla, adverbs and adjectives prototypically function as modifiers, but they could have other different functions. Moreover, other constituents can function as modifiers as these examples show:

#### (1) **Adjectives modifiers:**

The video file selected is either too large or too small—চয়ন করা ভিডিও ফাইলটি হয় অতি বৃহত বা অতি ছোট।

Description: Here 'অতি' is adjectives modifiers. It describes the adjectives "বৃহত" or "ছোট." Its removal doesn't affect the grammaticality of the construction.



## (2) Adverbs modifiers:

This feature automatically saves this message.

এই বৈশিষ্ট্যটি স্বয়ংক্রিয়ভাবে এই বার্তাটি সংরক্ষণ করে।

Description: Here 'স্বয়ংক্রিয়ভাবে' is adjectives modifiers.

Without modifiers, sentences would be no fun to read. Carefully chosen, well-placed modifiers allow you to depict situations with as much accuracy as words will allow.

### 3.1.11 Nouns

#### General considerations

Many languages differentiate between different noun classes based on features such as animacy, shape, gender, and so on. English loan words must be integrated into the noun class system of your language. When faced with an English loan word not previously used in Microsoft products.

If the choice of noun class is left up to you, ensure that you provide consistent translations within the Microsoft product. Translator should contact with translation team lead and team members to decide what noun class to assign.

Examples:

Example	Bangla example
Delete it from server.	(+) Server থেকে মুছুন।
DNS cannot resolve the server IP address	(+) DNS server IP ঠিকানা পুনঃসমাধান করতে পারেনা
Enter a password to log into the server	(+) Server-এ লগইন করতে পাসওয়ার্ড প্রবেশ করান
Verify the name of the server's certificate	(+) Server-এর শংসাপত্রটির নামটি যাচাই করুন

#### Inflection

The examples below show how English loanwords inflect for number in Bangla (Bangladesh).

English example	Bangla example
Clients	(+) ক্লায়েন্টসমূহ
Websites	(+) ওয়েবসাইটসমূহ
Downloads	(+) ডাউনলোডসমূহ
Proxies	(+) প্রক্সিসমূহ

### Plural formation

In Bangla (Bangladesh), generally plural is formed from the singular noun by addition of various suffixes. However, as the language of localization is very formal so we have a very few suffixes to use for forming plural form. These are "গুলো" and "সমূহ" for inanimate object and for animate noun it's "দের," "গণ" and "রা" /

Source	Singular	Plural
File(s)	ফাইলফাইল	ফাইলসমূহ/ফাইলগুলিফাইলসমূহ/ফাইলগুলি
User(s)	ব্যবহারকারীব্য বহারকারী	ব্যবহারকারীদের/ব্যবহারকারীগণ/ব্যবহারকারীরাব্যবহারকারীদের/ব্যবহারকারী গণ/ব্যবহারকারীরা

### 3.1.12 Prepositions

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

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.

In Bangla (Bangladesh) post-position are used where English uses preposition. Such post-positions in Bangla (Bangladesh) occur after the possessive case forms of the nouns or pronouns concerned. For example- "for me" /আমারজন্যor আমারকারণে/, "in the drive" /ড্রাইভে/

Common Bangla (Bangladesh) post-positions:

সঙ্গে, সহিত, পশ্চাতে, পিছে, পিছনে, সম্মুখে, সমুখে, সামনে, আগে, ভিতর, ভিতরে, পাশে, নীচে, উপরে, মাঝে, বা হিরে, বাইরে, বামে, দক্ষিণে, কতকগুলো, মত, মতন, ন্যায়, সম, পারা, হেন, তুল্য, যেন, প্রায়, পর্যন্ত, অবধি, থেকে , ছড়িয়েপেরিয়ে।

US-English expression	Bangla (Bangladesh) expression
migrate to	(+)...তে স্থানান্তরকরণ
migrate from	(+)...এর থেকে স্থানান্তরকরণ
import to	(+)...এতে আমদানি
import from	(+)...এর থেকে আমদানি
export to	(+)...এতে রপ্তানি
export from	(+)...এর থেকে রপ্তানি
update to	(+)...এতে হালনাগাদ
upgrade to	(+)...এতে উন্নয়ন
change to	(+)...এতে পরিবর্তন
click on	(+)...ক্লিক করুন
connect to	(+)...এতে সংযোগ করুন
welcome to...	(+)...এতে স্বাগতম

