

Cherokee Style Guide

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1 Welcome



A guide to the Microsoft voice in Cherokee

2 About this style guide

This style guide is intended for the localization professional working on Microsoft products. It is 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 Cherokee 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 Cherokee during the localization of Microsoft products and services.

The style guide covers guidelines and recommendations for translating the Microsoft voice into Cherokee 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.

2.1 Recommended reference material

Unless this style guide 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. Feeling, Durbin and Charles Van Tuyl. 1974 *Cherokee-English Dictionary*. Cherokee Nation: Tahlequah, OK.
2. Feeling, Durbin, Craig Kopriss, Jordan Lachler, and Charles Van Tuyl. 2003. *A Handbook of the Cherokee Verb: A preliminary study*. Tahlequah, OK: Cherokee Heritage Center.
3. Feeling, Durbin. 1994. *The Cherokee Verb*. Indian University Press: Bacone College, Muskogee, OK.
4. Cowen, Agnes Spade. 1995. *Cherokee English Language Reference Book*,
5. Holmes, Ruth Bradley and Betty J. Smith. 1976. *Beginning Cherokee*. University of Oklahoma: Norman, OK.

Informative References

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

1. Cook, William H. 1979. *A Grammar of North Carolina Cherokee*. PhD Dissertation, Yale University.
2. King, Duane H. 1975. *A Grammar and dictionary of the Cherokee language*. PhD Dissertation, University of Georgia.
3. Scancarelli, J. 1987. *Grammatical relations and verb agreement in Cherokee*. PhD Dissertation, University of California at Los Angeles.
4. Walker, Willard. 1975. "Cherokee." In: James M. Crawford (ed.) *Studies in Southeastern Indian Languages*. Athens: University of Georgia Press, pp. 189-236.
5. American Bible Society. 1960. *Cherokee New Testament*.

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/> .

3 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.

3.1 Choices that reflect Microsoft voice

Translating Cherokee 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.

3.1.1 Word choice

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, 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 should be avoided for other general meanings.
Info	Use in most situations unless <i>information</i> better fits the context. Use <i>info</i> when you point the reader elsewhere ("for more info, see <link>").
PC	Use for personal computing devices. Use <i>computer</i> for situations about PCs and Macs.
You	Address the user as <i>you</i> , directly or indirectly through the use of first- and second-person pronouns like "you". Third-person references, such as "user," should be avoided as they sound formal and impersonal. For information on localizing <i>you</i> , go to the section Pronouns .

en-US source term	Cherokee word	Cherokee word usage
PC	PC	Use for personal computing devices. Use <i>computer</i> for situations about PCs and Macs.
App	EVJ	Use this term for <i>app</i> and <i>application</i> and not ᎠᎵᎠᎠᎠᎠᎠ which is a translation for <i>program</i> .
Email	ᎠᎵᎠᎠᎠᎠᎠ ᎠᎵᎠᎠᎠᎠᎠ	Use this term for <i>email</i> . Please refrain from using simply ᎠᎵᎠᎠᎠᎠᎠ which is a loose term that can be used for <i>paper</i> and <i>mail</i> . ᎠᎵᎠᎠᎠᎠᎠ ᎠᎵᎠᎠᎠᎠᎠ is more specific.

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

your PC's location, name, account picture, and other domain info.	<p>ዎኛ ፔሮሽን PC's, SVI, DSLላጋ ጋርጋጫውን ወይ ቸፕ ፔሮሽን ጭምር ወረደው.</p>	<p>Depending on the context of the string we can add some more familiarity to the text by using everyday words for e.g. PC.</p>
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3.2.3 Providing how-to guidelines

US English	Cherokee target	Explanation
<p>To go back and save your work, click Cancel and finish what you need to.</p>	<p>ፐሮጀክቲን ማዘጋጀት ለማድረግ ማህተም ማጠቃለያ ማድረግ፣ ግብዓት ማድረግ ለማጠቃለያ ማድረግ።</p>	<p>Short and clear action using second person pronoun.</p>
<p>To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.</p>	<p>አሁን ይህን ማህተም ወይ ማህተም ላይ ያለውን ምልክት ማድረግ፣ ማህተም ላይ ያለውን ምልክት ማድረግ ለማረጋገጥ ይህን ማህተም ማድረግ።</p>	<p>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.</p>
<p>It's time to enter the product key. It should be on the box that the Windows DVD came in or in an email that shows you bought Windows. When you connect to the Internet, we'll activate Windows for you.</p>	<p>የሙያውን ማህተም ማድረግ ወይ ማህተም ላይ ያለውን ምልክት ማድረግ ለማረጋገጥ ይህን ማህተም ማድረግ።</p>	<p>Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter the product key.</p>

