# Bulgarian Localization Style Guide

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# 1  Welcome



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

## 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**

Adhere to these normative sources. When more than one solution is possible, consult the other topics in this style guide for guidance.

1. Мурдаров В. и др. Официален правописен речник на българския език, Просвета, 2012
2. Мурдаров В. Речник на слятото, полуслятото и разделното писане за 21-ви век, Просвета, 2003
3. Нов правописен речник на българския език, Просвета, 2012
4. Пашов П. Практическа българска граматика, Просвета, 1994
5. Попов Д. и др. Речник за правоговор, правопис и пунктуация, Атлантис, 1998
6. Правопис и пунктуация на българския език, Хейзъл, 2000
7. Тълковен речник на българския език, БАН, Институт за български език, 1995
8. Ръководство по езикова култура, НБУ, 2007

## 2 Microsoft voice

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The voice used 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 professionals and enthusiasts to casual computer users. Although content might be different for different audiences, the principles of the Microsoft voice are the same. However, the Microsoft voice also requires us to keep 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 the Microsoft voice should extend across Microsoft content for all language locales. Each language has specific choices in style and tone that evoke the Microsoft voice in that language.

## 2.1 Choices that reflect Microsoft voice

Translating Bulgarian in a way that reflects the 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 everyday conversation, rather than the formal, technical language that's often used in technical and commercial content.

When you're localizing source text written in the 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 the Microsoft voice has a conversational style, translating the source text literally may produce target text that's not relevant to customers. To guide your translation, consider the intent of the text and what the customer needs to know to complete the task.

### 2.1.1 Flexibility

It's important for translators to modify or rewrite translated strings so that they are appropriate and sound natural to Bulgarian customers. To do so, try to understand the whole intention of the sentences, paragraphs, and pages, and then rewrite just like you're writing the content yourself. Sometimes, you need to remove unnecessary content.

| English example | Bulgarian example |
|---|---|
| What learning curve? | Без допълнително време за свикване. |
| A laptop unlike any other | Един различен лаптоп |

### 2.1.2 Words and phrases to avoid

The Microsoft voice avoids an unnecessarily formal tone. In Bulgarian, the Microsoft voice avoids old-fashioned, formal, and archaic words and expressions, which can sound unfriendly and sometimes make the text incomprehensible for the target audience.

Here are some of the words to avoid and more appropriate equivalents.

| en-US source | Bulgarian word to avoid | Bulgarian word/phrase |
|---|---|---|
| Help | Оказвам съдействие | Помагам |
| Next | Последващ | Следващ |
| Refer to | Направете справка с | Вижте |
| Slideshow | Диапозитивно шоу | Слайдшоу |

Use brief phrases with simple syntax as much as possible. Avoid unnecessarily complicated, formal, or wordy syntax. Try to ensure that the resulting phrase is brief, yet complete and accurate and without any grammatical or syntactical deficiencies.

**Use the present tense.**

In general, use the active voice, which emphasizes the person or thing doing the action. It's more direct and personal than the passive voice, which can be confusing or sound formal. It's OK to use the passive voice to avoid a wordy or awkward construction, when the action rather than the doer is the focus of the sentence, when the subject is unknown, in error messages, and when the user is the subject and might feel blamed for the error if the active voice were used.

### 2.1.3   Word choice

**Terminology**

Use approved terminology from [Microsoft language resources](#) where applicable, for example for key terms, technical terms, and product names.

**Short word forms and everyday words**

Writing US English text in the Microsoft voice means choosing 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's important to use the everyday words that customers are accustomed to.

In some cases, short words and everyday words are the best way to convey the Microsoft voice in Bulgarian, though they aren't always the best choice. Use the most suitable translation for the context. Note that Bulgarian contains a lot of long words, which are easily recognized by users, and are the only possible words to convey a particular meaning. Also, many short words are slang and as such shouldn't be used.

| en-US source term | Bulgarian word | Bulgarian word usage |
|---|---|---|
| Play | Възпроизвеждам | Изпълнявам, пускам—OK to use because these are easily recognized |
| Layout | Оформление | Дизайн—very well recognized, everyday word |
| Notebook | Малък лаптоп | Ноутбук—very well recognized, everyday word |

**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 |
|---|---|---|
| Follow these steps to change your password. | За да смените паролата си, изпълнете следващите стъпки. | Използвайте следващата процедура, за да смените паролата си. |
| Word can't complete this action because too many files are open. | Word не може да изпълни това действие, защото има твърде много отворени файлове. | Операцията не можа да бъде изпълнена. |

### 2.1.4  Word-for-word translation

To achieve a fluent translation, avoid word-for-word translation. If text is translated literally without an overall understanding of the paragraph or page, the tone will sound stiff and unnatural and the result may even be ridiculous. And that could lose customers. That's why it's paramount to check the source text in the live pages so that you don't just translate a list of strings without context. The text may be split into different

sentences if that helps to simplify the translation. Sometimes you can omit descriptors to make the text snappier.

| English text | Correct Bulgarian translation | Incorrect Bulgarian translation |
|---|---|---|
| Clarity anywhere | Винаги ясна картина | Чистота навсякъде |
| Graphics | Графична карта | Графика |
| Movie-d memories | Вашите спомени на кинолента | Спомени в размер на филми |
| Visualize it | Чиста и ясна картина | Визуализирайте го |

## 2.2 Sample Microsoft voice text

The following sections have examples of source and target phrases that illustrate the intent of the Microsoft voice.

