Tamil Localization Style Guide

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1 Welcome

Welcome to the *Microsoft Localization Style Guide* for Tamil. This guide will help you understand how to localize Tamil content in a way that best reflects the Microsoft voice.

Before you dive in:

- Make sure you understand the key tenants of the [Microsoft voice](#).
- Familiarize yourself with the recommended [style references](#) in Tamil.

1.1 Reference material

Unless this style guide or [Microsoft Terminology - Globalization | Microsoft Learn](#) 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.

Arden, A.H. (1891) A progressive Grammar of the Tamil Language. Madras: Christian Literature society.

 Lehmann, Thomas (1989) A grammar of Modern Tamil. Pondicherry: Pondicherry Institute of Linguistics and Culture.

Subramaniyan, P,R. (Ed.) (2001) tamil nataik kaiyetu (Tamil Style Manual) Chennai: Mozhi

Subramaniyan, P,R. (Ed.) (2005) Col vazakkuk kaiyetu (A Usage Manual for Contemporary Tamil words) Chennai: Mozhi

Informative References

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

Chidambaranatha Chettiar (Ed.) (1965) English- Tamil Dictionary. Madras: University of Madras.

Ramakrishnan, S. (Ed.) 2008 Cre-A (Kiriyaavin tarkaalat tamiz akaraati), Chennai: Cre-A.

Srinivasan, S. (Ed.) (2000) kanipporik kalaiccol akarati. chennai: valartamiz manram (Anna University)

Manavai Mustsfa (2002) Kaninin Kalanjiyap Peragarathi (Computer Encyclopedic Tamil Dictionary) Chennai: Manavai Publication.

Antopeter, M. (2001) Kanini Kalaichorkal, Chennai, Karpagam Puthagalayam

Ray, Jayanta: A REVIEW OF TERMINOLOGICAL WORK BEING DONE IN INDIAN LANGUAGES Term banks for tomorrow's world: Translating and the Computer

4.Proceedings of a conference ... 11-12 November 1982, ed. Barbara Snell. (London: Aslib, 1983)

Tamil Virtual University Technical Kalaichol Peragarathigal

http://en.wikipedia.org/wiki/Tamil_language

https://ta.oxforddictionaries.com/

Microsoft User Interface Reference

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

2 Microsoft voice

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The design renaissance across Microsoft products, services, and experiences hinges on crisp simplicity.

Three principles form the foundation of our voice:

- **Warm and relaxed**: We're natural. Less formal, more grounded in honest conversations. Occasionally, we're fun. (We know when to celebrate.)
- **Crisp and clear**: We're to the point. We write for scanning first, reading second. We make it simple above all.
- **Ready to lend a hand**: We show customers we're on their side. We anticipate their real needs and offer great information at just the right time.

The Microsoft voice targets a broad set of users from technology enthusiasts and casual computer users. Although content might be different for different audiences, the principles of Microsoft voice are the same. However, Microsoft voice also means keeping the audience in mind. Choose the right words for the audience: use technical terms for technical audiences, but for consumers use common words and phrases instead.

These key elements of Microsoft voice should also extend across Microsoft content for all language locales. For each language, the specific choices in style and tone that produce Microsoft voice are different. The following guidelines are relevant for US English and for many other languages.

Guidelines

Keep the following guidelines in mind:

- Write short, easy-to-read sentences.
- Avoid passive voice—it is difficult to read and understand quickly.

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

2.1 Choices that reflect Microsoft voice

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

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

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

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

2.1.1 Word choice

Terminology

Use approved terminology from [Microsoft Terminology - Globalization | Microsoft Learn](#), for example for key terms, technical terms, and product names

Glossaries

[Microsoft Terminology - Globalization | Microsoft Learn](#)

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 *app* instead of *application* or *program*.
Pick, choose	Use *pick* in more fun, less formal or light-weight situations ("pick a color," not "choose a color") and *choose* for more formal situations (don't use *select* unless necessary for the UI).
Drive	For general reference to any drive type (hard drive, external hard drive, etc.). Use specific drive type if necessary.
Get	Fine to use as a synonym for "obtain" or "come into possession of" but should be avoided for other general meanings.
Info	Use in most situations unless *information* better fits the context. Use *info* when you point the reader elsewhere ("for more info, see <link>").
PC	Use for personal computing devices. Use *computer* for situations about PCs and Macs.
You	Address the user as *you*, 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 *you*, go to the section Pronouns.

Make sure to adhere to approved terminology - do not use different target terms for already established and approved terms.

The following short words and everyday words are to be used to convey the ta-IN Microsoft voice.

en-US source term	ta-IN target term	ta-IN word usage
E.g.	எ.கா	Use for "எடுத்துக்காட்டு"

You	நீங்கள்	Address the user as நீங்கள், directly or indirectly
Contact us	தொடர்புக்கு:	Use for "to contact us"

2.1.2 Words and phrases to avoid

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

en-US word/phrase to avoid	Preferred en-US word/phrase
Achieve	*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*
Suitable	*Works well*
Terminate	*End*
Toggle	*Switch*
Utilize	*Use*

For Tamil Microsoft voice, avoid using formal words and expressions listed in the table. Use less formal variants provided below.

en-US source	ta-IN old word/phrase	ta-IN new word/phrase
Can be done	செய்யக்கூடியதாக இருக்கும்	செய்யலாம்
Necessary	அத்தியாவசியமானது	தேவை
Set as hidden	மறைந்ததாக அமைக்கப்பட்டிருந்தால்	மறைந்ததாக அமை

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	ta-IN target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	கடவுச்சொல் தவறு. மீண்டும் முயற்சிக்கவும். கடவுச்சொற்கள் எழுத்து-உணரும் தன்மை கொண்டவை.	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.	இந்தத் தயாரிப்பின் குறியீடு இயங்கவில்லை. சரிபார்த்து மீண்டும் முயற்சிக்கவும்.	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	பயன்படுத்த தயார்	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	தொடர விரும்புகிறீர்களா?	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.	உங்களுடைய கணினிக்கு உங்கள் விருப்பப்படி பெயரிடவும். பின்னணி நிறத்தை மாற்ற விரும்பினால், கணினி அமைப்புகளில் அதிக மாறுபாட்டை அணைக்கவும்.	Address the user directly using second person pronoun to take the necessary action.