3.2.4 Explanatory text and providing support

US English	Cherokee target	Explanation
<p>The updates are installed, but Windows 8 Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.</p>	<p>ᎠᎩᎠ ᎠᎩᎠᎠᎠᎠ ᎠᎩᎠ ᎠᎩᎠᎠᎠᎠ, D4Z Windows 8 ᎠᎩᎠᎠ ᎠᎩᎠᎠᎠᎠ ᎠᎩᎠᎠᎠ ᎠᎩᎠᎠᎠᎠᎠᎠᎠᎠ. ᎠᎩᎠᎠᎠᎠᎠ ᎠᎩᎠᎠᎠᎠ, ᎠᎩᎠᎠᎠᎠ ᎠᎩᎠᎠᎠᎠ ᎠᎩᎠᎠᎠᎠᎠᎠᎠᎠ.</p>	<p>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.</p>
<p>If you restart now, you and any other people using this PC could lose unsaved work.</p>	<p>TGZ ᎠᎩᎠᎠᎠᎠᎠ ᎠᎩᎠ, ᎠᎩᎠ ᎠᎩᎠ ᎠᎩᎠᎠᎠᎠᎠᎠ ᎠᎩᎠᎠᎠᎠ ᎠᎩᎠ ᎠᎩᎠᎠᎠᎠᎠ. ᎠᎩᎠ ᎠᎩᎠᎠᎠᎠᎠ ᎠᎩᎠ ᎠᎩᎠᎠᎠᎠᎠᎠ ᎠᎩᎠᎠᎠᎠᎠᎠᎠ.</p>	<p>Voice is clear and natural informing the user what will happen if this action is taken.</p>
<p>This document will be automatically moved to the right library and folder after you correct invalid or missing properties.</p>	<p>ᎠᎩ ᎠᎩᎠᎠᎠᎠᎠ ᎠᎩᎠ ᎠᎩᎠᎠᎠᎠᎠᎠᎠ ᎠᎩᎠᎠᎠᎠ ᎠᎩᎠᎠᎠᎠ ᎠᎩᎠᎠᎠᎠᎠ ᎠᎩᎠᎠᎠᎠᎠᎠ ᎠᎩᎠᎠᎠᎠᎠᎠ ᎠᎩᎠᎠᎠᎠᎠᎠᎠᎠ.</p>	<p>Voice talks to the user informatively and directly on the action that will be taken.</p>

KTᏞᏚᏚ	KTᏞ
ᏚᏚᏞᏚᏚ	ᏚᏚᏞ
ᏚᏚᏚᏚᏚ	ᏚᏚᏚ
ᏚᏚᏚᏚᏚᏚ	ᏚᏚᏚ

Month	Acceptable Abbreviation
ᏚᏚᏚᏚᏚᏚ	ᏚᏚᏚ
ᏚᏚᏚ	ᏚᏚᏚ
DᏚᏚᏚ	DᏚᏚᏚ
ᏚᏚᏚ	ᏚᏚᏚ
DhᏚᏚᏚᏚ	DhᏚᏚᏚ
ᏚᏚᏚᏚᏚ	ᏚᏚᏚᏚᏚ
JᏚᏚᏚᏚ	JᏚᏚᏚᏚ
ᏚᏚᏚ	ᏚᏚᏚ
ᏚᏚᏚᏚᏚ	ᏚᏚᏚ
ᏚᏚᏚᏚᏚ	ᏚᏚᏚᏚᏚ
ᏚᏚᏚᏚᏚᏚ	ᏚᏚᏚᏚᏚ
iᏚᏚᏚᏚᏚ	iᏚᏚᏚᏚᏚ

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).

Due to Cherokee being syllabic, our language does not ordinarily use acronyms.

Common acronyms like HTML, URL, etc. remain the same in Cherokee as in English.

