

Māori Style Guide

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1 Welcome



A guide to the Microsoft voice in Māori

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 Māori 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 Māori during the localization of Microsoft products and services.

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

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

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. [Microsoft Language Portal](#)
2. Microsoft Glossary (2006)—Te Taura Whiri i te Reo Māori
3. Dictionary of the Māori Language (1971)—H.W. Williams
4. He Pātaka Kupu (2008)—Te Taura Whiri i te Reo Māori
5. Te Matatiki (1996)—Māori Language Commission
6. Guidelines for Māori Language Orthography—Te Taura Whiri i te Reo Māori (www.tetaurawhiri.govt.nz)
7. Microsoft Māori Glossary (2005)—Wiha Te Raki Hāwea Stephens

Informative References

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

1. English-Māori Dictionary (1993)—H.M. Ngata
2. Te Reo Pūtaiao—A Māori Language Dictionary of Science (2009)—He Kupenga Hao i te Reo
3. Te Reo Pāngarau—A Māori Language Dictionary of Mathematics (2010)—He Kupenga Hao i te Reo
4. A Dictionary of Māori Computer related terms (2006)—Karaitiana N. Taiuru
5. Reed Reference Grammar of the Māori Language (1997)—Winifred Bauer
6. A Māori Reference Grammar—Ray Harlow (2001)
7. Te Aka Māori-English, English-Māori Dictionary and Index (2005)—John C. Moorfield
8. [Waka Reo](#)

Microsoft User Interface Reference

A helpful reference is the Windows User Experience Interaction Guidelines, available for download at <http://msdn.microsoft.com/en-us/library/windows/desktop/aa511258.aspx>.

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.
- 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.
- Avoid overusing the corporate "we" (mātou), 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. Microsoft aren't the important ones here. Feel free to use the inclusive "tātou" as appropriate though.

3.1 Choices that reflect Microsoft voice

Translating Māori 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

Terminology

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

Short word forms and everyday words

Microsoft voice text written in US English prefers the short, simple words spoken in everyday conversations. In English, shorter words are generally friendlier and less formal. Short words also save space on screen and are easier to read quickly. Precise, well-chosen words add clarity, but it is important to be intentional about using everyday words that customers are accustomed to.

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

en-US word	en-US word usage
App	Use <i>app</i> instead of <i>application</i> or <i>program</i> .
Pick, choose	Use <i>pick</i> in more fun, less formal or light-weight situations ("pick a color," not "choose a color") and <i>choose</i> for more formal situations (don't use <i>select</i> unless necessary for the UI).
Drive	For general reference to any drive type (hard drive, 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 .

There are some approved abbreviations that can be used in Māori, but do not use abbreviated forms too liberally or invent new ones as they may be unfamiliar and therefore unclear (e.g. app, info, should not be abbreviated in Māori).

en-US source term	Māori word	Māori word usage
ID	TT	Whakamahia mō te <u>t</u> ohu <u>t</u> uakiri (ID)
DVD	KAM	Whakamahia mō te <u>k</u> ōpae <u>a</u> taata <u>m</u> amati (DVD)

PC	RW	Whakamahia mō ngā rorohiko <u>whaiaro</u> (PC)
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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	<i>Do</i>
As well as	<i>Also, too</i>
Attempt	<i>Try</i>
Configure	<i>Set up</i>
Encounter	<i>Meet</i>
Execute	<i>Run</i>
Halt	<i>Stop</i>
Have an opportunity	<i>Can</i>
However	<i>But</i>
Give/provide guidance, give/provide information	<i>Help</i>
In addition	<i>Also</i>
In conjunction with	<i>With</i>
Locate	<i>Find</i>
Make a recommendation	<i>Recommend</i>
Modify	<i>Change</i>
Navigate	<i>Go</i>
Obtain	<i>Get</i>

Perform	<i>Do</i>
Purchase	<i>Buy</i>
Refer to	<i>See</i>
Resolve	<i>Fix</i>
Subsequent	<i>Next</i>
Suitable	<i>Works well</i>
Terminate	<i>End</i>
Toggle	<i>Switch</i>
Utilize	<i>Use</i>

For Māori modern voice avoid using excessively formal words and expressions. Use less formal variants provided below.

en-US source	Māori old word/phrase	Māori new word/phrase
Try	whakamātau	<i>ngana</i>
Correct	e tika ana	<i>tika</i>
Change	whakarerekē	<i>huri</i>
Information	whakamōhio tanga	<i>mōhiohio</i>
Initial meeting	tūtakitanga tuatahitanga	<i>tūtakitanga tuatahi</i>
Widely known	kua hau ōna rongō	<i>kei te mōhio whānuitia ia</i>

3.2 Sample Microsoft voice text

The source and target phrase samples in the following sections illustrate the intent of the Microsoft voice.

3.2.1 Address the user to take action

US English	Māori target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	Kāore te kupuhipa i te tika, tēnā ngana anō. He mea pū tairongo ngā kupuhipa.	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.	Kāore i mahi te kī hua. Āta tirohia ka ngana anō.	The user has entered incorrect product key. The message casually and politely asks the user to check it again and try again.
All ready to go	Kua rite koe	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	Me haere tonu?	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.	Hoatu he ingoa ki tō rorohiko – tāu e hiahia nā. Ki te hiahia koe ki te huri i te tae papamuri, wetohia te tino taumira i roto i ngā tautuhinga rorohiko.	Address the user directly using second person pronoun to take the necessary action.