2.2.2 Promoting a feature

US English	ta-IN target	Explanation
Picture password is a new way to help you protect your	உங்கள் தொடுதிரை கணினியைப் பாதுகாக்க, படக் கடவுச்சொல் ஒரு புதிய வழியாகும். உங்களுக்கான	Promoting a specific feature with the use of

US English	ta-IN target	Explanation
touchscreen PC. You choose the picture—and the gestures you use with it—to create a password that's uniquely yours.	பிரத்யேக கடவுச்சொல்லை உருவாக்க, படத்தையும், அதனுடன் பயன்படுத்தும் அசைவுகளையும் தேர்வுசெய்யவும்	em-dash to emphasis the specific requirements to enable the feature which in this case is picture password.
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	உங்கள் கணினியின் இருப்பிடம், பெயர், கணக்குப் படம் மற்றும் பிற டொமைன் தகவலின் அடிப்படையில் தனிப்பயனாக்கப்பட்ட உள்ளடக்கத்தைப் பயன்பாடுகள் உங்களுக்கு வழங்கும்.	Promoting the use of apps. Depending on the context of the string we can add some more familiarity to the text by using everyday words for e.g. PC.

2.2.3 Providing how-to guidelines

US English	ta-IN target	Explanation
To go back and save your work, click Cancel and finish what you need to.	திரும்பிச் சென்று உங்கள் பணியைச் சேமிக்க, ரத்து என்பதைக் கிளிக் செய்து செய்ய வேண்டியதை முடிக்கவும்.	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.	உங்கள் நடப்பு படக் கடவுச்சொல்லை உறுதிப்படுத்த, ரீப்ளேயைப் பார்த்து உங்கள் படத்தில் காட்டப்பட்டிருக்கும் எடுத்துகாட்டு அசைவுகளைக் கண்டறியவும்.	Voice is simple and natural. The user isn't overloaded with information; we tell them only what they need to know to make a decision.
It's time to enter the product key. When you	தயாரிப்பு குறியீட்டை உள்ளிடுவதற்கான நேரம்	Speak to the user directly and naturally

US English	ta-IN target	Explanation
connect to the Internet, we'll activate Windows for you.	வந்துவிட்டது. நீங்கள் இணையத்துடன் இணைக்கும்போது உங்களுக்காக Windows -ஐ செயல்படுத்துவோம்.	using second person pronoun "you" on clear actions to enter the product key.

2.2.4 Explanatory text and providing support

US English	ta-IN target	Explanation
The updates are installed, but Windows Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	புதுப்பிப்புகள் நிறுவப்பட்டன,ஆனால் அவை வேலை செய்ய Windows அமைவு மீண்டும் துவக்கப்பட வேண்டும். அதற்குப் பிறகு, விட்ட இடத்திலிருந்து தொடருவோம்.	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.	நீங்கள் இப்போது மீண்டும் துவக்கினால்,நீங்களோ அல்லது இந்த கணினியைப் பயன்படுத்தும் வேறு நபரோ சேமிக்காத பணியை இழக்க நேரிடும்.	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.	தவறான அல்லது தொலைந்த பண்புகளை நீங்கள் சரிசெய்தபிறகு இந்த ஆவணமானது தானாகவே சரியான நூலகம் மற்றும் கோப்புறைக்கு நகர்த்தப்படும்.	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.	மோசமாக ஒன்று நடந்தது! உங்களுக்கான துவக்கப்படக்கூடிய USB ஃபிளாஷ் டிரைவை உருவாக்குவதற்கு பதிவிறக்கப்பட்ட கோப்புகளை கண்டறியமுடியவில்லை	Without complexity and using short sentences inform the user what has happened.

3 Inclusive language

Microsoft technology reaches every part of the globe, so it's critical that all our communications are inclusive and diverse. These guidelines provide examples on how to use inclusive language and avoid habits that may unintentionally lead to marginalization, offense, misrepresentation, or the perpetuation of stereotypes.

General guidelines

Comply with local language laws.

Use plain language. Use straightforward, concrete, and familiar words. Plain and accessible language will help people of all learning levels and abilities. Some examples include using a two-syllable word over a three-syllable word or several clear words instead of one complicated term or concept.

Be mindful when you refer to various parts of the world. If you name cities, countries, or regions in examples, make sure they're not politically disputed. In examples that refer to several regions, use equivalent references—for example, don't mix countries with states or continents.

In text and images, represent diverse perspectives and circumstances. Depict a variety of people from all walks of life participating fully in activities. Show people in a wide variety of professions, educational settings, locales, and economic settings.

Don't generalize or stereotype people by region, culture, age, or gender, not even if the stereotype is positive. For example, when representing job roles, choose names that reflect a variety of gender identities and cultural backgrounds.

Don't use profane or derogatory terms.

Don't use slang that could be considered cultural appropriation.

Don't use terms that may carry unconscious racial bias or terms associated with military actions, politics, or controversial historical events and eras.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
primary/subordinate	master/slave	முதன்மை/துணை நிலை	தலைமை/அடிமை
stop responding	hang	பதிலளிப்பதை நிறுத்தவும்	பதிலளிக்காதே
expert	guru	நிபுணர்	வித்தகர்
meeting	pow wow	கலந்துரையாடல்	அரட்டையடித்தல்
colleagues; everyone; all	guys; ladies and gentlemen	சக பணியாளர்கள்; அனைவருக்கும்;	நண்பர்களே, நண்பிகளே, பெரியோர்களே
lunch and learn; learning session	brown bag session	உணவு இடைவேளை	சாப்பாட்டு நேரம்
parent	mother or father	பெற்றோர்	அப்பா அல்லது அம்மா

3.1 Avoid gender bias

Use gender-neutral alternatives for common terms. Avoid the use of compounds containing gender-specific terms (*அவன், அவள்,* etc.).