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

US-English expression	Bangla (Bangladesh) expression	Comment
in the toolbar	(+) টুলবারের ভেতর	Postposition comes after noun in Bangla
on the tab	(+) ট্যাবের ওপর	
on the menu	(+) মেনুর ওপর	

US-English expression	Bangla (Bangladesh) expression	Comment
on the net	(+) নেটের ওপর	
on the Internet	(+) ইন্টারনেটের ওপর	
on the Web	(+) ওয়েবের ওপর	
on a web site	(+) ওয়েবসাইটের ওপর	
on a web page	(+) ওয়েবপৃষ্ঠার ওপর	

### 3.1.13 Pronouns

A pronoun can replace a noun or another pronoun. For example, instead of saying "Ram is a student," the pronoun "he" can be used in place of the noun "Ram" and the sentence can be written as "He is a student." Bangla pronouns are classified as personal (I, we, you, he, she, they), demonstrative (this, these, that, those), relative (who, which, that, as), indefinite (for example, each, all, everyone, either, one, both, any, such, somebody), interrogative (who, which, what), possessive, sometimes termed possessive adjectives (my, your, his, her, our, their), and reflexive (for example, myself, herself). The entire pronoun depends upon its function in the sentence structure.

In contrast to the dual base pattern found in the pronominal system of Western New Indo-Aryan, Bangla uses single bases to which endings are added agglutinative: sing. 1 *আমি*, 2 *তুমি* (familiar), *আপনি* (polite); 3 *সে* (familiar), *তিনি* (polite). The plural forms are: *আমরা*, *তোমরা*, *আপনারা*, *তাহারা/তারা*. These are declined as nouns: *আমি*, *আমার*, *আমাকে*, etc.

However, according to accepted tone of localization only formal pronoun will be used.

Example:

(+) If you don't know this information, contact your Exchange administrator—যদি আপনি এই তথ্যটি না জানেন সেক্ষেত্রে আপনার Exchange প্রশাসকের সঙ্গে যোগাযোগ করুন।

### 3.1.14 Punctuation

Follow the basic rules for the use of punctuation marks in Bangla. If your language uses a character set that's based on the Latin alphabet, make sure to include a space after commas and periods.

#### **Bulleted lists**

In Bangla the sign of bulleted lists is the same as in English.

#### **Punctuation in bulleted lists**

Punctuation marks: (:), (;), (!), (.), (,), and (?)

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

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

Leave one single space after a period (.).

Do not put a space between an email address and a punctuation mark or a URL and a punctuation mark:

Bulleted Elements: We should keep them as they are written in English source text.

#### **Comma**

Comma used as a separator when several names or items are written consecutively and also short pauses. In contemporary writing, the comma is often omitted, but this open style should be followed only when there is little or no risk of misreading. Commas are mostly used in Adverbial Clauses, Adjectival Clauses, Introductory Participial Phrases, Parenthetical Elements, Interjections, Transitional Adverbs, and Similar Elements, Direct Address, Display Lines, Appositives, Coordinative Adjectives, Complementary or Antithetical Elements, Series or Lists, That's, Namely, and Similar Expressions, Separating Identical or Similar Words, Titles, Addresses, and Dates, Elliptical Constructions, Maxim, Proverbs, and Other Familiar Expression and Questions

Examples: (+)

(1) ঠিকানা পুস্তিকা খোলার সময়, প্রথমে এই ঠিকানা তালিকাটি দেখান।

(2) মুক্ত/ব্যস্ত সময়, বিষয়, অবস্থান

## Colon

Colon informs that what follows proves, clarifies, explains, or simply enumerates elements of what is referred to before. Colon is used for relating clauses and introducing statements, quotations, or lists.

Examples: (+)

- (1) *সিরাজ বললেন: মূর্খ মানুষ পশুর চেয়ে নিকৃষ্ট।*
- (2) তিনি বললেন: আমার ব্যাগে তিন রঙের কাগজ আছে।
- (2) অনুষ্ঠান ১০:২০ মিনিটে শুরু হবে।

Don't use colons to unnecessarily create a longer sentence. Two shorter sentences are better than a single long sentence and are easier to read.

## 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.

Examples: Drop-down = ড্রপ-ডাউন, e-mail = ই-মেল

### En dash

The en dash is used as a minus sign, usually with spaces before and after. En dash is a dash smaller than an em dash but usually longer than a regular hyphen, the en dash is often used in place of the word "to" such as

Example:  
10–5 p.m.

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.