### 2.2.1 Focusing on the user action

To make choices and next steps obvious for the user, focus on the action that the user needs to take.

| US English | Bulgarian target | Explanation |
|---|---|---|
| The password isn't correct, so try again. Passwords are case-sensitive. | Паролата е неправилна, затова опитайте отново. При изписването на паролите се различават малките и главните букви. | The user has entered an incorrect password, so provide the user with a short and friendly message that lets them know that they need to try again. |

| This product key didn't work. Check it and try again. | Продуктовият ключ не работи. Проверете го и опитайте отново. | The user has entered an incorrect product key. The message casually and politely asks the user to check it and try again. |
|---|---|---|
| All ready to go | Всичко е готово | A casual and short message informs the user that setup has completed and the system is ready to be used. |
| Would you like to continue? | Искате ли да продължите? | The second person pronoun "you" is used 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. | Дайте име на компютъра си – всяко име, което искате. Ако искате да промените цвета на фона, изключете високия контраст от настройките на компютъра. | Address the user directly, using second person, to help the user take the necessary action. |

## 2.2.2 Explanatory text and providing support

| US English | Bulgarian target | Explanation |
|---|---|---|
| The updates are installed, but Windows 11 Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off. | Актуализациите са инсталирани, но за да работят, трябва да се рестартира инсталиращата програма на Windows 11. След като тя се рестартира, ще продължим от там, където спряхме. | The language is natural, the way people talk. In this case, the tone is reassuring, letting the user know that we're doing the work. The use of "we" provides a personal touch. |
| If you restart now, you and any other people using this PC could lose unsaved work. | Ако рестартирате компютъра сега, вие и останалите потребители, използващи | The tone is clear and natural, informing the user what will happen if this action is taken. |

| US English | Bulgarian target | Explanation |
|---|---|---|
| | компютъра, може да загубите незаписаните си данни. | |
| This document will be automatically moved to the right library and folder after you correct invalid or missing properties. | Документът автоматично ще се премести в правилната библиотека и папка, след като коригирате невалидните или липсващите свойства. | The text is informative and clearly and directly tells the user what will happen. |
| Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive. | Възникна проблем! Не може да се открият изтеглените файлове, за да се създаде USB флаш устройството за зареждане. | Short, simple sentences inform the user what has happened. |

### 2.2.3   Promoting a feature

| US English | Bulgarian target | Explanation |
|---|---|---|
| Picture password is a new way to help you protect your touchscreen PC. You choose the picture—and the gestures you use with it—to create a password that's uniquely yours. | Използването на парола с изображение е нов начин да защитите своя компютър със сензорен екран. Вие избирате изображението, както и жестовете, които да използвате с него, за да създадете парола, която да е единствено ваша. | **Promoting a specific feature** The em dash helps clarify what's needed to enable the picture password feature. |
| Let apps give you personalized content based on your PC's location, name, account picture, and other domain info. | Позволете на приложенията да ви предоставят персонализирано съдържание, базирано на местоположението, името, изображението на акаунта и друга информация за домейна на вашия компютър. | **Promoting the use of apps** Depending on the context of the string, we can make the tone more familiar by using everyday words, such as *PC*. |

### 2.2.4 Providing how-to guidelines

| US English | Bulgarian target | Explanation |
|---|---|---|
| To go back and save your work, click Cancel, and finish what you need to. | За да се върнете и да запишете работата си, щракнете върху „Отказ" и завършете каквото е необходимо. | The second-person pronoun and short, clear direction help the user understand what to do next. |
| To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture. | За да потвърдите текущата парола с изображение, просто гледайте повторението и проследете примерните жестове, показани на изображението ви. | The tone is simple and natural.<br>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. | Време е да въведете продуктовия ключ. Би трябвало да го откриете върху оригиналната опаковка на DVD диска с Windows или в имейла, който показва, че сте закупили Windows. При свързването с интернет ще активираме Windows вместо вас. | The second-person pronoun "you" and direct, natural language clearly tell the user about the product key. |

# 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** | |
| stop responding | hang | спира да реагира | увисва |
| expert | guru | ескперт | гуру |
| colleagues; everyone; all | guys; ladies and gentlemen | колеги; всеки; всички | хора; дами и господа |
| parent | mother or father | родител | майка или баща |

## 3.1 Avoid gender bias

**Use gender-neutral alternatives for common terms.** Avoid the use of compounds containing gender-specific terms.

The table below contains examples of gender-biased words or compounds that should be avoided in Bulgarian and the alternative that should be used to promote gender-inclusivity. Although the forms in the column "Not this" have become widespread in the vernacular, the linguistically correct way is to use the masculine form and *not* to add a suffix for a feminine form:

| Use this | Not this |
| --- | --- |
| професор | професорка |
| доктор | докторка |
| потребител | потребителка |

**When presenting generalization, use plural noun forms (for example, *лица*, *индивиди*, *ученици*, etc.)**.

**Don't use gendered pronouns (*тя, нея, той, него, etc.*) in generic references.** Instead:

- Rewrite to use the second person (*Вие*).
- Rewrite the sentence to have a plural noun and pronoun.
- Use articles instead of a pronoun (for example, *документът* instead of *неговият документ*).
- Refer to a person's role (*читател, служител, клиент,* for example).
- Use *лице* or *човек*.

| 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. | Потребител с подходящите права може да зададе паролите на други потребители. | Ако потребителят има подходящите права, той може да зададе паролите на други потребители. |

| | | | |
|---|---|---|---|
| Developers need access to servers in their development environments, but they don't need access to the servers in Azure. | A developer needs access to servers in his development environment, but he doesn't need access to the servers in Azure. | Раразботчиците се нуждаят от достъп до сървърите в техните среди за разработване, но нямат достъп до сървърите в Azure. | Разработчикът се нуждае от достъп до сървърите в неговата среда за разработване, но той не се нуждае от достъп до сървърите в Azure. |
| 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. | За да се обадите на някого, изберете името на човека, изберете „Провеждане на телефонен разговор", след което изберете номера, на който искате да позвъните. | За да се обадите на някого, изберете неговото име, изберете „Провеждане на телефонен разговор", след което изберете неговия номер. |

When you're writing about a real person, use the pronouns that the person prefers, whether it's *той, тя, те,* or another pronoun. It's OK to use gendered pronouns (like *той, тя, негов,* and *неин*) when you're writing about real people who use those pronouns themselves.

**Note**: Gender-neutral language should be used in new products and content going forward, but it's acceptable that we don't update all existing or legacy material.

## 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 *болни от* or *страдащи от*. The preferred option is not to mention a disability unless it's relevant.

| Use this | Not this | Use this | Not this |
|---|---|---|---|
| **English examples** | | **Target examples** | |
| person with a disability | handicapped | лице с увреждане | инвалид |
| person without a disability | normal person; healthy person | лице без увреждане | нормално лице; здрав човек |

**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 | Изберете | Щракнете върху |

**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 *и, плюс и относно.*** 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 Bulgarian.