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

Use this	Not this	Comments
		Target examples
நபர்	ஆண்	Generic term which can be used for all genders; not gender-biased.
நபர்	பெண்	Generic term which can be used for all genders; not gender-biased.
அவர்	அவன்	Generic term which can be used for all genders; not gender-biased.

அவர்	அவள்	Generic term which can be used for all genders; not gender-biased.
இவர்	இவன்	Generic term which can be used for all genders; not gender-biased.
இவர்	இவள்	Generic term which can be used for all genders; not gender-biased.

When presenting generalization, use plural noun forms (for example, மக்கள், தனிநபர், மாணவர்கள், தலைவர்கள், etc.).

Don't use gendered pronouns (அவன், அவள், அவனுடைய, அவளுடைய.) in generic references. Instead:

- Rewrite to use the second or third person (*நீங்கள் அல்லது அவர்*).
- Rewrite the sentence to have a plural noun and pronoun.
- Use articles instead of a pronoun (for example, **அந்த ஆவணம்** instead of **அவருடைய ஆவணம்**).
- Refer to a person's role (**வாசிப்பாளர்**, **பணியாளர்**, **வாடிக்கையாளர்**, **உரிமையாளர்**, for example).
- Use *தனிநபர்.*

Use this	Not this	Use this	Not this
English examples		**Target examples**	
A user with the appropriate rights can set other users' passwords.	If the user has the appropriate rights, he can set other users' passwords.	முறையான உரிமைகளைக் கொண்ட ஒரு பயனர், மற்ற பயனர்களின் கடவுச்சொற்களை அமைக்கலாம்.	ஒரு பயனர் முறையான உரிமைகளைக் கொண்டிருந்தால், அவனால் மற்ற பயனர்களின் கடவுச்சொற்களை அமைக்க முடியும்.
Developers need access to servers in their development environments, but they don't need access	A developer needs access to servers in his development environment, but he doesn't need	டெவலப்பர்களுக்கு அவர்களின் மேம்பாட்டு சூழல்களில் உள்ள சேவையகங்களுக்கான அணுகல் தேவை, எனினும் அவர்களுக்கு Azure இல் உள்ள சேவையகங்களுக்கான	ஒரு டெவலப்பருக்கு அவரது மேம்பாட்டு சூழலில் உள்ள சேவையகங்களுக்கான அணுகல் தேவை, ஆனால் அவனுக்கு Azure இல் உள்ள சேவையகங்களுக்கான

to the servers in Azure.	access to the servers in Azure.	அணுகல் தேவையில்லை.	அணுகல் தேவையில்லை.
To call someone, select the person's name, select Make a phone call, and then choose the number you'd like to dial.	To call someone, select his name, select Make a phone call, and then select his number.	ஒருவரை அழைக்க, அவரின் பெயரைத் தேர்ந்தெடுத்து, தொலைபேசி தேர்ந்தெடுத்து, பின்னர் நீங்கள் டயல் செய்ய விரும்பும் எண்ணைத் தேர்ந்தெடுக்கவும்.	ஒருவனை அழைக்க, அவன் பெயரைத் தேர்ந்தெடுத்து, தொலைபேசி அழைப்பைத் தேர்ந்தெடுக்கவும், பின்னர் அவன் நம்பரைத் தேர்ந்தெடுக்கவும்.

3.2 Accessibility

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

Focus on people, not disabilities. Don't use words that imply pity, such as *பார்வையற்றவர்*. Don't mention a disability unless it's relevant.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
person with a disability	handicapped	மாற்றுத்திறனாளி	ஊனமுற்றோர்
person without a disability	normal person; healthy person	மாற்றுத்திறனாளி அல்லாதவர்	ஆரோக்கியமானவர்

Use generic verbs that apply to all input methods and devices. In procedures and instructions, avoid verbs that don't make sense with alternative input methods used for accessibility.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
Select	Click	தேர்ந்தெடுக்கவும்	கிளிக் செய்யவும்

Keep paragraphs short and sentence structure simple—aim for one verb per sentence. Read text aloud and imagine it spoken by a screen reader.

Spell out words like மற்றும், கூடுதலாக, மேலும்=, *தோராயமாக* Screen readers can misread text that uses special characters like the ampersand (&), plus sign (+), and tilde (~).

4   Language-specific standards

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

4.1   Grammar, syntax, and orthographic standards

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

4.1.1   Abbreviations

Common Abbreviations

You might need to abbreviate some words in the UI (mainly buttons or options names) due to lack of space, even though, in most of cases, abbreviations are not recommended in Tamil. Here are some common examples:

Expression	Acceptable Abbreviation
எடுத்துக்காட்டு	எ.கா. or எ.டு.
உதாரணம்	உ.ம்
பக்கம்	ப. or பக்.
வரிசை எண்	வ.எண்
தமிழ்நாடு	த.நா.

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). In Tamil language there is no genuine Acronym. Tamil language uses the transliterated form of the corresponding English acronyms.

Localized Acronyms

Article I. (+) சார்க் "சவுத் ஏசியன் அசோசிசன் பார் ரிஜினல் கார்பரேசன்" "SAARC"

Article II. (+) யூனஸ்கோ "யூனிட்டெட் நேஷனல் எஜுகேஷனல் சொசைட்டி அண்டு கல்ச்சுரல் ஆர்கனைசேஷன்" "UNESCO"

Article III. (+) வாட் "வேல்யு ஆடெட் டாக்ஸ்" "VAT"

Article IV. (+) நாட்டோ "நார்த் அட்லான்டிக் ட்ரீட்டி ஆர்கனைசேஷன்" "NATO"

Article V. (+) இஸ்ரோ "இண்டியன் ஸ்பேஸ் ரிசர்ச் ஆர்கனைசேஷன்" "ISRO"

Article VI. (+) லேன் "லோக்கல் ஏரியா நெட்வொர்க்" "LAN"

Article VII. (+) எய்ட்ஸ் "அக்கொயர்டு இம்யூன் டிபிசியன்ஸி சின்ட்ரோம்" "AIDS"

Article VIII. (+) மேன் "மெட்ரோபொலிடன் ஏரியா நெட்வொர்க்" "MAN"

Article IX. (+) வேன் "வைடு ஏரியா நெட்வொர்க்" "WAN"

Unlocalized Acronyms

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

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

1. ANSI (American National Standards Institute)
2. ISO (International Standards Organization)

Caution: Do not include a generic term after an acronym or abbreviation if one of the letters in the acronym stands for that term. Even though this might occur in the US-English version, it should be "corrected" in the localized version. The following examples show the redundancy in red for English terms.