## Em dash

The em dash as known in Bangla as "dash" should only be used to emphasize an isolated element or introduce an element that's not essential to the meaning conveyed by the sentence. The em dash is most often used to indicate a break in thought or to set an appositive off from the rest of the sentence. It can also be used to show a date when the time frame in question has not yet ended (Example: Robin Cook, 1976—).

Em dash (—), denotes a pause in thought, a parenthetical statement. Use of the em dash sparingly in formal writing. In informal writing, em dashes may replace commas, semicolons, colons, and parentheses to indicate added emphasis, an interruption, or an abrupt change of thought.

The em dash is used in much the way a colon or a set of parentheses is used; it can show an abrupt change in thought or be used where a full stop (or "period") is too strong and a comma too weak. Em dashes are sometimes used in lists or definitions, but that's a style guide issue; a colon is often recommended for use instead.

Examples:

1. I need three items at the store—biscuits, butter, and cheese.

(+) *স্টোরে আমার তিনটি আইটেম প্রয়োজন- বিস্কুট, মাখন ও চিজ।*

2. We can save this file with different names, like—file1, file2, file3 etc.

(+) *আমরা এই ফাইলকে—ফাইল1, ফাইল2, ফাইল3 ইত্যাদি পৃথক নামে সংরক্ষণ করতে পারি।*

## Ellipses (suspension points)

Omission from a sentence of words needed to complete the construction or meaning. The triple-dot (...) punctuation mark is also called a suspension point, points of ellipses; an ellipsis can also be used to indicate a pause in speech, an unfinished thought, or, at the end of a sentence, a trailing off into silence.

Example:(+) *জীবন দীর্ঘ দুটি পারে..*

However, in localization this is hardly used.

## Period

A punctuation mark (.) indicating a full stop, placed at the end of declarative sentences and other statements thought to be complete. There is no space between the last letter and the period. Use one space between the period and the first letter of the next sentence.

Example: (+) সার্ভারে বার্তাগুলির একটি অনুলিপি রেখে যান।

A punctuation mark (.) indicating a full stop, placed at the end of declarative sentences and other statements thought to be complete, and after many abbreviations.

## Quotation marks

Quotation marks are used when referring to either speech or a quotation.

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

"" used to denote either speech or a quotation.

” used to denote either speech or a quotation.

Example:

(+) আজ ঐদ

## Parentheses

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

There is no space between the parentheses and the text inside them.

Example: (+) (এই বিকল্প নির্বাচন করুন যদি সময় অথবা কানেকশন গতি বিবেচনামূলক হয়)

### 3.1.15 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

Use short and to the point sentences to convey any meaning.

en-US source text	bn-BD long form	bn-BD sentence fragment
According to the following process	নিম্নোক্ত পদ্ধতি অনুসরণ করুন	এভাবেকরুন
Considering above	উপরিউক্ত বিবেচনা সাপেক্ষে	এই ক্ষেত্রে
Please do this as described	বর্ণিত পদ্ধতি অনুসরণ করুন	বর্ণিত পদ্ধতি অনুসরণ করুন

### 3.1.16 Subjunctive

In general, the subjunctive is a verb mood that's used to express an action or state of being in the context of the speaker's reaction to it. Frequently, the sentences that contain a subjunctive verb are used to express doubt, uncertainty, denial, desire/wish, commands, reactions or a strong emotional attitude to the clause containing the subjunctive verb.

In Bangla Subjunctive mood also specifically associated with the past tense + ten (তেন।)

Example: If my father was a teacher he would teach me. (যদি আমার বাবা শিক্ষক হতেন তিনি আমাকে পড়াতেন)

### 3.1.17 Symbols & nonbreaking spaces

A symbol is something such as an object, picture, written word, sound, or particular mark that represents something else by association, resemblance, or convention. See some traffic signs

Example: (+) থামুন, সামনেস্কুল, সাবধান

A symbol is something such as an object, picture, written word, sound, or particular mark that represents something else by association, resemblance, or convention.

Examples:

Symbol	Meaning of the symbol
😊	হাসি
☀️	সূর্য
♥️	প্রেম
=D>	হাততালি
♀️	পুরুষ
🎵	সঙ্গীত

The nonbreaking space is also known as a hard space or fixed space. In HTML nonbreaking space is created by replacing the space with "&nbsp;".

### 3.1.18 Verbs

Verb is the part of speech (or word class) that describes an action or occurrence or indicates a state of being.

Example: Confirm new password: (+) নতুন পাসওয়ার্ড নিশ্চিত করুন. Here Confirm is the action that's directed to the user to perform. It's a verb.