## 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 and option names) due to lack of space. This can be done in the following ways:

- Truncation with a period
- Initial capitals
- The slash (/)

List of common abbreviations:

| Expression | Acceptable abbreviation |
|---|---|
| Виж, вижте | (+) Вж. |
| Например | (+) Напр. |
| Включено/изключено | (+) Вкл./изкл. |

**Don't abbreviate** product names, UI strings, and similar words (unless otherwise approved).

### 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), and HTML (Hypertext Markup Language).

Generally, acronyms may be used in the Bulgarian text, but it's a good idea to include the translation of the acronym on the first instance of the text, following the full, original form of the respective compounds in English (in brackets).

Example:

| English | Bulgarian |
|---|---|
| You may need the International Mobile Equipment Identity (IMEI) number... | (+) Възможно е да се нуждаете от номера на IMEI (International Mobile Equipment Identity; Международна идентификация на мобилното оборудване) ... |

**Localized acronyms**

Most the acronyms aren't localized, though there are some exceptions when the acronym isn't a part of product name.

Example:

| en-US source | Bulgarian target |
| --- | --- |
| OS | (+) ОС (операционна система) |
| PC | (+) компютър |

**Unlocalized acronyms**

Some acronyms are widely used in the Bulgarian language in their original form. They should be used as common words.

Example:

| en-US source | Bulgarian target |
| --- | --- |
| USB | USB |
| DNS | DNS |
| LAN | LAN |

### 4.1.3   Adjectives

Bulgarian adjectives, unlike English adjectives, have gender and number. It's impossible to localize a single adjective correctly without having a context or when the context requires the adjective to be masculine, feminine, or neuter at the same time (which often happens in menus). In these cases, try to localize the adjective with a verb or noun.

| en-US source | Bulgarian target |
| --- | --- |
| New | (+) Създай<br>(+) Създаване |
| Unknown | (+) Няма информация |

**Possessive adjectives**

The frequent use of possessives is common in English. However, in Bulgarian, possessive adjectives are handled in the following way:

- Use a small letter for adjectives ending with "ски": For example, иванвазовски (патриотизъм), йорданрадичковски (подход).
- For possessive adjectives containing the first and the family name of the possessor, use capital letters and a dash between the first name and the family name: Елин-Пелинов (разказ), Димитър-Димова (творба).

## 4.1.4  Articles

**Unlocalized feature names**

Microsoft product names and feature names that aren't translated are used without definite or indefinite articles in English. We treat them this way in Bulgarian, too.

Example:

| en-US source | Bulgarian target |
| --- | --- |
| Open Microsoft Edge. | (+) Отворете Microsoft Edge. |

**Localized feature names**

Translated feature names are handled like regular words. Sometimes an additional word can be added in front to determine the gender of the feature.

Example:

| en-US source | Bulgarian target |
| --- | --- |
| Use Parental Controls. | (+) Използвайте функцията за родителски контрол. |

**Articles for English borrowed terms**

To choose the appropriate article for an English loan word that has been used in Microsoft products before, 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 Bulgarian language?
- Analogy: Is there an equivalent Bulgarian 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.

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

Example:

| en-US source | Bulgarian target |
|---|---|
| Hacker | (+) Хакер |
| Router | (+) Машрутизатор <br> (-) Рутер |

## 4.1.5  Capitalization

In English, it's common to capitalize the first characters of the words in titles, names, and similar terms, and sometimes the middle characters in words, too. This capitalization is an error for the Bulgarian texts.

| English | Bulgarian |
|---|---|
| Move Down… | (+) Премествам надолу… <br> (-) Премествам Надолу… |
| AutoArchive | (+) Автоархивиране <br> (-) АвтоАрхивиране |

Capitalize only the first letter of the first word in titles, headings, captions, commands, menu names, dialog boxes, buttons, the names of geographical and space objects (such as countries, towns or villages, seas, regions, lakes, rivers, mountains, stars, planets), major historical events, and so on.

The exceptions to this rule include proper nouns:

- Always capitalize a person's first name, last name, middle name, and so on.
- Capitalize words connected to proper nouns.

Example: гр. Ню Йорк, с. Горни Богров

When the proper noun contains an adjective such as *northern, western,* and *southern,* both parts of this name are capitalized.


### 4.1.6  Compounds

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

According to the last Bulgarian dictionaries, words like *Internet, web, e-mail,* and similar words that are foreign to Bulgarian should be written in Cyrillic. Compound expressions that have these words as components can be written either closed up or as separate words. In fact, for some of the compound words (such as уебстраница), dictionaries recommend writing them together but say it's acceptable to write them as separate words. For other words (such as интернет страница, онлайн режим, имейл съобщение), the dictionaries allow the terms to be written separately only. To maintain consistency and avoid questions, write as separate words all similar compound expressions that contain foreign words (see the table below).

Compound words that contain acronyms are also written as separate words. In most cases, leave the acronym unchanged (don't localize it), and don't put a dash after it.

**Note:** The approved terminology database may not be updated to reflect these new instructions yet.

Example:

| English | Bulgarian |
|---------|-----------|
| E-mail<br>E-mail message | (+) Имейл<br>(-) Е-майл<br>(-) E-mail<br>(+) Имейл съобщение |
| Internet<br>Internet connection<br>Internet page | (+) Интернет<br>(-) Internet<br>(+) Интернет връзка<br>(-) Интернет-връзка<br>(+) Интернет страница |
| Web<br>Web page<br>Web site<br>Web server | (+) Уеб<br>(-) Web<br>(+) Уеб страница<br>(-) Уебстраница<br>(-) Уеб-страница<br>(-) Web страница<br>(+) Уеб сайт<br>(+) Уеб сървър |
| Online<br>Online mode | (+) Онлайн<br>(-) Online<br>(-) Он-лайн<br>(+) Онлайн режим |
| DNS server<br>JPG file<br>RAM memory | (+) DNS сървър<br>(-) DNS-сървър<br>(-) ДНС сървър<br>(+) JPG файл<br>(+) RAM памет |

### 4.1.7  Conjunctions

In English writing in the Microsoft voice, conjunctions are used to strike a conversational tone. For example, starting a sentence with a conjunction can convey an informal tone and style.