- (-) HTML language
- (-) TCP/IP-Protocol
- (-) PIN Number

4.1.3 Adjectives

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

Adjectives are Tamil words that give attributes to nouns, extending their definitions. Following are some of the examples of adjectives:

English example	Tamil example
non-member	(+) உறுப்பினர் இல்லாதவர்
undefined	(+) வரையறுக்கப்படாதவை
invisible	(+) புலனாகாத
unavailable	(+) கிடைக்காத

Possessive adjectives

The frequent use of possessives is a feature of English language. However, in Tamil possessive adjectives are handled in the following way:

according to the context, possessive adjectives are translated or ignored.

Examples:

Input your password.

(+) கடவுச்சொல்லை உள்ளிடவும். (Possessive adjective ignored in translation)

Do you want to delete the files from your hard disk?

(+) உங்கள் நிலைவட்டில் உள்ள கோப்புகளை நீக்க விரும்புகிறீர்களா? (Possessive adjective usedin translation)

4.1.4 Articles

General considerations

English articles, "A," "An," "The," are mostly translated as ஒரு, ஓர் in Tamil. But translating the Articles in Tamil language is not necessary in all circumstances. It should be translated wisely.

For example, "An apple was eaten by the baby" is better translated as "ஆப்பிளை குழந்தை தின்றது" leaving the article in the translation.

Sandhi Grammar
Sandhi grammar is a literary convention that is optional in translation. In most cases, it does not affect the meaning or intent of the content. It can also help to reduce character count in button strings, UI, etc. Therefore, the translator may decide to use sandhi, taking into account the specific context of the translation. For example, 'படத்தைப் பதிவிறக்கம் செய்யவும்' can be 'படத்தை பதிவிறக்கம் செய்யவும்'.

Unlocalized Feature Names

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

Source: What's new in Microsoft 365?

Translation: (+) Microsoft 365 -இல் புதிது என்ன?

Localized Feature Names

Some feature names are localized/transliterated according to the guidelines specified by Microsoft.

Example:

English: Microsoft Defender Application Guard

Tamil: (+) Microsoft Defender பயன்பாட்டுப் பாதுகாப்பான்

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 Tamil language? Names, trademarks, and product names are to be considered as proper nouns.
- Analogy: Is there an equivalent Tamil term whose article could be used?
- Frequency: Is the term used in other technical documentation? If so, what article is used most often?

The internet may be a helpful reference here.

Please always consult [Microsoft Terminology - Globalization | Microsoft Learn](#) to confirm the user of a new loan word and its proper article to avoid inconsistencies.

Example:

Menu - (+) மெனு

"Menu" is transliterated as there is no direct Tamil equivalent available.

Few other similar terms—Click, Slide, Audio, Video, Multimedia, etc.

4.1.5 Compounds

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

Compounding is one of the important grammatical features in Tamil for word formation. The usual word formation process is that nouns are freely combined with other nouns.

Example:

Noun-noun compounds

சேவையகம் (Server) +சான்றிதழ் (Certificate) = சேவையகச் சான்றிதழ் (Server Certificate)

தரவு (Data) + அடித்தளம் (Base) = தரவுத்தளம் (Database)

வலை (Web) + இடம் (Site) = வலைத்தளம் (Website)

Verb-noun compounds

கட(Pass)+ சொல் (Word)= கடவுச்சொல் (Password)

Noun-verb compounds

பக்கம் (Page) + முறி (Break) = பக்க முறிப்பு (Page Break)

Compounds with Product or Component Names

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 is not appropriate, you need to create a periphrastic construction.

Note: n/a

English example	Tamil example
Windows password	(+) Windows கடவுச்சொல்
Microsoft Word document	(+) Microsoft Word ஆவணம்
Microsoft SQL Server Database	(+) Microsoft SQL Server தரவுத்தளம்

4.1.6 Conjunctions

For en-US Microsoft voice, use of conjunctions is another way to help convey a conversational tone. Starting a sentence with a conjunction can be used to convey an informal tone and style.

In ta-IN, Microsoft voice can be conveyed through the use of conjunctions. Following conjunctions are to be used to convey the ta-IN Microsoft voice:

en-US source text	ta-IN old use of conjunctions	ta-IN new use of conjunctions
Because of these features in the product, old content will not be displayed clearly.	இந்தத் தயாரிப்பு அம்சங்களைப் பெறுகின்ற பட்சத்தில், பழைய உள்ளடக்கம் சரியாக காட்சிப்படுத்தாமல் போகக்கூடிய ஆபத்து உள்ளது.	தயாரிப்பிலுள்ள இந்த அம்சங்கள் காரணமாக, பழைய உள்ளடக்கம் சரியாக தெரியாது.

This is not suitable to Windows 11, however let us see it.	இது Windows 11 க்குப் பொருத்தமில்லாமல் இருந்தாலும் கூட, அதைப்பற்றிப் பார்ப்போம்.	இது *Windows 11* க்குப் பொருத்தமில்லை, எனினும் அதைப் பார்ப்போம்.
Though this feature is in activation, the website is not updated.	இந்த அம்சம் இயக்கத்திலுள்ளது. ஆனால் வலைத்தளம் புதுப்பிக்கப்படவில்லை.	இந்த அம்சம் இயக்கத்தில் இருந்தும், வலைத்தளம் புதுப்பிக்கப்படவில்லை.