Sometimes an English verb can be used as loan word in the Bangla (Bangladesh) language. Such loan words usually follow the syntactic and morphological rules of the Bangla (Bangladesh) language. For the sake of exposition, let us assume that the verbs in red below are not translated in Bangla (Bangladesh).

English example	Bangla (Bangladesh) examples	Bangla (Bangladesh) examples	Bangla (Bangladesh) examples
chat	(+) চ্যাটকরছে	(+) চ্যাটকরেছিল	(+) চ্যাট করবে
crawl	(+) ক্রলকরছে	(+) ক্রলকরেছিল	(+) ক্রল করবে
debug	(+) ডিবাগকরছে	(+) ডিবাগকরেছিল	(+) ডিবাগ করবে

Other examples are drive *করছে*, surf *করছে*, search *করছে*, download *করছে*, upload *করছে* and install *করছে* etc. Here drive, play and surf, etc., all are verbs which are borrowed as loan words in Bangla (Bangladesh).

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're 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]

Use the normal present and the present perfect tense.

en-US source text	bn-BD old use of verb tense	bn-BD new use of verb tense
If this tool is installed, then an icon would appear in the desktop.	এই প্রোগ্রাম ইন্সটল করার পর আপনার ডেস্কটপে আইকন দেখা যাবে	এই প্রোগ্রাম ইন্সটল করা হলে, আপনার ডেস্কটপে আইকন দেখা যাবে।
Deleting of this folder may not delete the actual program.	এই ফোল্ডারটি মুছে ফেলা হলেই যে মূল প্রোগ্রামটিও মুছে যাবে তা নয়	এই ফোল্ডারটি মুছে ফেলা হলেই যে মূল প্রোগ্রামটিও মুছে যাবে তা নয়

## 4 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 Bangla (Bangladesh), 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.

## 4.1 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.

General accessibility information can be found at <http://www.microsoft.com/enable/education/>.

## 4.2 Applications, products, and features

Product and application names are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (for example, IntelliSense™). Before translating any application, product, or feature name, please verify that it's in fact translatable and not protected in any way. This information can be obtained [here](#).

There are few non trademarked application names, Software, Hardware & technical terms which should be transliterated, as translating in native language may result confusion to the user. Few terms are also there which are widely used in English and user has clear understanding on intended use of those applications or features. Those terms should be transliterated.

Few examples of those terms are:

English example	Bangla (Bangladesh) example
Database	(+) ডেটাবেস
Disc drive	(+) ডিস্কড্রাইভ
Interface	(+) ইন্টারফেস
Internet	(+) ইন্টারনেট
Meta Data	(+) মেটাডেটা
Schema	(+) স্কিমা
Network	(+) নেটওয়ার্ক
Virus	(+) ভাইরাস

## Version numbers

Version numbers always contain a period (for example, Version 4.2). Note punctuation examples of "Version x.x":

US English	Bangla (Bangladesh) target
WCAG 6.2	WCAG 6.2

Version numbers are usually also a part of version strings, but technically they are not the same.

### 4.3 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 [here](#).

### 4.4 Geopolitical concerns

Part of the cultural adaptation of the US-product to a specific market is the resolution of geopolitical issues. While the US-product is designed and developed with neutrality and a global audience in mind, the localized product should respond to the particular situation that applies within the target country/region.

Sensitive issues or issues that might potentially be offensive to the users in the target country/region may occur in any of the following:

- Maps
- Flags
- Country/region, city and language names
- Art and graphics
- Cultural content, such as encyclopedia content and other text where historical or political references are present

Some issues are easy to verify and resolve. The localizer should have the most current information available. Maps and other graphical representations of countries/regions should be checked for accuracy and existing political restrictions. Country/region, city, and language names change on a regular basis and should be checked, even if previously approved.