In Bulgarian, the translator should try to simplify the sentences. This can be achieved by using short and simple sentences, instead of long sentences with lots of conjunctions.

| en-US source text | Bulgarian old use of conjunctions | Bulgarian new use of conjunctions |
|---|---|---|
| As the product gains features, there is a risk that older content may not display correctly. | Тъй като продуктът разполага с все повече функции, има вероятност по-старото съдържание да не се показва правилно. | Поради новите функции на продукта по-старото съдържание може да не се показва правилно. |
| In order to get more details about page content, refer to the indicated link. | За да получите повече подробности за съдържанието на страницата, направете справка на посочената връзка. | За подробна информация за страницата вж. посочената връзка. |
| When you click the icon, a message will display, indicating the status. | Когато щракнете върху иконата, ще се покаже съобщение, указващо състоянието. | При щракване върху иконата ще се покаже съобщение за състоянието. |

You can **begin sentences with conjunctions** (*and, but, or*) if it helps readability.

| en-US source text | Bulgarian use of conjunctions |
|---|---|
| Finally, if you have any questions about your installation, click on the Contact Us link below. | И накрая, ако имате въпроси относно инсталирането, щракнете върху връзката „Свържете се с нас" по-долу. |

### 4.1.8  Gender

It can be difficult to determine the gender of feature and product names. Usually, an additional definitive word has to be placed in front of the feature. However, this isn't required in marketing texts.

Example:

| English | Bulgarian |
|---|---|
| Windows Media Player is very good for… | (+) Приложението Windows Media Player е много добро за…<br>(-) Windows Media Player е много добро за… |

**Note**: For information regarding gender neutrality on Microsoft products, see [Avoid gender bias](#).

### 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 as "colloquialism").

To express the intent of the source text appropriately, choose from the following options:

- Replace the source colloquialism with a Bulgarian colloquialism that means the same thing and fits the particular context.
- Translate the intended meaning of the colloquialism in the source text (as opposed to literally translating the colloquialism).
- Translate everything in the source text except the colloquialism. Omit any references to the colloquialism in the translation. This option is for rare cases when it's really impossible to translate the actual meaning.

Avoid colloquialisms and idioms that might be offensive or too expressive. Be mindful of cultural considerations and globalization.

### 4.1.10 Modifiers

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

Modifiers are especially necessary when the whole phrase needs to be declined. In this case, decline only the modifier, and leave the name in the form that it has in the user interface, but put the name in quotation marks. (In the UI menu itself, don't put it in quotation marks.) Sometimes you can omit a modifier, but do it very carefully, only when possible and when the space for the translation is limited.

| English | Bulgarian |
|---|---|
| Click Save | (+) Щракнете върху командата „Запиши" |
| Select Save from the File menu | (+) Изберете командата „Запиши" от менюто „Файл"<br>(+) Изберете „Запиши" от менюто „Файл"<br>(-) Изберете Запиши от Файл |

### 4.1.11 Prepositions

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

| English example | Bulgarian expression | Comment |
|---|---|---|
| Customer support | (+) Поддръжка на клиенти<br>(-) Поддръжка клиенти | In colloquial speaking, many people use the second suggestion, but it isn't correct and shouldn't be used. |

### 4.1.12 Pronouns

In all text, except legal and formal content, avoid using pronouns such as "вас" and "вашия."

Example:

| English | Bulgarian |
|---|---|
| Your computer is found in your home group. | (+) Компютърът е открит в домашната група.<br>(-) Вашият компютър е открит във вашата домашна група. |

**Dashes and hyphens**

In Bulgarian, two types of hyphens are used: the en dash (U+2013) (ALT+0150) (–) and the regular hyphen (-). The regular hyphen is used to divide words at the end of a line, or to add suffixes to abbreviations, special characters, dates or times, acronyms, with certain foreign words, names, and so on. In those cases, don't put a space on either side of the hyphen. The em dash (—) (U+2014) (ALT+0151) isn't used in Bulgarian.

The regular hyphen should also be used in compound words if the grammar rules require it. For example, the separate parts of a multiple compound word have to be hyphenated if the compound contains more than six syllables.

**Period**

Usually, the standard rules apply. However, don't use a period when the Bulgarian sentence contains "следното," "следните," and so on. In most of these cases, a list with items follows.

Example:

| US English | Bulgarian target |
|---|---|
| Your computer has the following features. | (+) Компютърът разполага с функциите по-долу.<br><br>(+) Компютърът разполага със следните функции:<br><br>(-) Компютърът разполага със следните функции. |

**Quotation marks**

The official double quotes for Bulgarian are „ (U+201E; Alt+0132 on Windows) and " (U+201F; Alt+0147 on Windows). Straight quotes should be used in UI only if using typographic quotes could lead to software problems and bugs.

UI item names (such as buttons and menu items) and the localized names of software components should be placed in quotation marks when they're mentioned in a phrase.

If the quotation marks contain a complete sentence, the final period should go within the last quotation mark. If it's an incomplete sentence, the period should go outside the quotation mark.

Example:

| US English | Bulgarian target |
|---|---|
| To see a document as it will print, click the Print Preview button. | (+) За да видите документа както ще бъде отпечатан, изберете бутона „Визуализация на печата". |

**Parentheses**

Parentheses normally contain additional information or a qualifying remark. If the parentheses include a complete sentence, the final period goes inside the parentheses. However, if it's a phrase (incomplete sentence), the final period goes outside of the parentheses. Note that too many parentheses and parenthetical comments can make the text difficult to understand.

- Don't use abbreviations, except for widely used ones (for example, **и т.н.**, **др.**, **вж. т.е.**, **напр.**). It's OK to use approved acronyms, however.
- Don't use semicolons. Two shorter sentences are easier to read than a single long sentence.
- Don't use exclamation marks. Instead, choose stronger words.
- An **en dash** ("–", **alt + 0150**) is used in Bulgarian to demarcate an isolated element or to introduce an item that isn't essential to the meaning of the sentence.