4.1.7 Gender

Gender differences need to be handled as follows in Tamil language:

Instead of using phrases which mention the two genders separately, general term that includes both genders such as "பயனர்," "நபர்," or "பணியாளர்கள்" should be used.

Different genders used in Tamil: அவன், அவள், அது. But it is recommended to avoid 'அவன்' or 'அவள்' in Tamil.

Neutral word to avoid gender differences: அவர்

4.1.8 Genitive

In grammar, genitive is the grammatical case that marks a noun as modifying another noun. It often marks a noun as being the possessor of another noun, but it can also indicate various relationships other than possession; certain verbs may take arguments in the genitive case; and it may have adverbial uses.

In Tamil language, genitives are created by adding Suffixes to the end of a noun.

Example genitives in Tamil: உடைய, இதனுடைய, இனுடைய

என்னுடைய புத்தகம் (My book)

But, for shorter translation and better readability, uncomplicated forms, i.e., like இதன், அதன், எனது are used.

4.1.9 Localizing colloquialism, idioms, and metaphors

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

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

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

en-US source	Tamil target
Hi	ஹாய்
Hello	ஹலோ/வணக்கம்

4.1.10 Modifiers

In grammar, a modifier is an optional element in phrase structure or clause structure; the removal of the modifier typically doesn't affect the grammaticality of the construction. Modifiers can be a word, a phrase, or an entire clause. Semantically, modifiers describe and provide more accurate definitional meaning for another element.

In Tamil language, modifiers are used to stress the verb, nature of the word. It is used in the same way as in English language.

4.1.11 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 Tamil language.

Example:

English example	Tamil example
Delete it from server.	(+) சேவையகத்தில் இருந்து இதை நீக்கு
Enter a password to log into the server	(+) சேவையகத்திற்குள் கடவுச்சொல்லை உள்ளீடு
DNS cannot resolve the server IP address	(+) சேவையகம் IP முகவரியை DNS தீர்வு செய்யாது
Verify the name of the server's certificate	(+) சேவையகத்தின் சான்றிதழ் பெயரைச் சரிபார்

Inflection

Most of the technical words are translated into the Tamil words and loan words also function as Tamil words. Therefore, there is no problem with the inflection category. There may be a few exceptions.

Example for exceptional inflection in Tamil:

Use this theme—(-) இந்த தீமை பயன்படுத்து—(+) இந்த தீம்-ஐப் பயன்படுத்து

The above issue can be overcome by changing the translation for Theme or by other methods.

Plural Formation

Tamil words are converted into its plural form by adding "கள்" (kal) at the end of the word, similar to "s" in English. Last letter(s) of the word will be changed in same places when it is converted into plural form. But in some cases, particularly to mention the time periods, plural forms can be translated as a singular.

The examples below show how translations are represented in plural form.

English example	Tamil example
Client—Clients	பயனகம் - பயனகங்கள்

English example	Tamil example
Website—Websites	வலைதளம் - வலைதளங்கள்
Download—Downloads	பதிவிறக்கம் - பதிவிறக்கங்கள்
Proxys	பதிலி - பதிலிகள்
Administrators	நிர்வாகி - நிர்வாகிகள்
Ten hours drive	பத்து மணிநேர வாகன ஓட்டம்

4.1.12 Prepositions

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

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.

US Expression	Tamil Expression
Migrate from …	இதிலிருந்து இடம்பெயர் ..
import to …	இதற்கு இறக்கு …
upgrade to …	இதற்கு மேம்படுத்து …
… in the toolbar	கருவிப்பட்டியில் …
… on the Internet	இணையத்தில் …

4.1.13 Pronouns

Pronouns are used as equivalent to the source. Tamil pronouns include personal pronouns (refer to the persons speaking, the persons spoken to, or the persons or things spoken about), indefinite pronouns, relative pronouns (connect parts of sentences) and reciprocal or reflexive pronouns (in which the object of a verb is being acted on by verb's subject).

en_US	ta-IN correct example	ta-IN incorrect example
He	அவர்	அவன்
She	அவர்	அவள்
We	நாம்/நாங்கள்	-
It	அது	-
They	அவை/அவர்கள்	-
You	நீங்கள்/உங்கள்	நீ/உனக்கு

4.1.14 Punctuation

Tamil language is following the general punctuation characters and rules which are applicable to English language.

Comma

Comma is used as a separator when several names or items are written consecutively and also short pauses.

Example: நீங்கள் வெளியிட்டிருந்த நகைச்சுவைத் துணுக்குகளைப் படித்தேன், ரசித்தேன், சிரித்தேன்.

Colon

(:) colon informs that what follows proves, clarifies, explains, or simply enumerates elements of what is referred. Do not use colons to inappropriate places.

Example: கல்வி அமைச்சர்: எல்லாப் பள்ளிகளுக்கும் கணினி வழங்கப்படும்.

Dashes and Hyphens

Three different dash characters are used in English, but Tamil language uses only hyphen in all places:

Hyphen

The hyphen is used to divide words between syllables, to link parts of a compound word, and to connect the parts of an inverted or imperative verb form. In Tamil language, sometimes we need to use hyphen to connect a loan word where suffix is required.

Example:

1. அவன் முடிவெடுத்தான் - எந்த நிலையிலும் தன் பெற்றோரின் பணத்தைப் பயன்படுத்தக்கூடாது என்று.

2. Microsoft Office Online -இலிருந்து உதவியை ஏற்றுகிறது (Loading help from Microsoft Office Online)

3. பக்கங்கள்: 1-10 (Pages: 1-10)

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*.

Example: 1, 2, 3...

Period

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.

Usage of period in Tamil language, is same as English.

(+) அவன் சென்னைக்கு வந்தான்.

(+) த.இ.ப – தமிழ் இணைய பல்கலைக்கழகம்

Quotation Marks

In US source strings, you may find software references surrounded by English quotation marks, same also applies to Tamil language.

"" used to denote either speech or a quotation.

'' used to denote either speech or a quotation.

Example: (+) இன்று "பொங்கல் திருநாள்"

Parentheses

In English, there is no space between the parentheses and the text inside them. Tamil language also uses the parentheses in the same way. Sometimes in a sentence Parentheses are used to explain something related to the message but not with the sentence will be given in the parenthesis.