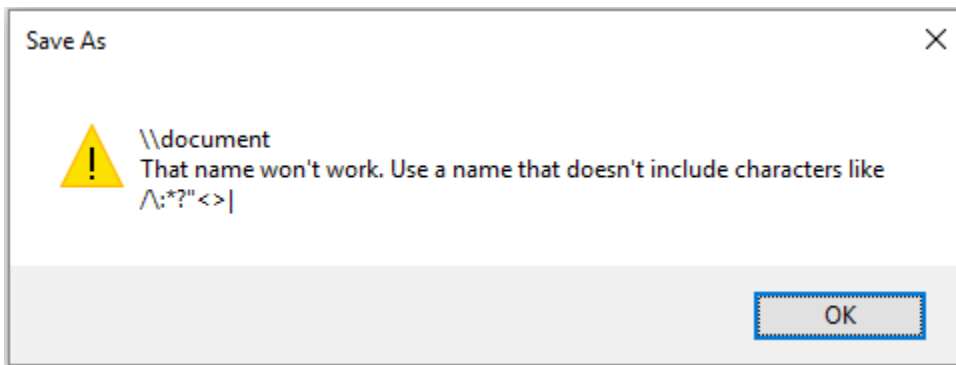
A thorough understanding of the culture of the target market is required for checking the appropriateness of cultural content, clip art and other visual representations of religious symbols, and body and hand gestures.

## 4.5 Software considerations

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

### 4.5.1 Error messages

Here is an example:



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 restarting 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 Bangla (Bangladesh) translation
Oops, that can't be blank...	<Bangla> ওহো, ওটি ফাঁকা রাখা যাবে না...
Not enough memory to process this command.	<Bangla> এই আদেশটি প্রক্রিয়ার জন্য যথেষ্ট স্মৃতি নেই।

## Bangla (Bangladesh) style in error messages

Use consistent terminology and language style in the localized error messages, and not just translate them as they appear in the US product.

In Bangla language no any specific style for error messages. Main principles for translation are clarity, comprehensibility, and consistency.

Example:

English	Translation
Can't rename "Pictures" because a file or folder with that name already exists	(+) "চিত্রগুলি"র পুনরায় নামকরণ করতে পারে না কারণ এই নামের একটি ফাইল বা ফোল্ডার ইতিমধ্যে রয়েছে(+) "চিত্রগুলি"র পুনরায় নামকরণ করতে পারে না কারণ এই নামের একটি ফাইল বা ফোল্ডার ইতিমধ্যে রয়েছে

## Standard phrases in error messages

Error messages written in US-English are occasionally inconsistent. As you localize the software into Bangla, you should ensure that you use a standard phrase for error messages that have the same meaning and purpose in the US-English version.

These phrases commonly occur in error messages. When you're 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 ...	(+) পারেনা...	(+) ফাইলটি সংরক্ষণ করতে পারেনা	Both English sentences' meaning is same.
Failed to ... Failure of ...	(+) ব্যর্থ হয়েছিল...	(+) সন্ধান করতে ব্যর্থ হয়েছিল।	
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	(+) সন্ধান করতে পারেনা...	(+) ফাইলটি সন্ধান করতে পারেনা	

English	Translation	Example	Comment
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	(+) পর্যাপ্ত স্মৃতি নেই	(+) ডিস্কে পর্যাপ্ত স্মৃতি নেই	
... is not available ... is unavailable	(+)...উপলভ্য নেই	(+) ফাইলটি উপলভ্য নেই	

### Error messages containing placeholders

When localizing error messages containing placeholders, try to anticipate 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.

Examples:

%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."

If your language has agreement between adjectives and nouns, and the noun is a placeholder, it can be important to know what exact string will be in the placeholder, so that a preceding adjective can be inflected

Accordingly, the wording of most source strings has already been adjusted to avoid such localization issues and a syntactic construction has been chosen in which a placeholder is not modified by an adjective. However, be mindful of such issues when localizing software. In some languages there is also agreement between a noun subject and the verb. If your language has syntactic agreement, try to reword the translation to avoid a potentially ungrammatical sentence.



Examples:

English example	Message User will see	Bangla example
Replace invalid %s?	Replace invalid data? Replace invalid file?	(+) অবৈধ %s পুনঃস্থাপন করবেন?
%s already exists	File already exists Name already exists	(+) %s ইতিমধ্যে বিদ্যমান
%s is now set as your personal contact.	Regina is now set as your personal contact Mr. Kim is now set as your personal contact	(+) %s এখন আপনার ব্যক্তিগত পরিচিতি হিসাবে সেট আছে।
%s stopped working and was closed	The application stopped working and was closed The program stopped working and was closed	(+) %s কাজ করা বন্ধক রেছে এবং বন্ধ ছিল

#### 4.5.2 Keys

In English, references to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps). Names of keys appearing on keyboard should not be translated.