3.2.2 Promoting a feature

US English	Māori target	Explanation
Picture password is a new way to help you protect your touchscreen PC. You choose the picture—and the gestures you	He ara hou te kupuhipa pikitia hei āwhina ki te pare i tō rorohiko matapā. Māu e kōwhiri te pikitia – me ngā tohu ā-ringa hei	Promoting a specific feature with the use of em-dash to emphasis the specific requirements to enable

use with it—to create a password that’s uniquely yours.	whakamahi – hei waihanga i tō kupuhipa ahurei.	the feature which in this case is picture password.
Let apps give you personalized content based on your PC’s location, name, account picture, and other domain info.	Waiho mā ngā taipānga e hoatu ki a koe te ihirangi whakawhaiaro i runga i te tauwāhi o tō rorohiko, te ingoa, te pikitia pūketete, me ētahi atu mōhiohio rohe.	Promoting the use of apps. Depending on the context of the string we can add some more familiarity to the text by using everyday words for e.g. PC.

3.2.3 Providing how-to guidelines

US English	Māori target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Hei hoki me te tiaki i tō mahi, pāwhirihia Whakakore ka whakaoti i ērā mahi.	Short and clear action using second person pronoun.
To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.	Hei whakaū i tō kupuhipa pikitia onāianeī, mātakitakitia noa te purei anō me te whakataki i ngā tohu ā-ringa tauira e whakaaturia ana i tō pikitia.	Voice is simple and natural. The user isn’t overloaded with information; we tell them only what they need to know to make a decision.
It’s time to enter the product key. 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.	Ko te wā tēnei hei tāuru i te kī hua. Kei runga tonu te kī hua i te pouaka i roto rā te KAM Windows, kei tētahi īmēra rānei e kī ana i hoko koe i Windows. Ka tūhono koe ki te Ipurangi, ka	Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter the product key.

	whakahohe mātou i Windows māu.	
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3.2.4 Explanatory text and providing support

US English	Māori target	Explanation
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.	Kua oti ngā whakahou te tāuta, heoi me tīmata anō te Tatū Windows 8 kia mahi ēnei. Ka tīmata anō, ka haere tonu tātou māi i te wāhi i mutu tātou.	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.	Mēnā ka tīmata anō koe ināiane, ka ngaro pea i a koe me ērā atu e whakamahi ana i tēnei rorohiko ngā mahi kāore anō kia tiakina.	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.	Ka nukuhia aunoatia tēnei tuhinga ki te puna me te kōpaki tika ina oti i a koe te whakatika i ngā āhuetanga muhu, ngā mea ngaro rānei.	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.	Kua puta he hapa nui! Tē taea te kite ngā kōnae i tikiake hei waihanga i tō puku kōhiko USB whakaara.	Without complexity and using short sentences inform the user what has happened.

4 Language-specific standards

This part of the style guide contains information and guidelines specific to Māori.

4.1.1 Phone number formats

Country/region	International Dialling Code	Area Codes Used?	Number of Digits—Area Codes	Separator	Number of Digits—Domestic	Digit Groupings—Domestic
New Zealand	64	yes	1; 2	' '	9	(##) ### #####

Country/region	Number of Digits—Local	Digit Groupings—Local	Number of Digits—Mobile	Digit Groupings—Mobile	Number of Digits—International	Digit Groupings—International
New Zealand	7	### #####	9-11	(###) ### ##### (###) ### #### (###) ### ###	14	0064 ## #####

4.1.2 *Sorting order*

Sorting rules	<ol style="list-style-type: none"> 1. Capital letters and lowercase letters are equal. Distinction is not made between them. 2. The extended characters \bar{A}, \bar{a}, \bar{E}, \bar{e}, \bar{I}, \bar{i}, \bar{O}, \bar{o}, \bar{U}, \bar{u} are treated as separate letters of the alphabet. 3. The Characters \ddot{A}, \ddot{a}, \ddot{E}, \ddot{e}, \ddot{I}, \ddot{i}, \ddot{O}, \ddot{o} and \ddot{U}, \ddot{u} are sorted as variants of \bar{A}, \bar{a}, \bar{E}, \bar{e}, \bar{I}, \bar{i}, \bar{O}, \bar{o}, \bar{U}, \bar{u} 4. Other accented characters are equal with non-accented characters; so \acute{e} and e are equal. 5. Non-alphabetical characters (i.e. symbols like @ ! #) sort before the letters of the alphabet. 6. Digits sort after the non-alphabetical characters and before the letters of the alphabet. 7. Double a (aa, Aa, AA, aA) sorts as \bar{A}, most of the time, however there are times when they really are double characters.
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	8. "Ng" is treated as a separate letter for alphabetical sequence and follows words beginning with "n" alone.
Character sorting order	a (97); A (65); ā (257); Ā (256); b (98); B (66); c (99); C (67); d (100); D (68); e (101); E (69); ē (275); Ē (274); f (102); F (70); g (103); G (71); h (104); H (72); i (105); I (73); ī (299); Ī (298); j (106); J (74); k (107); K (75); l (108); L (76); m (109); M (77); n (110); N (78); o (111); O (79); ō (333); Ō (332); p (112); P (80); q (113); Q (81); r (114); R (82); s (115); S (83); t (116); T (84); u (117); U (85); ū (363); Ū (362); v (118); V (86); w (119); W (87); x (120); X (88); y (121); Y (89); z (122); Z (90)
Examples of sorted words	@ 1 ahau ātete eke ēnei hahae hāruru heipū Ingarihi ipurangi irāmutu kahawai Kaikōura kākāriki koha kōhanga mahue manaaki māpuna muramura nunui nūpepa ngā ngahoro ngoio ngōio oho Ohoata ōwehenga paihikara

panoni
pānui
poraka
pōrakaraka
Rakatūwhenua
rākau
ruri
rūri
taiapa
tatau
tātau
tātāu
totoka
umere
uruuruwhenua
uruwhenua
wānanga
wīwī
whai
whaiā
whakaaro
whakaea
Whangārei
whāmamao