Example:

(+) அன்னி ஊட் பெசண்ட் (அக்டோபர் 1, 1847 – செப்டம்பர் 20, 1933) பெண் விடுதலைக்காகப் போராடியவர், எழுத்தாளர், பேச்சாளர். Here the birth and death date of the person who is narrated in the sentence is given in parentheses.

4.1.15 Sentence fragments

For the Microsoft voice, use of sentence fragments helps convey a conversational tone. They are used whenever possible as they are short and to the point.

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

The following sentence fragments are to be used to convey the ta-IN Microsoft voice.

en-US source text	ta-IN long form	ta-IN sentence fragment
Use the following steps	இதைச் செய்வதற்கு பின்வரும் படிகளைப் பயன்படுத்தவும்	செய்வது எப்படி: பின்வரும் படிகளைப் பயன்படுத்தவும்
Click this link to see details	விபரங்களைக் காண இந்த இணைப்பைக் கிளிக் செய்யவும்	விபரங்களுக்கு: இணைப்பைக் கிளிக் செய்யவும்
Following examples for this:	இவற்றுக்கான எடுத்துக்காட்டுகள் வருமாறு:	எடுத்துக்காட்டுகள்:

4.1.16 Subjunctive

In grammar, the subjunctive mood is a verb mood typically used in subordinate clauses to express a wish, emotion, possibility, judgment, opinion, necessity, or action that has not yet occurred. It is sometimes referred to as the conjunctive mood, as it often follows a conjunction.

Tamil language usually does not have any separate subjunctive forms.

4.1.17 Symbols & non-breaking 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. This needs to be followed as per the available Tamil equivalent.

Source: To continue, select ü

Translation: (+) தொடர்வதற்கு ü ஐத் தேர்ந்தெடுங்கள்

Non-breaking spaces need to be used whenever regular spacing is not possible or not usable such as html pages.

Normal usage: (+) Microsoft மொழி இடைமுகத் தொகுப்பு

HTML page: (+) Microsoft மொழி இடைமுகத் தொகுப்பு

Where   represents non-breaking space.

4.1.18 Verbs

For US English Microsoft voice, verb tense helps to convey the clarity of Microsoft voice. Simple tenses are used. The easiest tense to understand is the simple present, like we use in this guide. Avoid future tense unless you are describing something that will really happen in the future and the simple present tense is inapplicable. Use simple past tense when you describe events that have already happened.

Verbs should be consistently translated in Tamil according to the existing grammar rules. Verbs for Tamil will be usually carried over to the end of the sentence.

English example	Tamil example
Delete a file?	(+) கோப்பை நீக்க வேண்டுமா?
Print a file	(+) கோப்பை அச்சிடு

Continuous operations are usually expressed in English with a gerund, which is to be followed as per the English context. This usually comes as titles on how to do a task in UA part of the product.

English example	Tamil example
Connecting to a network	(+) பிணையத்துடன் இணைத்தல் (-) பிணையத்துடன் இணைக்கிறது

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 Tamil, using idiomatic syntax and terminology, while at the same time maintaining a high level of terminological consistency, so as to guarantee the maximum user experience and usability for our customers.

5.1 Accessibility

Accessibility options and programs are designed to make the computer usable by people with cognitive, hearing, physical, or visual disabilities.

Hardware and software components engage a flexible, customizable user interface, alternative input and output methods, and greater exposure of screen elements. Some accessible products and services may not be available in Tamil-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™).

For Tamil, we usually do not translate any product and feature names until and otherwise the particular product or feature is localized with their names. This should be followed for application names too.

Version Numbers

Whether it is Microsoft or Skype, version numbers always contain a period (e.g. Version 4.2). Please note the following punctuation examples of "Version x.x":

US English	ta-IN target
Version 4.2	பதிப்பு 4.2

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.

Example:

US English	ta-IN target
© 2023 Microsoft Corporation. All rights reserved.	Please refer to [Microsoft Terminology - Globalization | Microsoft Learn](#) to check the correct translations "All rights reserved" and "Microsoft Corporation".

5.3 Trademarks

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

5.4 Software considerations

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

5.4.1 Arrow keys

The arrow keys move input focus among the controls within a group. Pressing the right arrow key moves input focus to the next control in tab order, whereas pressing the left arrow moves input focus to the previous control. Home, End, Up, and Down also have their expected behavior within a group. Users can't navigate out of a control group using arrow keys.

5.4.2 Error messages

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

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

English term	Correct Tamil translation
Something went wrong.	ஏதோ தவறாகிவிட்டது
Not enough memory to process this command.	இந்தக் கட்டளையை இயக்கப் போதுமான நினைவகம் இல்லை.

Tamil 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.

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	Comment
Cannot … Could not …	(+) … முடியாது முடியவில்லை	File cannot be found File could not be found	Those constructions usually being used for "unable to affect an outcome."
Failed to … Failure of …	(+)… தோல்வியுற்றது	Failed to connect Failed of connect	
Cannot find … Could not find … Unable to find … Unable to locate …	(+)…கண்டறிய முடியவில்லை	Cannot find driver software Could not find driver software Unable to find driver software	

		Unable to locate driver software	
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	(+) போதுமான நினைவகம் இல்லை	No sufficient memory on disk Not enough memory on disk No enough memory is available on disk	
… is not available … is unavailable	(+)… கிடைக்கவில்லை	… enough space is not available … enough space is unavailable	

Error Messages Containing Placeholders

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

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

%c means <letter>

%s means <string>

Examples of error messages containing placeholders:

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

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

Example:

English example	Message User will see	Tamil example
Replace invalid %s?	Replace invalid data? Replace invalid file?	(+) செல்லாத %s ஐ இடமாற்றவா?