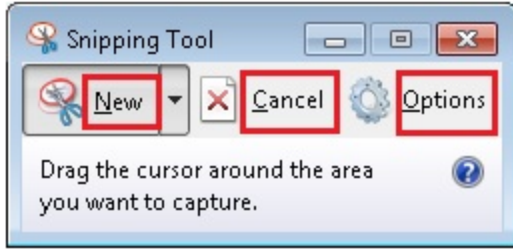
#### Key names

English key name	Bangla key name
Alt	Alt
Backspace	Backspace
Break	Break
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete
Down Arrow	নীচের তীর

English key name	Bangla key name
End	End
Enter	Enter
Esc	Escape
Home	Home
Insert	Insert
Left Arrow	বাম তীর
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	ডান তীর
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	স্পেসবার
Tab	Tab
Up Arrow	উপরের তীর
Windows key	Windows কী
Menu Key	মেনু কী
Print Screen	Print Screen

### 4.5.3 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.



Populations of Bangla speakers are also found in India, Nepal and Singapore. Bangla is the national language of Bangladesh and it's also the state language of the Indian state of West Bengal. There are only slight differences in the way Bangla and Bangla are spoken and there is no difference in the script.

The Bangla keyboard layout has been standardized several times that no consistent layout is used. Moreover, phonetic keyboards are also preferred for general use.

Other than national standard Jatiyo, other popular layouts are **InScript**, **Avro**, **Bijoy** and other phonetic counterparts.

JATIYO NATIONAL STANDARD:



Bijoy (private) physical keyboards:



Bangla / Bangla is the second largely spoken Indic Language.

## Suggestion: TO LOCALIZE

- Both keyboards layouts are almost similar and differ from InScript (used for soft keyboard) version.
- A lot of people use Bangla keyboards and stickers in Bangladesh and West Bengal. They prefer soft, physical versions over transliteration Softwares.
- Transliteration Softwares are not that useful because of language complexity.
- Though a lot of people seem to recognize English characters, this attempt to localize keyboard shortcuts would be worth it as the number of keyboard users over transliteration software users (comparatively by proportion) is relatively high over all other Indic Languages except Hindi.
- Linux platforms already support localization of keyboard shortcuts.

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

Keyboard shortcuts special options	Usage: is it allowed?	Notes
"Slim characters," such as I, l, t, r, f can be used as keyboard shortcuts	no	Bangla characters can't be termed as "slim," compare to the Roman ones.
Characters with down strokes, such as g, j, y, p and q can be used as keyboard shortcuts	yes	Maximum Bangla characters are written with a down stroke. For example: গ, দ, ন, প, ল, হ etc. And গ, দ, ন, প, ল, হ is a valid keyboard shortcut characters for use.
Extended characters can be used as keyboard shortcuts	no	Bangla conjuncts which are combinations of two consonants can't be used as keyboard shortcuts.
An additional letter, appearing between brackets after item name, can be used as keyboard shortcuts	no	If in any circumstance, such additional letters will occur, also not possible to use as keyboard shortcuts.
A number, appearing between brackets after item name, can be used as keyboard shortcut	yes	The numbers can be used.
A punctuation sign, appearing between brackets after item name, can be used as keyboard shortcut	no	Regarding Bangla language, the punctuation marks are not necessary to used as keyboard shortcut.

Keyboard shortcuts special options	Usage: is it allowed?	Notes
Duplicate keyboard shortcuts are allowed when no other character is available	yes	Yes, it can be allowed.
No keyboard shortcut is assigned when no more characters are available (minor options only)	no	No, it can't be assigned.

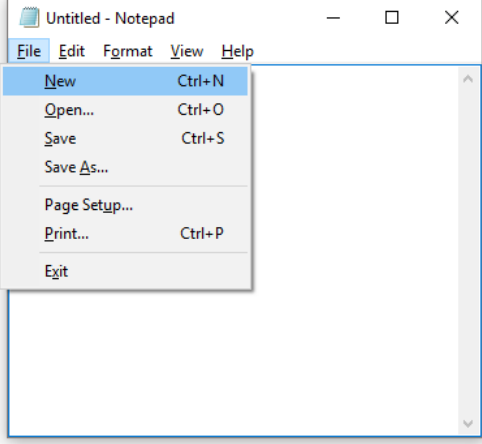
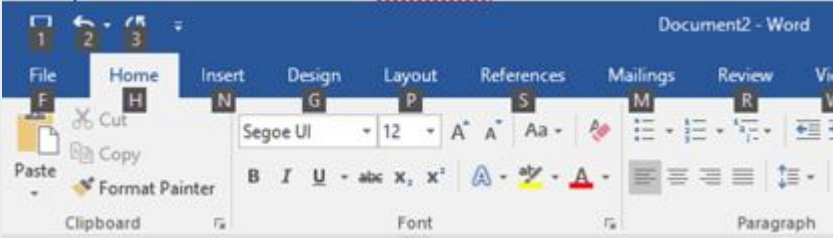
Additional notes:

The following table lists the keyboard shortcuts that are permissible in Bangla. Note that only single stroke characters can be used. In Bangla language there are only 18 (eighteen) single stroke characters, so the numbers also allowed to use as keyboard shortcut.