4.1.3 Measurement units

Metric System Commonly Used?: Yes

Temperature: Celsius

4.1.3.1 Linear measure

English	Translation	Abbreviation
Kilometer	Manomita (Kiromita)	km
Meter	Mita	m
Decimeter	Tehimita	dm
Centimeter	Mitarau (Henemita)	cm
Millimeter	Mitamano (Mirimita)	mm

4.1.3.2 Capacity

English	Translation	Abbreviation
Hectoliter	Heketōrita	hl
Liter	Rita	l
Deciliter	Tehirita	dl
Centiliter	Ritarau (Henerita)	cl
Milliliter	Ritamano (Miririta)	ml

4.1.3.3 Mass

English	Translation	Abbreviation
Ton	Tana	t
Kilogram	Manokaramu (Kirokaramu)	kg
Pound	Pauna	lb
Gram	Karamu	g
Decigram	Tehikaramu	dg
Centigram	Karamurau (Henekaramu)	cg
Milligram	Karamumano (Mirikaramu)	mg

4.1.3.4 English units of measurement

English	Translation	Abbreviation
Inch	Īnihi	"
Feet	Putu	'
Mile	Maero	m
Gallon	Karana	g

4.2 Grammar, syntax and orthographic standards

This section includes information on how to apply the general language and syntax rules to Microsoft products, online content, and documentation.

4.2.1 Abbreviations

Common Abbreviations

You might need to abbreviate some words in the UI (mainly buttons or options names) due to lack of space.

Abbreviations are only used for months and days. In running text avoid using unnecessary abbreviations. If you absolutely need to use abbreviations, make sure to use standard abbreviations. Leave complex and unfamiliar abbreviations in English (e.g. OLAP, ODBC, LAN, URL, ASCII). Some abbreviations have become standardised in this type of material e.g. ID = TT, CD = KK, pp = wh.

4.2.1.1 Use the following Māori abbreviations Days of the Month

Mon	Hi
Tue	Tū
Wed	Apa
Thu	Pa
Fri	Me
Sat	Ho
Sun	Ta

4.2.1.2

Months of the Year

Jan	Kohi
Feb	Hui
Mar	Pou
Apr	Pae

May	Hara
Jun	Pipi
Jul	Hōngo
Aug	Here
Sep	Mahu
Oct	Nuku
Nov	Rangi
Dec	Haki

In addition to common measurements such as km, m, cm, mm, etc., the following abbreviations are used in technical documentation:

Measurement	Abbreviation
gigabyte	GB [= KKP]
kilobyte	kB [= KP]
kilobit	Kb
megabyte	MB [= MP]
megabit	Mb
bits per second	bit/s
megabits per second	Mb/s
kilobits per second	kb/s
bytes per second	B/s
megabyte per second	MB/s [= MP/s]
kilobyte per second	kB/s [= KP/s]

inch	in
megahertz	MHz

To avoid confusion (for example, *hm* = *henemita* or *hm* = *hēkona/mita?*; *h* = *hēkona/hāora?*), leave abbreviations for units of measurement in their international standard form as shown above, with rare exceptions (indicated above in []).

Don't abbreviate such words as "*hei tauira*" for "e.g."

Use "*arā*" for "i.e."

4.2.2 Acronyms

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

Acronyms are not as common in Māori as they are in English. If possible, spell out the words in Māori on the first occurrence of the acronym in the text (or in the most appropriate section of your text, such as the section where a feature is described), followed by the acronym in parentheses.

Example: *Kaupapahere Whakamahi Tōkeke* (*FUP = Fair Usage Policy*)

If there is a need to spell out the full name in English the first time it appears in order to make it clear to the reader, write out the meaning in Māori followed by the acronym itself, and put the full English expression in italics between parentheses.

Example: *tētahi whatunga ā-rohe LAN* (*Local Area Network*)

Many acronyms are standardised and remain untranslated. In that case they are only followed by their full spelling in English if necessary.

Example: *ANSI* (*American National Standards Institute*).

Localized Acronyms

List of common acronyms:

CD—KK (*Kōpae Kiato*)

Cc—P (Pānui)

Bcc—Ph (Pānui huna)

DVD—KAM (Kōpae Ataata Mamati)

ID—TT (Tau Tāututanga)

FAQ—Ngā Pātai Auau

PC—rorohiko (whaiaro)*

* use "rorohiko whaiaro" if it is necessary to distinguish a PC from other devices in the same sentence

Unlocalized Acronyms

The following are not localised:

IM, URL, HTTP, and most of the rarely used acronyms

4.2.3 Adjectives

In Māori, adjectives generally follow the noun they modify.

Where there are two or more adjectives modifying a word, the noun may be repeated or the second adjective followed by "hoki."

Example:

This is a secure private list (+) Ko tēnei he rārangi tūmataiti, he haumarū hoki

Possessive adjectives

Possessives should be in the neutral form (e.g. taku, tō, tana) unless the situation calls for a more formal tone e.g. (+) He aha tāu hei mahi mā te ruānuku?

English tends to use the possessive "their" after a singular noun to avoid the use of "his/her." In Māori, the singular pronoun should be used in such cases, since it refers to either male or female.

Example:

To start an activity, select a contact or enter **their** email address in the results list.

(-) Hei tīmata hohenga, tīpakohia tētahi hoapā, tāuru rānei **ā rātou** wāhitau ī-mēra ki te rārangi hua.

(+) Hei tīmata hohenga, tīpakohia tētahi hoapā, tāurua rānei **tana** wāhitau īmēra ki te rārangi hua.