English example	Message User will see	Tamil example
%s already exists	File already exists Name already exists	(+) %s முன்பே இருக்கிறது
%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 என்பவர் தற்போது உங்களுடைய தனிப்பட்ட தொடர்பாக சேர்க்கப்பட்டுள்ளார்.
%s stopped working and was closed	The application stopped working and was closed The program stopped working and was closed	(+) %s ஆனது செயல்படுவதை நிறுத்தியது, மேலும் அது மூடப்பட்டது

5.4.3 Numeric keypad

It is recommended that you avoid distinguishing numeric keypad keys from the other keys, unless it is required by a given application. If it is not obvious which keys need to be pressed, provide necessary explanations.

5.4.4 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	Tamil Key Name
Alt	Alt
Backspace	Backspace
Break	Break
Caps Lock	Caps Lock

English Key Name	Tamil Key Name
Ctrl	Control
Delete	Delete
Down Arrow	கீழ் அம்பு
End	End
Enter	Enter
Esc	Escape
Home	Home
Insert	Insert
Left Arrow	இடது அம்பு
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	வலது அம்பு
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	ஸ்பேஸ்பார்
Tab	Tab
Up Arrow	மேல் அம்பு
Windows key	Windows விசை
Menu Key	மெனு விசை
Print Screen	Print Screen

5.4.5 Keyboard shortcuts

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

Examples:
<u>N</u>ew
<u>C</u>ancel
<u>O</u>ptions

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

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	There is no slim character available in Tamil.
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	No	Tamil characters are actually in the range 0B80–0BFF.
An additional letter, appearing between brackets after item name, can be used as keyboard shortcuts	No	
A number, appearing between brackets after item name, can be used as keyboard shortcut	Yes	
A punctuation sign, appearing between brackets	No	

after item name, can be used as keyboard shortcut		
Duplicate keyboard shortcuts are allowed when no other character is available	Yes	In general, there should not be duplicate keyboard shortcuts, but if there is no option left out other than duplication, it is done with prior approval.
No keyboard shortcut is assigned when no more characters are available (minor options only)	No	Keyboard shortcuts are sometimes assigned to invalid keyboard shortcut chars also when there is not valid keyboard shortcut available.

Keyboard shortcuts localization for Tamil

The format of the keyboard layout used for Tamil is called Tamil 99 set by the Tamil Nadu Govt.

But other keyboard layouts which are used are InScript format(used for soft keyboard versions) and Bamini format (soft keyboard/software version used overseas—SriLanka, UK, US).
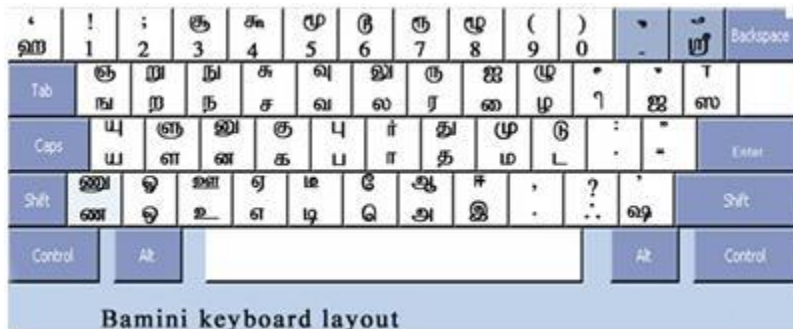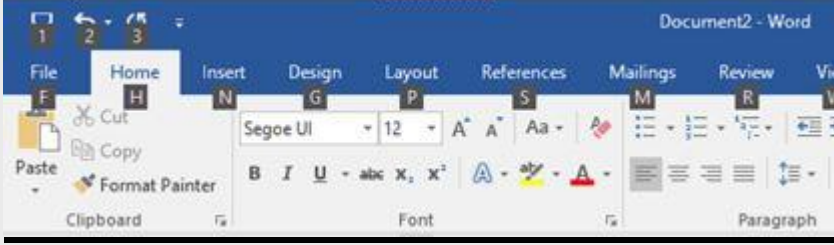
TAMIL 99

INSCRIPT

BAMINI

Bamini keyboard layout

Suggestion: NOT TO LOCALIZE

- Having Tamil99 and InScript equally used for Tamil Keyboard, there is no point localizing the keyboard shortcuts for Tamil. Moreover, the use of Tamil Keyboards or Stickers is still not popular.
- There has been considerable growth in use of Tamil keyboards. But it is mostly used in DTP (Desktop publishing) companies, Tamil Internet companies etc and not end users.
- Even in the schools (rural), the students are taught using Tamil 99 keyboards. Since there are more applications (in general) in English, the students are also taught English typing too as a part of the curriculum.
- Transliteration is still the most preferred form of Tamil Input. (Reference: http://tamilelibrary.org/teli/annex1.htm, http://help.keymanweb.com/keyboards/keyboard_ekwtamil99uniext.php)

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	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.
key tip	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
shortcut key	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. 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.

5.4.6 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	Tamil Command	Tamil Shortcut key
General Windows Shortcut keys			
Help window	F1	உதவி சாளரம்	F1
Context-sensitive Help	Shift+F1	சூழல் சார்ந்த உதவி	Shift+F1
Display pop-up menu	Shift+F10	மேல் தோன்றும் மெனுவைக் காண்பி	Shift+F10
Cancel	Esc	ரத்து	Esc
Activate\Deactivate menu bar mode	F10	மெனு பட்டி பயன்முறையை இயக்கு\முடக்கு	F10
Switch to the next primary application	Alt+Tab	அடுத்த முதன்மை பயன்பாட்டுக்கு மாறு	Alt+Tab
Display next window	Alt+Esc	அடுத்த சாளரத்தைக் காண்பி	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	சாளரத்திற்கான மேல்தோன்றும் மெனுவைக் காண்பி	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	செயலில் உள்ள மகவு சாளரத்திற்கான மேல் தோன்றும் மெனுவைக் காண்பி	Alt+-
Display property sheet for current selection	Alt+Enter	நடப்பு தேர்வுக்கான பண்பு தாளைக் காண்பி	Alt+Enter
Close active application window	Alt+F4	நடப்பு பயன்பாட்டு சாளரத்தை மூடு	Alt+F4