4.1.3 Adjectives

In Cherokee, adjectives typically occur before the word they noun they are describing, but sometime there are exceptions. See examples below:

1. **ᎠᎿᎠᎿ** ᎠᎿ—the **big** dog
2. **ᎠᎿᎠᎿᎠᎿ**—**red** wagon

In some cases, however, an adjective can occur after the noun it is describing:

3. ᎠᎿᎠᎿᎠᎿᎠᎿᎠᎿᎠᎿ—the man is **eager** to go to the office.

Other times the adjective form can appear attached to the verb root:

4. ᎠᎿᎠᎿᎠᎿᎠᎿ—he is winking (literally his eye is shut)

Possessive adjectives

The frequent use of possessives is a feature of English language. However in Cherokee, possessive adjectives are handled by pronominal prefixes. Sometimes the prefixes are attached to a possessive verb.

1. ᎠᎿ **ᎠᎿᎠᎿ**—"My dog." (Literally "dog **I possess**." The root **ᎠᎿᎠᎿ** is "to possess/own.")
2. ᎠᎿ **ᎠᎿᎠᎿ** "your dog."

Other times the prefix is attached to the root word.

3. **ᎠᎿᎠᎿᎠᎿᎠᎿ**—"My school." (Literally "My place where I learn.")
- ᎠᎿᎠᎿᎠᎿᎠᎿᎠᎿ**—"Our school." (Literally "Our place where we learn.")

4.1.4 Articles

General considerations

Articles are not used in Cherokee.

1. **ᎠᎿᎠᎿ** can mean "boy" or "a boy."
2. **ᎠᎿᎠᎿ** can mean "apple" or "an apple."

Articles for English Borrowed Terms

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

- Motivation: Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of the Cherokee language? Loan words include words from English and Spanish but are few in number. Examples from English include: ᵱᵱᵱ transliterated from English: ᵱᵱᵱ transliterated from coffee; ᵱᵱᵱᵱ transliterated from Spanish.
- Analogy: Is there an equivalent Cherokee 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.

4.1.5 Capitalization

For now capital letters and lowercase letters are equal in Cherokee but after Unicode 8.0 release upper and lower case glyphs will be supported.

4.1.6 Compounds

Generally, compounds should be understandable and clear to the user. Overly long or complex compounds should be avoided. Keep in mind that unintuitive compounds are ultimately an intelligibility and usability issue.

Compounds are very limited in Cherokee. The compounds used today are ones that were very common and utilitarian in eighteenth and nineteenth centuries.

Example: 4M55 (cornbread), ᵱᵱᵱᵱᵱ (car—literally "big eyes.")

4.1.7 Gender

Typically there is no distinction of gender in Cherokee. In Cherokee, pronominal prefixes indicate who/what is involved in the action, so specify gender it must be explicitly stated.

Example:

1.	ᵱ	ᵱᵱᵱᵱ	ᵱᵱᵱ	ᵱᵱᵱᵱᵱᵱᵱ.
	The	Man	Hard	S/he, it is working

The man is working hard.

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 an Cherokee 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 Nouns

General considerations

Nouns are generally gender neutral except for direct descriptions of male and female, for example, Dᵒᵒᵑᵑ for "man" and Dᵒᵒᵑᵑ for "woman." When one says ᵒᵒᵑᵑ "cat," depending on the context, it can be a male or female. Dᵒᵒᵑᵑ ᵒᵒᵑᵑ "male cat" could be used if identifying a specific gender is required. Nouns can be possessive with the use of prefixes.

Example:

US English	Cherokee
File	DᵒᵒᵑᵑIhAVJ
Your File	CᵒᵒᵑᵑIhAVJ
My File	DYᵒᵒᵑᵑIhAVJ
Her/his file	OᵒᵒᵑᵑIhAVJ
Their file	OᵒᵒᵑᵑIhAVJ

Our file	TYǎǎIhAVJ
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Inflection

The most common noun inflection is pluralization:

US Expression	Cherokee Expression
The yellow cat is sleeping.	ǎ~LGhǎ~ǎǎ~SCǎ.
The cats are fighting.	ǎ~ǎǎ~DǎCǎ.
Bring me that box.	RǎǎYǎǎ~ǎ~ǎǎǎ.
Bring me those boxes	VǎǎǎYǎǎ~ǎ~ǎǎǎ.
A goose is flying (along).	ǎǎ~SZǎǎ.
Geese are flying (along).	ǎǎ~DhZǎǎ.
An airplane is flying.	ǎǎ~SZǎǎ.
Airplanes are flying.	ǎǎ~SSZǎǎ.