Unlocalised Feature Names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language and in Māori.

Example:

(+) Ki te tāpiri tangata koe ki Messenger, ka noho anō ia hei wāhi o tō whatunga i Windows Live.

Localised Feature Names

Translated feature names are used without definite or indefinite articles in Māori

Example:

(+) Tangohia ngā tautuhinga Hotmail a tō tamaiti mai i Haumaruru Whānau

(+) Āwhinatia te whakapai ake i Hanga Whitiāhua Windows Live

4.2.4 [Articles](#)

General considerations

Unlocalized Feature Names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language as well as in the Māori language. They are treated as proper names.

Example:

(+) Ngā painga a Active Desktop

Localized Feature Names

Translated feature names are used with a definite or indefinite article as they are not treated as proper names.

Example:

(+) Whakatuwheratia te Kaiwhakahaere Tūmahi.

4.2.5 Capitalization

In almost all cases the capitalisation used for Māori should be consistent with the English capitalisation used.

The correct and consistent use of capitals is very important as it determines the use or omission of passive suffixes with direct objects

Use the Upper Case whenever it occurs in the English text.

When an English Upper Case Term requires more than one Māori word, use Upper Case for both letters of the Māori word

Example:

Retry	(+) Ngana Anō
Data Source	(+) Puna Raraunga
Recover	(+) Whakaora
AutoSave	(+) TiakiAunoa
Changes	(+) Ngā Huringa

Note:

Please ensure in particular that in commands, if English uses capitals the Māori should also be capitalised and the passive command used.

Example:

Save Movie (+) Tiaki Whitiāhua

BUT:

Save movie (+) Tiakina te whitiāhua

IMPORTANT NOTE:

Please note that in localised Māori texts, "Yes" is translated by "Āe" and "OK" by "ĀE." The capitalisation of the Māori word is therefore most important in this case.

Yes (+) Āe

OK (+) ĀE

Do not capitalise a word in Māori simply because it appears as the first word of a bullet point, phrase or sentence in English.

Example:

Log file

(+) Kōnae rangitaki

(-) Kōnae Rangitaki

Long file name

(+) Ingoa kōnae roa

(-) Ingoa kōnae Roa

Product capitalisation

General rule: products are to be treated as proper names.

4.2.6 Compounds

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

Compound words in Māori follow Māori rules i.e. the qualifier follows the noun.

Example:

The DirectShow audio

(+) Te ororongo WhakaatuTorotika

AutoSave

(+) TiakiAunoa

4.2.7 Gender

Since the gender of pronouns in Māori is neutral, there is no need to replicate such constructions as "him/her," "his/her." Simply use "ia," "tana."

Do not use *rātou* for "their" when the source English text refers to only one person.

Example: A person and their home.

(+) *Te tangata me tōna whare*

(–) *Te tangata me ō rātou whare*

4.2.8 *Genitive*

For the use of *a/o*, *nā/nō* etc, refer to Harlow's *Māori Reference Grammar* (5.3.3 ff) and other standard Māori grammar reference sources.

Note that for the possessive pronouns the macron is used as follows:

Example:

(+) *Tirohia ā rātou mahi.*

BUT

(+) *Tirohia a rātou.*

Note the use in English of the possessive marker ('s) in such phrases as:

{0}'s Reports

(+) *Ngā Pūrongo a {0}*

4.2.9 *Localizing colloquialism, idioms, and metaphors*

The Microsoft voice allows for the use of culture-centric colloquialisms, idioms and metaphors (collectively referred to "colloquialism").

Choose from the following options to express the intent of the source text appropriately.

- Do not attempt to replace the source colloquialism with an Māori 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.

4.2.10 *Nouns*

General considerations

It is often preferable to render English phrases such as "Opening files is easy" by a noun construction in Māori.

Example:

Opening files is easy

(+) He ngāwari te whakatuwhera kōnae.

Inflection

There are no grammatical inflections in nouns in Māori except in the plural form, see Plural Formation below.

Plural Formation

The only grammatical inflections in nouns in Māori are in those words with a different plural form:

wahine/wāhine; tangata/tāngata; matua/mātua; tuahine/tuāhine; tuakana/tuākana; teina/tēina; tipuna/tīpuna; tamaiti/tamariki.

4.2.11 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.

Pay attention to the correct use of the preposition in translations. Influenced by the English language, many translators omit them or change the word order.

See Harlow's Māori Reference Grammar page 76 ff for information on prepositions in Māori, and Bauer's Reed Reference Grammar (pp. 173-259).

Avoid the use of "i roto i/o" to translate "in" when simply "i te" or "ki te" will do.

Example: *(-) Whakautua ngā pātai i roto i te reo Māori*
(+) Whakautua ngā pātai ki te reo Māori

4.2.12 Pronouns

Since the gender of pronouns in Māori is neutral, there is no need to replicate such constructions as "him/her," "his/her" or "their." Simply use "ia," "tana."

Example:

Each translator has his/her own way of working or *Each translator has their own way of working*

(+) *Kei a ia kaiwhakamāori tana ake tikanga mahi.*

(-) *Kei a ia kaiwhakamāori ā rātou ake tikanga mahi.*

Note that for the possessive pronouns the macron is used as follows:

Example:

(+) *Tirohia ā rātou mahi.*

BUT for the personal pronoun:

(+) *Tirohia a rātou.*

4.2.13 Punctuation

For detailed guidelines to Māori spelling conventions and punctuation, see the website of Te Taura Whiri i te Reo: http://www.tetaurawhiri.govt.nz/english/pub_e/conventions.shtml

Bulleted lists

Follow the style of punctuation used in the source text for bulleted lists.