Keyboard shortcuts character	Preferred or allowed?	Case-sensitive?
ক,গ,চ,জ,ট,ড,ত,দ,ন,প,ব,ম,য,র,ল,,স,হ	Preferred	False
9 ,8 ,7 ,6 ,5 ,4 ,3 ,2 ,1 ,0	Allowed	False

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>	<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&amp;ome</p>

	 <p>In keyboard shortcuts, most access keys are used with the Alt key.</p>
<p><b>key tip</b></p>	<p>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.</p> <p>Example: In UI localization Home`H</p> 
<p><b>shortcut key</b></p>	<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>

#### 4.5.4 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.

#### 4.5.5 Numeric keypad

Avoid distinguishing numeric keypad keys from the other keys, unless it's required by a given application. If it's not obvious which keys need to be pressed, provide necessary explanations.

In the Inscript keyboard is available but not applicable for Bangla language.

#### 4.5.6 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes that 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	Bangla command	Bangla shortcut key
<b>General Windows shortcut keys</b>			
Help window	F1	সহায়তা উইন্ডো	F1
Context-sensitive Help	Shift+F1	প্রসঙ্গ-সংবেদনশীল সহায়তা প্রসঙ্গ-সংবেদনশীল সহায়তা	Shift+F1
Display pop-up menu	Shift+F10	পপ-আপ মেনু প্রদর্শন পপ-আপ মেনু প্রদর্শন	Shift+F10
Cancel	Esc	বাতিল	Esc
Activate\Deactivate menu bar mode	F10	মেনুবার মোড সক্রিয়/নিষ্ক্রিয় মেনুবার মোড সক্রিয়/নিষ্ক্রিয়	F10
Switch to the next primary application	Alt+Tab	পরবর্তী প্রাথমিক অ্যাপ্লিকেশনে সুইচ	Alt+Tab
Display next window	Alt+Esc	নতুন উইন্ডো প্রদর্শন	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	উইন্ডোর জন্য পপ-আপ মেনু প্রদর্শন উইন্ডোর জন্য পপ-আপ মেনু প্রদর্শন	Alt+Spacebar

US command	US English shortcut key	Bangla command	Bangla shortcut key
Display pop-up menu for the active child window	Alt+-	সক্রিয় চাইল্ড উইন্ডোর জন্য পপ-আপ মেনু প্রদর্শন সক্রিয় চাইল্ড উইন্ডোর জন্য পপ-আপ মেনু প্রদর্শন	Alt+-
Display property sheet for current selection	Alt+Enter	বর্তমান নির্বাচনের জন্য বৈশিষ্ট্যশিটটি প্রদর্শন	Alt+Enter
Close active application window	Alt+F4	সক্রিয় প্রয়োগ উইন্ডো বন্ধ	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	এর মধ্যে পরবর্তী উইন্ডোতে সুইচ )মোডলেস-অনুসারী (প্রয়োগ	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn		Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	ক্রিপবোর্ডে সক্রিয় উইন্ডো চিত্র ক্যাপচার	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	কার্যদণ্ডে সূচনা বোতামে অ্যাক্সেস	Ctrl+Esc
Display next child window	Ctrl+F6	পরবর্তী চাইল্ড উইন্ডো প্রদর্শন	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	পরবর্তী ট্যাবযুক্ত ফলকপ্রদর্শন	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	কার্য পরিচালক লঞ্চ এবং সিস্টেম সূচনা	Ctrl+Shift+Esc
<b>File menu</b>			
File New	Ctrl+N	নতুন ফাইল	Ctrl+N
File Open	Ctrl+O	ফাইল খোলা	Ctrl+O
File Close	Ctrl+F4	ফাইল বন্ধ	Ctrl+F4