Plural Formation

Typically nouns are not pluralized, such as ǎǎ and YC (cat and dog) which can mean a single cat or dog or many. However, as noted above when pluralization does occur it is often inflected in the verb. Example: YCDǎǎǎǎǎǎǎǎ—The dogs are eating. Literally "Dog~they are eating." However, when referring to people, the prefix Dh- is typically used, though there are exceptions. Examples are below.

US Expression	Cherokee Expression
Cherokee	CWY
Cherokees	DhCWY
Mexican	ǎǎIh
Mexicans	DhǎǎIh

US Expression	Cherokee Expression
Man	DᎠᎨᎦ
Men	DhᎠᎨᎦ
Woman	DᎠᎢ
Women	DhᎠᎢ
Fireman	ᎠᎨᎦᎠᎨᎦ
Firemen	ᎠᎨᎦᎠᎨᎦ

4.1.10 Prepositions

Prepositions in Cherokee work more like "postpositions" because a change of positions from English to Cherokee.

US Expression	Cherokee Expression	Comment
He is hitting it with a hammer.	ᎠᎨᎦᎠᎨᎦ ᎠᎨ ᎠᎨᎦ. Ganvqualosdi gvᎠdi gvᎠniᎠ. Hammer~with~He is hitting it.	In Cherokee the "preposition" is positioned after the noun.

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.

4.1.11 Pronouns

Pronouns can occur in two ways. Some are simple standalone words such as ᎠᎢ which can mean "you," "you two," or "you all" depending on context; ᎠᎢᎠ can mean "I," "he and I" or "we all" depending on context. Other times pronouns are indicated by a pronominal prefix. Examples are in the table below.

SPEAK	Present Tense Pronominal prefixes
I	ḥ-ᵛḥᵛ
You	ʌ-ᵛḥᵛ
He	s-ᵛḥᵛ
You & I	ṭḥ-ᵛḥᵛ
You two	ʷᵛ-ᵛḥᵛ
He & I	ᵛʷ-ᵛḥᵛ
Those two	Dḥ-ᵛḥᵛ
You all & I	ṭʷ-ᵛḥᵛ
You all (but not me)	ṭḥ-ᵛḥᵛ
They and I (but not you)	ᵛḥ-ᵛḥᵛ
Those (three or more)	Dḥ-ᵛḥᵛ

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.

For en-US Microsoft voice, in general, first-person pronoun (I, me, my) is used in the text when the user is telling the program or a wizard what to do. The second-person pronoun (you, your) is used when the program or a wizard is telling the user what to do. First-person plural pronoun "we" is used to describe an action or recommendation by the Microsoft product or service or the company itself.

Cherokee Microsoft voice can be conveyed similarly through the use of first-person and second-person pronouns.

Cherokee follows standard US English format for Bulleted Lists.

- ၵᄃ
- ᄃᄃ
- ᄃᄃᄃ
- ᄃᄃᄃᄃ

Comma

Cherokee follows standard US English format for use of commas. For example:

ᄃᄃ, ᄃᄃᄃᄃᄃᄃ?—John, what are you doing? ᄃ, ᄃ ᄃᄃᄃ.—No, it is fine. ᄃᄃᄃ, ᄃᄃᄃᄃ, ᄃᄃᄃᄃᄃᄃ, ᄃᄃ ᄃᄃᄃᄃᄃᄃ. – Red, blue, yellow, and green.

Colon

Cherokee follows standard US English format for use of colons.

Example:

US English	Cherokee target	Comment
These workers are resting: John, Michael, Annie, and Mary.	ᄃᄃ ᄃᄃᄃᄃᄃᄃ ᄃᄃᄃᄃ ᄃᄃᄃᄃᄃᄃᄃᄃᄃ: ᄃᄃ, ᄃᄃᄃᄃ, ᄃᄃᄃ, ᄃᄃ ᄃᄃᄃ.	Listing

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.