Make sure that the use of punctuation at the end of lines and the use of capitalization at the beginning of lines is consistent.

Comma

No special rules different from English but note that "arā" and "ā" usually take a comma before and after:

Example:

(+) *Whakamahia te momo kōnae tika, arā, pdf, xls rānei.*

(+) *Ka tae mātau ki te marae, ā, ka tū ka tatari.*

Colon

Use colons to introduce lists and explanations.

Do not capitalise the word following a colon unless (1) the colon is at the end of a heading or (2) the text following the colon is a complete quotation.

Example: (+) Kua whakatuwheratia ngā kōnae e rua: te kōnae pdf me te kōnae xls.

(+) Tuhipoka: Pāwhiritia te pātene Haere Tonu kia tīmata.

(+) Hei tauira: Ko te kai a te rangatira he kōrero.

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. Do not use hyphens in Māori to link adjectival or adverbial constructions simply to replicate English hyphenation.

Example:

Inset top-left (-) Kōkuhu runga-mauī (+) Kōkuhu runga mauī

En Dash

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

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:

(+) Whārangi 5-6

(+) Ngā tau 2009-2010

Em Dash

In (US) English the em dash is used to emphasise an isolated element or introduce an element that is not essential to the meaning conveyed by the sentence.

Do not replicate this style in Māori.

Example:

New computer software—even when purchased online—should be checked for bugs.

In Māori use a hyphen or En dash with a single space before and after.

Example: (+) Kāore i ārikarika ngā momo manu e noho ana ki a Aotearoa – he nui ake i te rua mano.

Ellipses (Suspension Points)

The ellipsis is a triple-dot punctuation mark (...), which is also called a suspension point.

Ellipses tend to apply to a colloquial register and wherever possible should be avoided in the Microsoft context.

Period

Insert only one space after a period.

Generally follow the English use of the period in Māori. In bullet point lists make sure that the use of the period at the end of each line is consistent. English often uses a period only for the last one of a series of bullet points. This style can be followed in Māori.

Quotation Marks

Quotation marks are used when referring to the names of key commands.

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

Use exactly as used in English.

Example:

US English	Māori target
Press "Next"	Pāwhiritia "Panuku"

Parentheses

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

Example:

(+) Whakamahia tēnei wāhi (mēnā e wātea ana) kia whakaaturia ngā kupu tika.

4.2.14 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

Māori modern voice can be conveyed through the use of sentence fragments as well.

en-US long form	Māori sentence fragment
Whāia ēnei upane	<i>Me pēnei</i>
Tūrou hawaiki	<i>Kia ora, hei konā</i>
Kāore ō mōhiohio e taea te tiki e mātou ināianeī	<i>Kāore e taea ō mōhiohio ināianeī</i>
Kaua tērā mahi e mahi	<i>Hei aha tērā</i>

4.2.15 Symbols & non-breaking spaces

Replicate symbols from English text. Trademarked names and the name Microsoft Corporation shouldn't be localised. A list of Microsoft trademarks is available for your reference at the following location:

<http://www.microsoft.com/trademarks/t-mark/names.htm>

In HTML coding, the non-breaking space () is a character entity which can create white space between words or web page elements, or stop the browser from breaking a line in the wrong place.

Example for preventing a line break with a non-breaking space:

(+) Hepi Te Heuheu

Non-breaking spaces () should only be used whenever they are present also in the US text. Otherwise it is recommended to use a blank space as non-breaking spaces can create functionality problems.

Currency symbols

For information on currency symbols used within language-speaking countries, please refer to [Global Readiness website](#) (if you don't have a corpnet account, ask your project manager to request access via your Windows LiveID through the Global Readiness inquiry tool ("Ask a question").

4.2.16 Verbs

Frequentative Verbal Form

Use the /Verb + ai/ form to indicate frequent or habitual action

Infinitive Verb in Commands

Use the infinitive verb form in upper case commands before a direct object

e.g. Delete File (+) Muku Kōnae

e.g. Delete Files (+) Muku Ngā Kōnae

Passive Verb in Commands

Use the passive verb form in lower case commands before a direct object

e.g. Delete the files that you.... (+) Mukua ngā kōnae.....

Avoid /Infinitive Verb + i + direct object/ in lower case commands
 e.g. Delete the files that..... (-) Muku i ngā kōnae

When "me" is used as a command it should not be followed by the passive form of the verb.

e.g. You should save the files

(-) Me tiakina ngā kōnae.

(+) Me tiaki (e koe) ngā kōnae OR (+) Me tiaki (koe) i ngā kōnae.

Continuous operations are usually expressed in English as follows:

Rewinding tape... Translate as: (+) Whakahoki rīpene ana...

Saving file... Translate as: (+) Tiaki kōnae ana...

5 Localization considerations

Localization means that the translated text needs to be adapted to the local language, customs and standards.

The language in Microsoft products should have the "look and feel" of a product originally written in Māori, 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.

In Māori a more concise, direct, passive construction can often be employed instead of using the personal pronoun. (We can't find a printer. Tē taea tētahi pūreretā. Do you want to add one? Me tāpiri tētahi?)

Māori old user reference	Māori new user reference
Ka taea e koe te huri te taupānga ina tāutuhia.	Ka taea te huri ina tāutuhia.
Me maumahara e koe taku kupuhipa.	Maumaharatia taku kupuhipa.
Me whakamōhio koe i a au ina ngana koe te pūrere hōu ki te hono ki taku RW.	Whakamōhio mai ina ngana te pūrere hōu ki te hono ki taku RW.
Tāruatia e koe ō kōnae i ngā wā katoa.	Me auau te tārua i ō kōnae.
Kaua rawa e tāutahia e koe ēnei mōkī kōtēke.	Kaua rawa e tāuta i ēnei mōkī kōtēke.