Switch to next window within (modeless-compliant) application	Alt+F6	பயன்பாட்டிற்குள் (பயன்முறை இல்லாதது) அடுத்த சாளரத்திற்கு மாறு	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	நடப்பு சாளரத்தின் படத்தை நகலகத்திற்கு பிடி	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	திரைப்பலக படத்தை நகலகத்திற்கு பிடி	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	பணிப்பட்டியில் தொடக்க பொத்தானை அணுகு	Ctrl+Esc
Display next child window	Ctrl+F6	அடுத்த மகவு சாளரத்தைக் காண்பி	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	அடுத்த தாவலாக்கப்பட்ட பலகத்தைக் காண்பி	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	பணி மேலாளர் மற்றும் முறைமை தொடக்கத்தைத் தொடங்கு	Ctrl+Shift+Esc
File Menu			
File New	Ctrl+N	கோப்பு புதிது	Ctrl+N
File Open	Ctrl+O	கோப்பு திற	Ctrl+O
File Close	Ctrl+F4	கோப்பு மூடு	Ctrl+F4
File Save	Ctrl+S	கோப்பு சேமி	Ctrl+S
File Save as	F12	கோப்பு இவ்வாறு சேமி	F12
File Print Preview	Ctrl+F2	கோப்பு அச்சு முன்னோட்டம்	Ctrl+F2
File Print	Ctrl+P	கோப்பு அச்சிடு	Ctrl+P

File Exit	Alt+F4	கோப்பு வெளியேறு	Alt+F4
Edit Menu			
Edit Undo	Ctrl+Z	திருத்து செயல்தவிர்	Ctrl+Z
Edit Repeat	Ctrl+Y	திருத்து மீண்டும்செய்	Ctrl+Y
Edit Cut	Ctrl+X	திருத்து வெட்டு	Ctrl+X
Edit Copy	Ctrl+C	திருத்து நகலெடு	Ctrl+C
Edit Paste	Ctrl+V	திருத்து ஒட்டு	Ctrl+V
Edit Delete	Ctrl+Backspace	திருத்து நீக்கு	Ctrl+Backspace
Edit Select All	Ctrl+A	திருத்து எல்லாம் தேர்ந்தெடு	Ctrl+A
Edit Find	Ctrl+F	திருத்து கண்டறி	Ctrl+F
Edit Replace	Ctrl+H	திருத்து இடமாற்று	Ctrl+H
Edit Go To	Ctrl+G	திருத்து இங்கு செல்	Ctrl+G
Help Menu			
Help	F1	உதவி	F1
Font Format			
Italic	Ctrl+I	சாய்வு	Ctrl+I
Bold	Ctrl+B	தடிமன்	Ctrl+B
Underlined\Word underline	Ctrl+U	அடிக்கோடிட்டது\அடிக்கோடிடு	Ctrl+U
Large caps	Ctrl+Shift+A	பெரிய பேரெழுத்துக்கள்	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	சிறிய பேரெழுத்துக்கள்	Ctrl+Shift+K
Paragraph Format			
Centered	Ctrl+E	மையமாக்கியது	Ctrl+E

Left aligned	Ctrl+L	இடது சீரமைக்கப்பட்டது	Ctrl+L
Right aligned	Ctrl+R	வலது சீரமைக்கப்பட்டது	Ctrl+R
Justified	Ctrl+J	சமச்சீராக்கப்பட்டது	Ctrl+J

5.5 Voice video considerations

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

Successful Techniques for Voicing Video Content

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

5.5.1 English pronunciation

General Rules

Generally speaking, English terms and product names left unlocalized in target material should be pronounced the English way. For instance, Microsoft must be pronounced the English way. However, if your language has an established pronunciation for some common term (such as "server") the local pronunciation should be used. Moreover, pronunciation can be adapted to the English phonetic system if the original pronunciation sounds very awkward in Tamil.

Example	Phonetics	Comment
SecurID	[sɪˈkjuər aɪ di:]	It should be in English phonetic style
.NET	[dot net]	It should be in English phonetic style
Skype	[iskaip] 🔊	Product names are pronounced as they are pronounced in the source language

Acronyms and Abbreviations

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

In Tamil, we always keep acronyms as they convey the intended meaning easily.

Example	Phonetics	Comment
RADIUS	RADIUS	It should be in English phonetic style
RAS	RAS	It should be in English phonetic style
ISA	ISA	It should be in English phonetic style
LAN	LAN	It should be in English phonetic style
WAN	WAN	It should be in English phonetic style
WAP	WAP	It should be in English phonetic style
MAPI	MAPI	It should be in English phonetic style
POP	POP	It should be in English phonetic style
URL	URL	It should be in English phonetic style

Other abbreviations are pronounced letter by letter.

Example	Phonetics	Comment
ICMP	ICMP	It should be in English phonetic style
IP	IP	It should be in English phonetic style
TCP/IP	TCP/IP	It should be in English phonetic style
XML	XML	It should be in English phonetic style
HTML	HTML	It should be in English phonetic style
OWA	OWA	It should be in English phonetic style
SQL	SQL	It should be in English phonetic style

URLs

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

"www" should be pronounced as English phonetic style.

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

Example	Comment
http://www.microsoft.com	It should be in English phonetic style

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 Tamil translations approved in [Microsoft Terminology - Globalization | Microsoft Learn](#).

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.

The tone of the Tamil translation should mimic the tone of the source product, but should also be formal and respectful.

Source: You should accept the Terms and Conditions to continue.

Incorrect: (-) தொடர்வதற்கு நீ விதிகள் மற்றும் நிபந்தனைகளை ஏற்க வேண்டும்

Correct: (+) தொடர்வதற்கு நீங்கள் விதிகள் மற்றும் நிபந்தனைகளை ஏற்க வேண்டும்

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

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 gerunds. It should be in noun form only.

Example:

Adding your friends as contacts
Avoid: உங்கள்நண்பர்களாக தொடர்புகளைச் சேர்க்கிறது.
Use: உங்கள் நண்பர்களாக தொடர்புகளைச் சேர்த்தல்

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