Example:

| English example | Bulgarian example |
|---|---|
| It's easy to rearrange your lineup of taskbar buttons—just click and drag them. And Jump Lists give you quick access to what you use the most— | Windows 11 е изключително мощен инструмент – и също така много забавен – който лесно ще се превърне в най-добрия ви приятел. |

| | |
|---|---|
| like frequently-viewed websites or favorite documents. | |

## 4.1.14 Symbols and nonbreaking spaces

In Bulgarian, there is always a nonbreaking space between a number and the associated unit symbol. The only exceptions are the unit symbols for degree (°) and percent (%), which shouldn't be separated from the number with a space.

Example:

| US English | Bulgarian target |
|---|---|
| The speed is 45 km/h. | (+) Скоростта е 45 км/ч. (-) Скоростта е 45км/ч. |

**Ampersand (&)**

For the ampersand symbol - always translate "&" as "and" when it refers to running text. Do not keep "&" in the target, unless it is part of a tag, placeholder, shortcut or other type of code.

## 4.1.15 Verbs

The US English source text uses simple verb tenses to support the clarity of the Microsoft voice. The easiest tense to understand is the simple present, like we use in this guide. Avoid the future tense unless you're describing something that really will happen in the future and the simple present tense isn't accurate. Use simple past tense when you describe events that have already happened.

Pay attention to the perfect or imperfect form of translated verbs. English verbs can be translated in either form in Bulgarian, depending on whether it's a repeated or a single action.

| English | Bulgarian |
|---------|-----------|
| Read | (+) чета, прочитам |
| Print | (+) печатам, напечатвам |

Continuous operations are usually expressed in English with a gerund, which should be translated into Bulgarian either with a deverbative noun or a reflexive or imperfect verb.

| English | Bulgarian |
|---------|-----------|
| Printing document | (+) Печатане на документ<br>(+) Документът се печата<br>(?) Печата се документ<br>(-) Печат документ |
| Loading page | (+) Зареждане на страница<br>(+) Страницата се зарежда<br>(-) Зарежда страница |

# 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 Bulgarian, using idiomatic syntax and terminology, yet it should maintain 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 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 a greater exposure of screen elements. Some accessible products and services aren't available in Bulgarian-speaking markets. If you have questions about the availability of a specific accessibility product or service, 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

The names of applications and products are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (for example, IntelliSense).

**Version numbers**

Version numbers always contain a period (for example, *Version 4.2*). Version numbers are usually also a part of version strings, but technically they aren't 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 | Bulgarian target |
|---|---|
| © 2021 Microsoft Corporation. All rights reserved. | Refer to Microsoft Terminology - Globalization \| Microsoft Learn to check the correct translations for "All rights reserved" and "Microsoft Corporation." |

## 5.3 Copilot predefined prompts

Copilot prompts are the instructions or questions you use to tell Copilot what you want it to do. You can ask Copilot to create or edit content, ask questions, summarize information, and catch up on things.

Across various Microsoft products, you will find an array of predefined prompts designed to guide users in creating, learning, and using Microsoft Copilot.

**Best practices for the localization of Copilot predefined prompts**

Copilot prompts are functional. It is crucial that the translations for Copilot predefined prompts are accurate, consistent, concise, natural, and use the appropriate tone of voice. Please remember that the quality of these translations can significantly influence Copilot responses or outcomes.

- **Be clear and specific**: English prompts are generally questions or requests starting with an action verb. Make sure the target prompts are natural questions or requests. Avoid using vague language. Use clear and specific phrases or keywords.
- **Keep it conversational**: Be consistent with Microsoft Voice principles. Use simple and natural language when translating prompts. Avoid adopting a tone that resembles a machine. Use an **informal tone of voice and form of address** when translating Copilot predefined prompts.
- **Be polite and professional:** Use kind and respectful language, as this helps foster collaboration and improves the AI's responsiveness and performance. Don't use slang and jargon.
- **Use quotation marks**: This helps Copilot know what to write, modify, or replace for the user.
- **Pay attention to punctuation, grammar, and capitalization**: Clear communication helps collaboration between Copilot and the user.
- **Pay attention to the placement of entity tokens**: An entity token is a placeholder that is used to trigger a pop-up menu in the UI to let customers choose an entity, such as a file, contact, meeting, so that the prompt uses specific data from the specified entity. As with any other placeholder, an entity token is not localizable, and the position of the entity token should make sense in the target text syntax.

  **Entity token localization exception:** Some prompts may be a display text (i.e., an example) and, in such cases, the entity token needs to be translated. Read the Dev comment carefully.
  **Exception example:**
  Source string: List key points from [file]
  DevComment=Translate [file]

- **Be consistent**: Some English prompts are remarkably similar. Make sure to translate them consistently.

| Source prompt | Target prompt | Comments |
|---|---|---|
| List ideas for a fun remote team building event | Изброй идеи за забавно дистанционно събитие за тиймбилдинг | |

| | | |
|---|---|---|
| What are the goals and topics from the meeting? Format each section with a bolded heading, a bulleted list, and bolded names | Какви са целите и темите от събранието? Оформи всеки раздел със заглавие с получер шрифт, списък с водещи символи и имена с получер шрифт | |
| Propose a new introduction to <entity type='file'>file</entity> | Предложи ми ново въведение за <entity type='file'>файла</entity> | Per guidelines above, be careful about content between tags – translatable or non-translatable |
| What were the open issues from <entity type='meeting'>meeting</entity>? | Кои са неразрешените проблеми от <entity type='meeting'>събранието</entity>? | Use present tense for Bulgarian for maximum clarity. |
| Give me ideas for icebreaker activities for a new team | Дай ми идеи за дейности за разчупване на леда при нов екип | |
| Create a list of <placeholder>color names inspired by the ocean</placeholder> | Създай списък с <placeholder>имена на цветове, вдъхновени от океана</placeholder> | |

## 5.4 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

## 5.5 Software considerations

This section provides guidelines for the localization of UI elements.