Example:

US English	Cherokee	Comment
Strong-man	ᄃᄃᄃᄃᄃᄃ-ᄃᄃᄃᄃᄃᄃ	Compound word

En Dash

The en dash (–) is used as a minus sign, usually with spaces before and after.

Example:

US English	Cherokee	Comment
4 – 3 = 1	4 – 3 = 1	mathematics

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

Example:

US English	Cherokee	Comment
21 – 46	21 – 46	Page ranges

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.

Example:

US English	Cherokee	Comment
Indians—Creeks, Cherokees, Chickasaws—wear feathers on their heads.	DhBᎠᎡ — DhJᎠᎡ, DhCWY, DhᎠᎡᎠ — ᎠYLC SᎠᎡᎠᎡ.	Isolated example list

Ellipses (Suspension Points)

Cherokee follows standards US English rules for ellipses.

Example:

US English	Cherokee	Comment
She sells a lot of...	ᎠᎡᎠᎡ SᎠᎡᎠᎡ...	Suspended clause

Period

Cherokee follows standard US English rules for periods.

Example:

US English	Cherokee	Comment
He has ten acres of land.	ᎠᎩᎠ ᎠᎩᎠᎩᎠ ᎠᎩ ᎠᎩᎠ.	Complete sentence

Quotation Marks

Quotation marks in Cherokee are used according to standard US English rules.

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

Example:

US English	Cherokee target
"He's yawning because he's sleepy."	"ᎠᎩᎠᎩᎠ ᎠᎩᎠᎩᎠ ᎠᎩᎠᎩᎠ."

Parentheses

In English, there is no space between the parentheses and the text inside them. Cherokee follows standard US English for parentheses formatting.

Example:

US English	Cherokee target
He charges one dollar (\$1) when he fixes a tire.	ᎠᎩᎠᎩᎠ (\$1) ᎠᎩᎠᎩᎠᎩᎠ ᎠᎩᎠᎩᎠ ᎠᎩᎠᎩᎠ.

4.1.13 Split infinitive

Cherokee does not use split infinitives. If a verb is to be emphasized, *VAG* can be used to modify the verb. *VAG* which can be used to indicate an emphatic expression such as "really" as in "really great" or "extra" as in "extra hard." Alternatively, *VᎠ* or *VᎡ* could be used in a similar fashion, but these often are not as emphatic.

Example:

English "To Like"	Cherokee "To Like"
He really likes it.	VAG̃ Oᵑᵑᵑᵑ.

4.1.14 Subjunctive

In Cherokee, subjunctive can be formed by the use of the term ᵑᵑ. This term serves as a complex modifier and can indicate negation, uncertainty such as "maybe" and "perhaps," and conditional statements depending on context.

Example:

US English	Cherokee target
If I were you, I'd go to sleep now.	TGZ DB ᵑᵑ, ᵑᵑᵑᵑᵑᵑ Zᵑᵑ ᵑᵑ.

4.1.15 Symbols & non-breaking spaces

There are no special use of symbols spaces in Cherokee. They follow standard US English rules.

Example:

US English	Cherokee
language@cherokee.org	language@cherokee.org
#Three	#KT

For units of measure, a non-breaking space may be used in Cherokee.

Example:

US English	Cherokee
100 km	100 km
100 lbs	100 lbs

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 Cherokee-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 (e.g. Version 4.2). Please note the following punctuation examples of "Version x.x":

US English	Cherokee
Version 1.2	ᎠᎵᎠᎠRT 1.2

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

Translation of Version Strings

Product, feature and component names are often located in the so-called "version strings" as they appear in the software. Version strings that contain copyright information should always be translated.