US command	US English shortcut key	Bangla command	Bangla shortcut key
File Save	Ctrl+S	ফাইল সংরক্ষণ	Ctrl+S
File Save as	F12	ফাইল এইরূপে সংরক্ষণ	F12
File Print Preview	Ctrl+F2	ফাইল মুদ্রণ পূর্বরূপ	Ctrl+F2
File Print	Ctrl+P	ফাইল মুদ্রণ	Ctrl+P
File Exit	Alt+F4	ফাইল প্রস্থান	Alt+F4
<b>Edit menu</b>			
Edit Undo	Ctrl+Z	সম্পাদনা অকরণ	Ctrl+Z
Edit Repeat	Ctrl+Y	সম্পাদনার পুনরাবৃত্তি	Ctrl+Y
Edit Cut	Ctrl+X	সম্পাদনা ছেদন	Ctrl+X
Edit Copy	Ctrl+C	সম্পাদনা অনুলিপি	Ctrl+C
Edit Paste	Ctrl+V	সম্পাদনা প্রতিলেপন	Ctrl+V
Edit Delete	Ctrl+Backspace	সম্পাদনা মুছেফেলা	Ctrl+Backspace
Edit Select All	Ctrl+A	সম্পাদনা সকল নির্বাচন	Ctrl+A
Edit Find	Ctrl+F	সম্পাদনা সন্ধান	Ctrl+F
Edit Replace	Ctrl+H	সম্পাদনা প্রতিস্থাপন	Ctrl+H
Edit Go To	Ctrl+G	সম্পাদনা এতে যান	Ctrl+G
<b>Help menu</b>			
Help	F1	সহায়তা	F1
<b>Font format</b>			
Italic	Ctrl+I	তির্যক	Ctrl+I
Bold	Ctrl+B	মোটা	Ctrl+B

US command	US English shortcut key	Bangla command	Bangla shortcut key
Underlined\Word underline	Ctrl+U	নিম্নরেখাঙ্কিত/শব্দনিম্নরেখাঙ্কিত	Ctrl+U
Large caps	Ctrl+Shift+A	বড়হাতের অক্ষর	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	ছোটহাতের অক্ষর	Ctrl+Shift+K
<b>Paragraph format</b>			
Centered	Ctrl+E	কেন্দ্রীয়	Ctrl+E
Left aligned	Ctrl+L	বামে সারিবদ্ধ	Ctrl+L
Right aligned	Ctrl+R	ডানে সারিবদ্ধ	Ctrl+R
Justified	Ctrl+J	সামঞ্জস্য	Ctrl+J

#### 4.5.7 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 a common term (such as "server"), use the local pronunciation. Pronunciation can be adapted to the Bangla (Bangladesh) phonetic system if the original pronunciation sounds very awkward in Bangla (Bangladesh).

Example	Phonetics	Comment
SecurID	[sɪ'kjuər aɪ di:]	সিকিউর আইডি
.NET	[dot net]	ডট নেট
Skype	[skaip]	

##### Acronyms and abbreviations

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

Example	Phonetics	Comment
RADIUS	['rādēəs]	রেডিয়াস
RAS	[ræs]	র্যাস
ISA	['isə]	ইসা
LAN	[læn]	ল্যান
WAN	[wan]	ওয়ান
WAP	[wap]	ওয়াপ
MAPI	['mæpi]	ম্যাপি
POP	<example>	পপ
URL	[ju-ar-el]	ইউআরএল

Other abbreviations are pronounced letter by letter.

Example	Phonetics	Comment
ICMP	[aɪ-si-ɛm-pi]	আইসিএমপি
IP	[ɪp]	আইপি
TCP/IP	[ti-si-pi/ɪp]	টিসিপি/আইপিটিসিপি/ইপি
XML	[ɛks-ɛm-ɛl]	এক্সএমএল
HTML	[ɛɪtʃ-ti-ɛm-ɛl]	এইচটিএমএল
OWA	[oʊ-'dʌbəlju-ɛɪ]	ওডারুএ
SQL	[ɛs-kju-ɛl]	এসকিউএল

## URLS

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

"www" should be pronounced as 'dʌbəlju 'dʌbəlju 'dʌbəlju.

The "dot" should be omitted, but can also be read out. If you read it out, then it must be pronounced the English way, as "dot" or [dɒt].

Example	Phonetics
<a href="http://www.microsoft.com/en-in">http://www.microsoft.com/en-in</a>	[eɪtʃ ti ti pi: // 'dʌbəlju 'dʌbəlju 'dʌbəlju.'maɪ,kroʊ'sɔft.kəm/ɛn ɪn]

### **Punctuation marks**

Most punctuation marks are naturally implied by the sound of voice, for example, ? ! : ; ,

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 Bangla (Bangladesh) approved translations.

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