**General guidelines**

- Clarity and simplicity are the key considerations.
- Be as short as possible. Avoid unnecessary words.
- Keep in mind that different devices, sizes, and formats are used, and UI should fit all of them.
- Try to achieve cross-platform consistency in products used on different platforms, including the desktop, mobile, and cloud.

Every principle in the following sections may have an exception, based on the product, the specific experience, and the customer. Interpret the guidelines in the way that results in the best experience for the customer.

### 5.5.1 Arrow keys

The arrow keys move the input focus among the controls within a group. Pressing the right arrow key moves the input focus to the next control in tab order, whereas pressing the left arrow key moves the 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.

### 5.5.2 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.

When translating error messages, translators are encouraged to apply the Microsoft voice principles to help ensure that the target translation is natural sounding, empathetic, and not robot-like.

| English term | Correct Bulgarian translation |
|---|---|
| Unfortunately, that can't be blank… | За съжаление, полето не може да е празно… |

| | |
|---|---|
| Not enough memory to process this command. | Няма достатъчно памет за обработване на командата. |

**Bulgarian style in error messages**

It's important to use consistent terminology and language style in the localized error messages. Don't just translate error messages as they appear in the US product.

See the examples below.

**Abbreviated sentences**

The US English messages sometimes contain abbreviated sentences using an imperative verb. Translate the question starting with "*Желаете ли да...*" *or* "*Да... ли...,*" *or* "*...ли...*" Avoid starting with a noun—for example, "*Потвърждаване на операцията?*"

Example:

| English | Bulgarian |
|---|---|
| Continue without Undo? | (+) Желаете ли да продължите без „Отмяна"?<br><br>(+) Продължавате ли без „Отмяна"?<br><br>(-) Продължаване без „Отмяна"? |

**Punctuation after error messages**

Generally, Bulgarian error messages end with a period. Exclamation marks are seldom used. The use of exclamation marks in Bulgarian error messages is similar to how they're used in the US English version. Not every English sentence ending with an exclamation mark should have one in Bulgarian, but the colon after words like **attention, warning,** and **caution** can be substituted by an exclamation mark, if the context and syntax allow it.

| English | Bulgarian |
|---|---|
| Caution: | (+) Внимание! |

Question marks are used for questions.

**Personification**

Generally, use the polite form (second-person plural) in computer messages.

Don't use the first person (except for personas like the Office Assistant). If possible, use nouns. Otherwise, use the passive voice.

If the agent is mentioned in the US English text, use it in the translation as well.

Example:

| English | Bulgarian |
|---|---|
| Word is deleting file [2] | (+) Word изтрива файл [2] |

**Avoiding pronouns**

In Bulgarian, the pronouns are often omitted. In error messages, if a pronoun isn't necessary, don't use it.

Examples:

| English | Bulgarian |
|---|---|
| Do you want to .. | (+) Искате ли да… <br><br> (-) Вие искате ли да… |
| Verify that you have access to the folder. | (+) Проверете дали имате достъп до папката. <br><br> (-) Проверете дали вие имате достъп до папката. |

**Use of tenses in error messages**

Use the simple present tense with or without the passive voice, except when the message refers specifically to an event in the past.

Examples:

| English | Bulgarian |
|---|---|
| The product has been removed from your computer. | (+) Продуктът е премахнат от вашия компютър. |
| Word was unable to open the file. | (+) Word не успя да отвори файла.<br><br>(+) Word не можа да отвори файла.<br><br>(-) Word не може да отвори файла. |

Pay special attention to the translation of the present perfect tense, which very often is translated incorrectly as the indefinite past in Bulgarian.

| English | Bulgarian |
|---|---|
| An error has occurred in this dialog | (+) В този диалогов прозорец възникна грешка<br><br>(-) В този диалогов прозорец е възникнала грешка |
| Setup has finished | (+) Инсталиращата програма завърши<br><br>(-) Инсталиращата програма е завършила |

**Standard phrases in error messages**

When translating standard phrases, standardize. Note that sometimes the US English text uses different forms to express the same thing.

Examples:

| English | Translation | Example | Translation |
|---|---|---|---|
| Cannot…<br><br>Could not… | (+) Не може<br><br>(+) Неуспешно | Cannot configure…<br><br>Cannot determine…<br><br>Cannot load… | Не може да се настрои…<br><br>Не може да се определи…<br><br>Не може да зареди… |

| English | Translation | Example | Translation |
|---|---|---|---|
| | | Microsoft Edge cannot find DLL for Security Protocol Module.<br><br>Cannot open files from later versions of Microsoft Graph<br><br>Cannot save User-defined Autoformats. | Microsoft Edge не може да намери DLL на модула за протокола за безопасност.<br><br>Не може да се отворят файловете, създадени с последната версия на Microsoft Graph.<br><br>Не може да се запишат дефинираните от потребителя автом. формати. |
| Failed to …<br><br>Failure of … | (+) Не може…<br><br>(+) Неуспешно… | Failed to create directory…<br><br>Failed to find device driver…<br><br>Failed to open… | Не може да се създаде директория…<br><br>Не може да се намери драйверът на устройство…<br><br>Не може да се отвори… |
| Cannot find …<br><br>Could not find …<br><br>Unable to find …<br><br>Unable to locate … | (+) Не може да открие…<br><br>(+) Неуспешно откриване… | Cannot find device driver… | Не може да се намери драйверът на устройство… |
| Not enough memory | (+) Недостатъчно памет | There is not enough memory to process this operation | Недостатъчна памет за изпълнението на тази операция |

| English | Translation | Example | Translation |
|---------|-------------|---------|-------------|
| Insufficient memory<br><br>There is not enough memory<br><br>There is not enough memory available | | | |
| … is not available<br><br>… is unavailable | (+) …не е наличен<br><br>(+) …не е достъпен | The optical drive is not available | Оптичното устройство не е достъпно |

**Error messages containing placeholders**

When you localize error messages that contain 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 the examples below:

%d, %ld, %u, and %lu means <number>
%c means <letter>
%s means <string>

Example:

| English | Bulgarian |
|---------|-----------|
| Cannot open %s | (+) Не може да се отвори файлът %s |