Kāore e taea e mātou te kite tētahi pūreretā. Kei te pīrangi koe ki te tāpiri tētahi?	<i>Tē taea tētahi pūreretā. Me tāpiri tētahi?</i>
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Everyday language for everyday people, straight and to the point

- *Friendly, approachable, conversational, and professional*
- *Straightforward and accurate (not overly detailed/complex)*
- *Subtle humor*
- *Leads with the top customer intent, followed with context and other relevant intents.*
- *Simple, clear, direct*
- *Say more with less*

Use everyday words when you can, and avoid words you wouldn't use in everyday conversation. Imagine you're looking over a friend's shoulder and explaining how to accomplish the task.

Source	Do	Don't	Comment
Follow these steps to change your password.	Whāia ēnei tohu hei huri i tō kupuhipa.	Whāia ēnei hipanga ki te huri i tō kupuhipa.	Although "hipanga" is the correct word for steps, "tohu" is better known and more everyday language.
Word can't complete this action because too many files are open.	Kāore e taea e Word tēnei mahi, he nui rawa ngā kōnae tuwhera.	Kāore e taea tēnei hohenga te mahi nā te mea he nui rawa ngā kōnae kei te tuwhera tonu.	"Mahi" is better-known than "hohenga." No need to use formal phrase "nā te mea" or "kei te" in this case.

Use short, plain words as much as possible. Shorter words are more conversational, save space on screen, and are easier to scan.

Source	Do	Don't	Comment
This section also shows you...	Hei tēnei wāhanga ..	Ka ahei i tēnei wāhanga te whakaatu ki a koe...	The Don't sentence is unnecessarily long and complex for this meaning.

Jump to the next comment.	Haere ki te kōrero e whai ake nei.	Peke ki te tākupu panuku.	The words "tākupu" and "panuku" are fine, but if the context allows, use the shorter, more common words.
---------------------------	------------------------------------	---------------------------	--

Be polite, supportive, and encouraging.

Source	Do	Don't	Comment
" " is protected. To modify a protected cell or chart, first remove the protection using the Unprotect Sheet command (Review tab, Changes group). You might be asked for a password.	Kua parea a " ." Hei whakarerekē i tētahi pūtau, tūtohi whai parenga rānei, tangohia te parenga mā te tono Whakawātea Rau (ripa Arotake, rōpū Huringa). Ka tonoa pea he kupuhipa.	Kua parea a " ." Tangohia te parenga Whakawātea Rau, ka homai te kupuhipa e hiahiatia ana.	The Do sentence is helpful and less formal, therefore more friendly and inclusive.
For a really interesting look, you can fill your shape with a picture or texture.	Kia tino hihiri te āhua, ka taea tō āhua te whakakī ki te pikitia ki te kanokano rānei.	Whakakīa te āhua ki te pikitia, ki te kanokano rānei.	Provide encouragement and helpful advice.

Don't imply omniscience by assuming you know how someone is feeling. ***Don't condescend to, blame, or intimidate the user.*** "We know you..." phrasing is not humble and assumes personal knowledge.

Source	Do	Don't	Comment
Would you like to continue?	Me haere tonu?	He mea nui kia haere tonu koe.	The Do sentence is natural, brief and clear and does not talk down to the user.

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 Māori-speaking markets. Please double-check with the appropriate resources.

General accessibility information can be found at <https://www.microsoft.com/en-us/accessibility/>.

5.2 Applications, products, and features

Application/product names are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (e.g. IntelliSense™). Before translating any application, product, or feature name, please verify that it is in fact translatable and not protected in any way. This information needs to be obtained from the MS team.

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	Māori
Version 4.2	Putanga 4.2

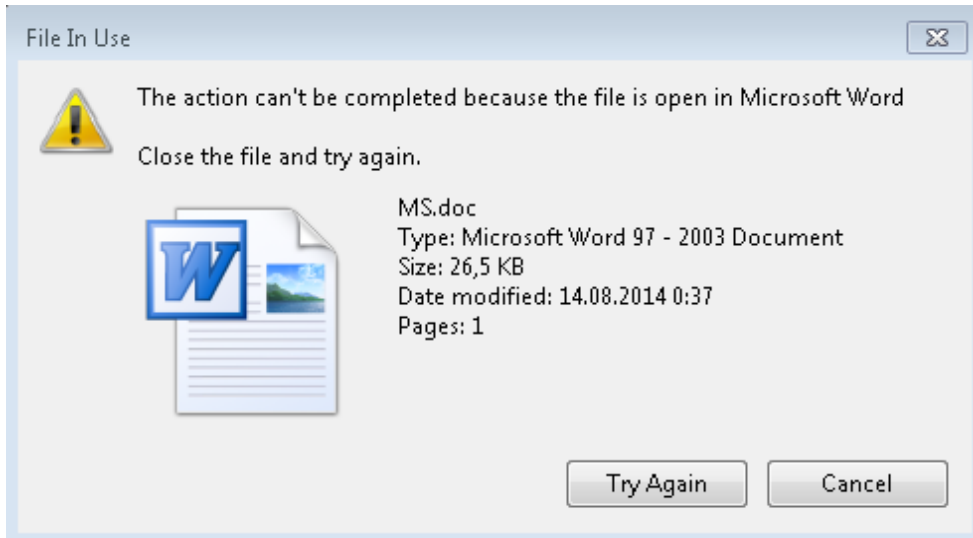
Version numbers are usually also a part of version strings, but technically they are not the same.

5.3 Software considerations

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

5.3.1 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.