5.3 Trademarks

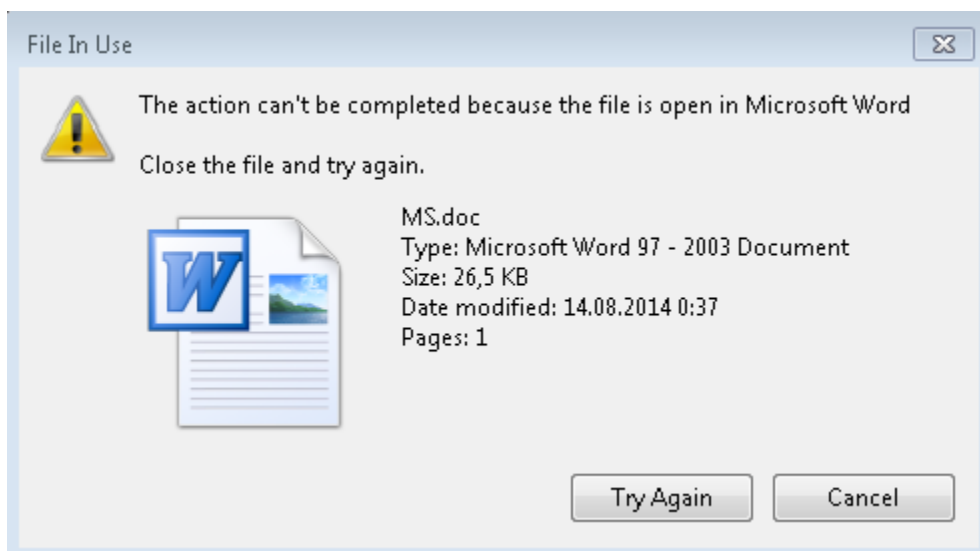
Trademarked names and the name Microsoft Corporation shouldn't be localized unless local laws require translation and an approved translated form of the trademark is available. A list of Microsoft trademarks is available for your reference at the following location: <https://www.microsoft.com/en-us/legal/intellectualproperty/trademarks/usage/default.aspx>

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.

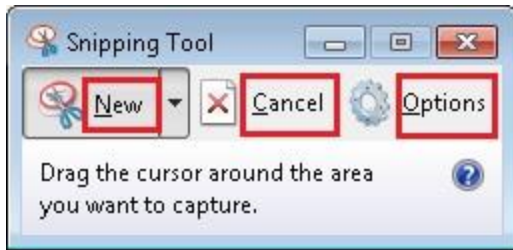
5.4.1 Error messages

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 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.



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 shortcut	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

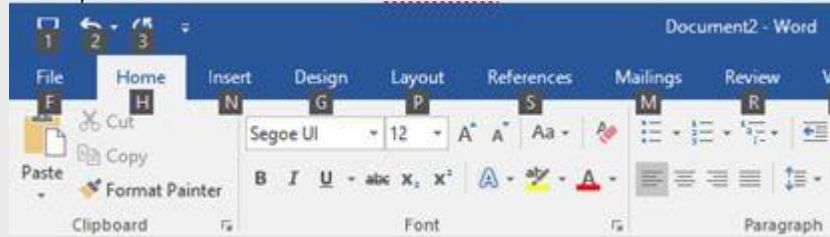
Content writers usually just refer to “keyboard shortcuts” in content for a general audience. In localization, however, we distinguish the following terms:

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

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.

shortcut 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.

5.5 Voice video considerations

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

Successful Techniques for Voicing Video Content

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

5.5.1 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

5.5.2 Tone

Use a tone matching the target audience, e.g. more informal, playful and inspiring tone may be used for most Microsoft products, games etc., or formal, informative, and factual in technical texts etc.

5.5.3 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 Cherokee phonetic system if the original pronunciation sounds very awkward in Cherokee.

Example	Phonetics	Comment
SecurID	[sɪ'kjuəɾ aɪ di:]	Same as in English
.NET	[dot net]	Same as in English

Acronyms and Abbreviations

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

The Cherokee language uses a syllabic writing system, so acronyms are not used with Cherokee syllabary. English acronyms are kept in English with English pronunciation.

Example	Phonetics
RADIUS	Same as in English
RAS	Same as in English
ISA	Same as in English

LAN	Same as in English
WAN	Same as in English
WAP	Same as in English
MAPI	Same as in English
POP	Same as in English
URL	Same as in English

Other abbreviations are pronounced letter by letter.

Example	Phonetics
ICMP	Same as in English
IP	Same as in English
TCP/IP	Same as in English
XML	Same as in English
HTML	Same as in English
OWA	Same as in English
SQL	Same as in English
XP	Same as in English

URLs

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

"www" should be pronounced as www as in English.

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

Example	Phonetics
---------	-----------

<http://www.microsoft.com/> Same as in English

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 Cherokee translations approved in Microsoft terminology.