Sometimes you have to put options in parentheses.

| English | Bulgarian |
|---|---|
| After %s month(s) | (+) След %s месец(а) |

### 5.5.3  Keyboard shortcuts

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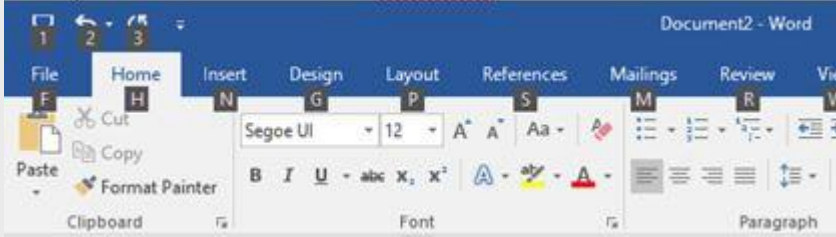
Examples:

New
Cancel
Options

| Keyboard shortcuts special options | Usage: is it allowed? |
|---|---|
| "Slim characters," such as l, I, t, r, and f can be used as keyboard shortcuts | \<no> |
| Characters with downstrokes, such as g, j, y, p, and q can be used as keyboard shortcuts. | \<no> |
| Extended characters can be used as keyboard shortcuts. | \<yes> |
| An additional letter, appearing between brackets after the item name, can be used as a keyboard shortcut. | \<yes> |
| A number, appearing between brackets after the item name, can be used as a keyboard shortcut. | \<yes> |
| A punctuation sign, appearing between brackets after the item name, can be used as a keyboard shortcut. | \<yes> |
| Duplicate keyboard shortcuts are allowed when no other character is available. | \<no> |

| | |
|---|---|
| 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** | 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.<br>Example: F in Alt+F<br>Example in UI localization: H&ome<br>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.<br>In UI localization, the key tip is the last character present in the strings after the "`" character.<br>Example: In UI localization Home`H<br> |
| **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 aren't available for every command.<br>Example: Ctrl+N, Ctrl+V<br>In keyboard shortcuts, most shortcut keys are used with the Ctrl key.<br>Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys. |

### 5.5.4 Keys

In the US English text, references to key names, like arrow keys, function keys, and numeric keys, appear in normal text and sentence-style capitalization (not in small caps). It's the same in Bulgarian.

### 5.5.5 Numeric keypad

Avoid distinguishing keys on the numeric keypad from other keys, unless it's required because the software makes that distinction. If it isn't obvious which keys the user needs to press, provide the necessary explanation.

Example:

(+) Клавиш Ins от цифровата клавиатура

### 5.5.6 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes that are used to perform defined functions in an app. Shortcut keys replace menu commands and are sometimes given next to the command that they represent. Access keys can be used only when they're available on the screen, whereas shortcut keys can be used even when they aren't accessible on the screen.

In Bulgarian, the same shortcut keys are used.

**Standard shortcut keys**

| US English command | US English shortcut key | Bulgarian command | Bulgarian shortcut key |
|---|---|---|---|
| **General Windows shortcut keys** | | | |
| Help window | F1 | Прозорец на помощта | F1 |
| Context-sensitive Help | Shift+F1 | Помощ според контекста | Shift+F1 |
| Display pop-up menu | Shift+F10 | Показване на изскачащо меню | Shift+F10 |
| Cancel | Esc | Отказ | Esc |

| US English command | US English shortcut key | Bulgarian command | Bulgarian shortcut key |
|---|---|---|---|
| Activated/deactivate menu bar mode | F10 | Активиране/дезактивиране на режима на лента на меню | F10 |
| Switch to the next primary application | Alt+Tab | Превключване към следващо основно приложение | Alt+Tab |
| Display next window | Alt+Esc | Показване на следващия прозорец | Alt+Esc |
| Display pop-up menu for the window | Alt+Spacebar | Показване на изскачащо меню за прозореца | Alt+Spacebar |
| Display pop-up menu for the active child window | Alt+- | Показване на изскачащо меню за активния дъщерен прозорец | Alt+- |
| Display property sheet for current selection | Alt+Enter | Показване на лист със свойства за текущо избраната област | Alt+Enter |
| Close active application window | Alt+F4 | Затваряне на прозореца на активното приложение | Alt+F4 |
| Switch to next window within (modeless-compliant) application | Alt+F6 | Превключване към следващия прозорец в приложението | Alt+F6 |
| Capture active window image to the clipboard | Alt+Prnt Scrn | Създаване на изображение на активния прозорец в клипборда | Alt+Prnt Scrn |
| Capture desktop image to the clipboard | Prnt Scrn | Създаване на изображение на работния плот в клипборда | Prnt Scrn |
| Access Start button in taskbar | Ctrl+Esc | Достъп до бутона „Старт" в лентата на задачите | Ctrl+Esc |

| US English command | US English shortcut key | Bulgarian command | Bulgarian shortcut key |
|---|---|---|---|
| Display next child window | Ctrl+F6 | Показване на следващия дъщерен прозорец | Ctrl+F6 |
| Display next tabbed pane | Ctrl+Tab | Показване на следващия панел в раздел | Ctrl+Tab |
| Launch Task Manager and system initialization | Ctrl+Shift+Esc | Стартиране на диспечера на задачите и системното инициализиране | Ctrl+Shift+Esc |
| **Text editing commands** | | | |
| File New | Ctrl+N | Нов | Ctrl+N |
| File Open | Ctrl+O | Отваряне | Ctrl+O |
| File Close | Ctrl+F4 | Затваряне | Ctrl+F4 |
| File Save | Ctrl+S | Записване | Ctrl+S |
| File Save as | F12 | Записване като | F12 |
| File Print Preview | Ctrl+F2 | Визуализация на печата | Ctrl+F2 |
| File Print | Ctrl+P | Печат | Ctrl+P |
| File Exit | Alt+F4 | Изход | Alt+F4 |
| Edit Undo | Ctrl+Z | Отмяна | Ctrl+Z |
| Edit Repeat | Ctrl+Y | Повторение | Ctrl+Y |
| Edit Cut | Ctrl+X | Изрязване | Ctrl+X |
| Edit Copy | Ctrl+C | Копиране | Ctrl+C |
| Edit Paste | Ctrl+V | Поставяне | Ctrl+V |
| Edit Delete | Ctrl+Backspace | Изтриване | Ctrl+Backspace |
| Edit Select All | Ctrl+A | Избор на всички | Ctrl+A |
| Edit Find | Ctrl+F | Търсене | Ctrl+F |