English term	Māori
This Control Panel choice is not available	Kāore e wātea ana tēnei kōwhiringa Paewhiri Mana
There isn't enough memory.	He iti rawa te pūmahara.

Māori Style in Error Messages

It is important to use consistent terminology and language style in the localized error messages, and not just translate them as they appear in the US product.

Example:

The video has been blocked by the content owner.

(+) Kua āraia te ataata e te kaupuri ihirangi.

Standard Phrases in Error Messages

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

Examples:

English	Translation	Example
Cannot ... Could not ...	Kāore e taea... Kāore i taea...	(+) Kāore e taea te whakahaere te Rūānuku Tatū Whatunga i te pūnaha mahi o tēnei rorohiko.
Failed to ... Failure of ...	I hapa te... Nā te hapa o...	(+) I hapa te ākiri whakamaumahara. (+) Ka kino pea te kōnae taketake nā te hapa kōpae tino nui.
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	Kāore i kitea	(+) Kāore a Outlook i taea te tono mō tētahi rihiti S/MIME nā te mea kāore i kitea tētahi wāhitau SMTP mōu.
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	He iti rawa te pūmahara	(+) Kāore e taea te rongoā te tango nā te mea he iti rawa te pūmahara, kāore rānei āu mana.

Error Messages Containing Placeholders

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

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

%c means <letter>

%s means <string>

Examples of error messages containing placeholders:

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

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

Example:

{0} is processing your uploaded video.\r\nThis might take a while.

E tukatuka ana a {0} i tō ataata tukuatu.\r\nKa hia pea te wā mō tēnei.

5.3.2 Keys

In English, References to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps). On the first mention, use the definite article and "pātuhi" in conjunction with the key name. On all subsequent references, refer to the key only by its name.

Use "pātuhi," if the key name appears alone in the sentence and the actual key name does not appear on the keyboard. Do not use the word Pātuhi when you describe a procedure that involves the pressing of two or more keys simultaneously.

Key Names

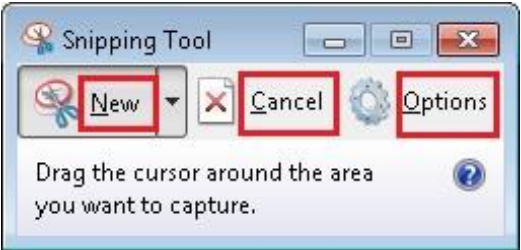
English Key Name	Māori Key Name
Alt	Alt
Backspace	Backspace

English Key Name	Māori Key Name
Break	Break
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete
Down Arrow	Pere Raro
End	End
Enter	Enter
Esc	Esc
Home	Home
Insert	Insert
Left Arrow	Pere Mauī
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	Pere Matau
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	Paemokowā
Tab	Tab
Up Arrow	Pere Runga
Windows key	Pātuhi Windows

English Key Name	Māori Key Name
Menu Key	Pātuhi Tahua
Print Screen	Print Screen

5.3.3 *Keyboard shortcuts*

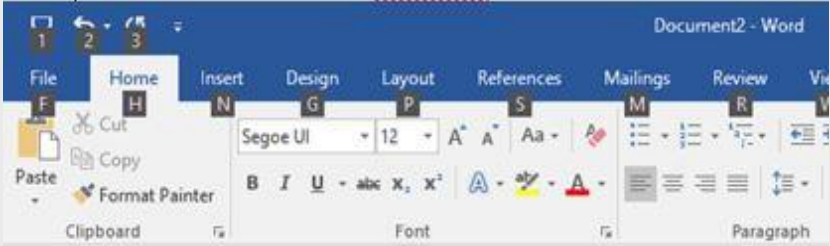
Sometimes, there are underlined or highlighted letters in menu options, commands or dialog boxes. These letters refer to keyboard shortcuts, which help the user to perform tasks more quickly.



Keyboard shortcuts special options	Usage: Is it allowed?	Notes
"Slim characters", such as l, t, r can be used as keyboard shortcuts	yes	
Characters with downstrokes, such as g and p can be used as keyboard shortcuts	yes	Please avoid setting keyboard shortcuts on letters with downstrokes like g and p. Only use them if no other letter is available.
Extended characters (ā, ē, ī, ō, ū) can be used as keyboard shortcuts	yes	Please avoid setting keyboard shortcuts on letters with accents like ē, ā, ō. Only use them if no other letter is available.
An additional letter, appearing between brackets after item name, can be used as keyboard shortcuts	yes	
A number, appearing between brackets after item name, can be used as keyboard shortcut	yes	

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
A punctuation sign, appearing between brackets after item name, can be used as keyboard shortcut	yes	
Duplicate keyboard shortcuts are allowed when no other character is available	yes	
No keyboard shortcut is assigned when no more characters are available (minor options only)	yes	

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

Term	Usage
access key	<p>A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly. Example: F in Alt+F Example in UI localization: H&ome In keyboard shortcuts, most access keys are used with the Alt key.</p>
key tip	<p>The letter or number that appears in the ribbon when the Alt key is pressed. In UI localization, the key tip is the last character present in the strings after the “~” character. Example: In UI localization Home`H</p> 
shortcut key	<p>A subtype of keyboard shortcut. A key that the user types to perform a common action without having to go through the UI. Shortcut keys are not available for every command.</p>

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.

5.3.4 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.

5.3.5 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.

5.3.6 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes used to perform defined functions in a software application. Shortcut keys replace menu commands and are sometimes given next to the command they represent. While access keys can be used only when available on the screen, shortcut keys can be used even when they are not accessible on the screen.