| US English command | US English shortcut key | Bulgarian command | Bulgarian shortcut key |
|---|---|---|---|
| Edit Replace | Ctrl+H | Замяна | Ctrl+H |
| Edit Go To | Ctrl+B | Отиване на | Ctrl+B |
| **Help menu** | | | |
| Help | F1 | Помощ | F1 |
| **Font format** | | | |
| Italic | Ctrl+I | Курсив | Ctrl+I |
| Bold | Ctrl+G | Получер | Ctrl+G |
| Underlined/word underline | Ctrl+U | Подчертан | Ctrl+U |
| Large caps | Ctrl+Shift+A | Главни букви | Ctrl+Shift+A |
| Small caps | Ctrl+Shift+K | Малки букви | Ctrl+Shift+K |
| **Paragraph format** | | | |
| Centered | Ctrl+E | Центриран | Ctrl+E |
| Left aligned | Ctrl+L | Подравнен отляво | Ctrl+L |
| Right aligned | Ctrl+R | Подравнен отдясно | Ctrl+R |
| Justified | Ctrl+J | Двустранно подравнен | Ctrl+J |

## 5.6 Voice video considerations

A video that successfully conveys the Microsoft voice has these qualities:

- It addresses only one topic (one customer problem).
- It's brief.
- It has high-quality audio.
- Its visuals add to and complement the information.
- It uses the right language variant, dialect, and accent in the voice-over.

**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're next to you, watching you explain the content.
- Record a scratch audio file. Use it to check for length, pace, and clarity.

## 5.6.1  English pronunciation

- Generally speaking, English terms and product names should be pronounced as English words, with a slight Bulgarian accent, for example:
  - "r" is always pronounced the Bulgarian way. For example, *proxy* is pronounced like *produit*
  - "th," which can be pronounced as [ð] or [θ] in English, is pronounced the Bulgarian way as "д" or "тф." For example, *Northwind Traders* should be pronounced "нордуинд трейдърс" and *XPath* should be pronounced "хикс патф."
  - The initial "h" is always pronounced (not silent). For example, *hardware* is pronounced "хардуер."
- Microsoft must be pronounced the Bulgarian way.
- If numbers are involved, pronounce them in Bulgarian.

| Example | Pronunciation | Comment |
| --- | --- | --- |
| Service Pack | [сървис пак] | Bulgarian "r" |
| Digest | [дайджест] | |
| Microsoft Windows Server | [майкрософт уиндоус сървър] | Numbers are pronounced the Bulgarian way. Microsoft is pronounced the Bulgarian way. |
| Outlook Web Access | [аутлук уеб аксес] | |
| Exchange Server | [ексчейндж сървър] | |
| Program Files | [програм файлс] | |
| SecurNAT | [секюър нат] | |
| ECHO_REQUEST | [еко рикуест] | |

| proxy | [прокси] | Bulgarian "r" |
|---|---|---|
| .NET | [дот нет] | Don't say "точка нет"; this is considered a product name. |
| Skype | [скайп] 🔊 | Product names are always pronounced the way they're pronounced in the source language. |

## Acronyms and abbreviations

- Acronyms are pronounced like real words, especially when the consonant and vowel combination of the acronym makes such pronunciation possible. Acronyms should be pronounced the Bulgarian way.

| Example | Pronunciation | Comment |
|---|---|---|
| RADIUS | [радиус] | |
| RAS | [рас] | |
| ISA | [иса] | Don't say "айса" |
| LAN | [лан] | |
| WAN | [уан] | |
| WAP | [уап] | |
| MAPI | [мапи] | |
| POP | [поп] | |

- Other abbreviations are pronounced letter by letter. They should be pronounced following the English spelling rules.

| Example | Pronunciation | Comment |
|---|---|---|
| URL | [ю ар ел] | |
| HTTP | [ейч ти ти пи] | |

| | | |
|---|---|---|
| Rqc.exe | [ар кю си дот екзе] | |
| XML | [екс ем ел] | |
| HTML | [ейч ти ем ел] | |
| SQL | [ес кю ел] | |
| ICMP | [ай си ем пи] | |
| OWA | [оу дабъл ю ей] | |

### URLs

- "http://" and "www" can be left out. The rest of the URL should be read, following the English spelling rules.

| Example | Pronunciation |
|---|---|
| http://www.microsoft.com/help | [майкрософт дот ком слаш хелп] |

### Punctuation marks

- Most punctuation marks (such as ? ! : ; ,) are naturally implied by the speaker's tone of voice.
- En dashes (–) are used to emphasize an isolated element. An en dash should be pronounced the way a comma is, that is, as a short pause.

### Special characters

- Pronounce special characters such as / \ ¢ < > + - using the Bulgarian translations approved in [Microsoft Terminology - Globalization | Microsoft Learn](#). For example,> will be pronounced "по-голямо от" or "знак за по-голямо."

## 5.6.2   Tone

Use a tone that's appropriate for the text and target audience. For example, an informal, playful, and inspiring tone may be used for most Microsoft products and games, while a more formal, informative, and factual tone is appropriate in technical content.

### 5.6.3 Video voice checklist

**Topic and script**

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

**Title**

- Includes the intent
- Includes keywords for search

**Intro: 10 seconds to set up the issue**

- Put the problem into a relatable context.

**Action and sound**

- Keep something happening, both visually and audibly, *but* …
- … maintain an appropriate pace.
- Synchronize visuals with the voice-over.
- Alternate between first and second person if that sounds more natural.
- Repeat major points if that's appropriate.

**Visuals**

- The eye is guided through the procedure
    - Smooth, easily trackable pointer motions
    - Judicious use of callouts
- Appropriate use of motion graphics, branding-approved visuals, or both

**Ending**

- Recaps are unnecessary