Standard Shortcut Keys

US Command	US English Shortcut Key	Māori Command	Māori Shortcut key
General Windows Shortcut keys			
Help window	F1	Help window	F1
Context-sensitive Help	Shift+F1	Context-sensitive Help	Shift+F1
Display pop-up menu	Shift+F10	Display pop-up menu	Shift+F10

US Command	US English Shortcut Key	Māori Command	Māori Shortcut key
Cancel	Esc	Cancel	Esc
Activate\Deactivate menu bar mode	F10	Activate\Deactivate menu bar mode	F10
Switch to the next primary application	Alt+Tab	Switch to the next primary application	Alt+Tab
Display next window	Alt+Esc	Display next window	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	Display pop-up menu for the window	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	Display pop-up menu for the active child window	Alt+-
Display property sheet for current selection	Alt+Enter	Display property sheet for current selection	Alt+Enter
Close active application window	Alt+F4	Close active application window	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	Switch to next window within (modeless-compliant) application	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	Capture active window image to the Clipboard	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	Capture desktop image to the Clipboard	Prnt Scrn

US Command	US English Shortcut Key	Māori Command	Māori Shortcut key
Access Start button in taskbar	Ctrl+Esc	Access Start button in taskbar	Ctrl+Esc
Display next child window	Ctrl+F6	Display next child window	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	Display next tabbed pane	Ctrl+Tab
Launch Task Manager and system initialisation	Ctrl+Shift+Esc	Launch Task Manager and system initialisation	Ctrl+Shift+Esc
File Menu			
File New	Ctrl+N	File New	Ctrl+N
File Open	Ctrl+O	File Open	Ctrl+O
File Close	Ctrl+F4	File Close	Ctrl+F4
File Save	Ctrl+S	File Save	Ctrl+S
File Save as	F12	File Save as	F12
File Print Preview	Ctrl+F2	File Print Preview	Ctrl+F2
File Print	Ctrl+P	File Print	Ctrl+P
File Exit	Alt+F4	File Exit	Alt+F4
Edit Menu			
Edit Undo	Ctrl+Z	Edit Undo	Ctrl+Z
Edit Repeat	Ctrl+Y	Edit Repeat	Ctrl+Y
Edit Cut	Ctrl+X	Edit Cut	Ctrl+X
Edit Copy	Ctrl+C	Edit Copy	Ctrl+C
Edit Paste	Ctrl+V	Edit Paste	Ctrl+V

US Command	US English Shortcut Key	Māori Command	Māori Shortcut key
Edit Delete	Ctrl+Backspace	Edit Delete	Ctrl+Backspace
Edit Select All	Ctrl+A	Edit Select All	Ctrl+A
Edit Find	Ctrl+F	Edit Find	Ctrl+F
Edit Replace	Ctrl+H	Edit Replace	Ctrl+H
Edit Go To	Ctrl+B	Edit Go To	Ctrl+B
Help Menu			
Help	F1	Help	F1
Font Format			
Italic	Ctrl+I	Italic	Ctrl+I
Bold	Ctrl+G	Bold	Ctrl+G
Underlined\Word underline	Ctrl+U	Underlined\Word underline	Ctrl+U
Large caps	Ctrl+Shift+A	Large caps	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	Small caps	Ctrl+Shift+K
Paragraph Format			
Centered	Ctrl+E	Centered	Ctrl+E
Left aligned	Ctrl+L	Left aligned	Ctrl+L
Right aligned	Ctrl+R	Right aligned	Ctrl+R
Justified	Ctrl+J	Justified	Ctrl+J

5.3.7 *Headings of Topics or Chapters*

In English, the titles for topics or chapters sometimes begin with "How to..." or with gerunds, such as "Downloading..." or "Adding...". Titles in the "-ing" form should not be

translated using “e ana”. Instead use nouns or the infinitive form, or phrases such as How to ...

Examples:

Adding your friends as contacts.

Te tāpiri hoa hei hoapā.

Downloading the latest version.

Te tikiake i te putanga tino hōu.

5.3.7.1 Humour

Microsoft’s brand of understated humour is often difficult to translate when it occurs as part of marketing copy. In more direct translations of these jokes or intentionally humorous lines, it may not be clear to the reader that a joke is being made, or that a line is not entirely serious. At worst, the result may simply not make sense.

Two solutions:

ADAPT the jokes creatively rather than simply translating. ADD EMPHASIS if it is not clear that something is being said in a joking manner.

When it is impossible to find a satisfactory solution, consider DROPPING the joke altogether and conveying any information in a more straightforward way. It is better to have a flatter copy than one which sounds strange or does not make sense.

5.4 Voice video considerations

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

Successful Techniques for Voicing Video Content

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

5.4.1 Video voice checklist

5.4.1.1 Topic and Script

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

5.4.1.2 Title

- *Includes the intent*
- *Includes keywords for search*

5.4.1.3 Intro: 10 Seconds to Set up the Issue

- *Put the problem into a relatable context*

5.4.1.4 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*

5.4.1.5 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*

5.4.1.6 Ending

- *Recaps are unnecessary*

5.4.2 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.


Always check the appropriate tone and level of formality with your Microsoft Product Group contact, who in turn will liaise with the appropriate sub contact.

Check to see whether a regional variant of Te Reo Māori is required depending on the target audience.

5.4.3 English pronunciation

5.4.3.1 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.

Example	Phonetics	Comment
Skype	[skaip] 	With few exceptions most product names are pronounced in Māori as in English.

Acronyms and Abbreviations

Abbreviations are pronounced letter by letter, using the English pronunciation e.g. ICMP, URL, XML, TT.

5.4.3.2 URLs

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

"www" should be pronounced as in English.

The "dot" should be omitted, but can also be read out.

En Dash (–) may be used to emphasize an isolated element. It should be pronounced as a comma, i.e. as a short pause.

Punctuation Marks

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