Punjabi (India) Localization Style Guide

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1 Welcome

Welcome to the *Microsoft Localization Style Guide* for Punjabi (India). This guide will help you understand how to localize Punjabi (India) 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 Punjabi (India).

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.

1. Punjabi Grammar
2. An Intensive Course in Punjabi
3. A reference grammar of Punjabi, Punjabi university Patiala.
4. 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)
5. ਪੰਜਾਬੀ ਵਿਆਕਰਨ: ਸਿਧਾਂਤ ਤੇ ਵਿਹਾਰ, ਚੇਤਨਾ ਪ੍ਰਕਾਸ਼ਨ ਲੁਧਿਆਣਾ
6. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਵਿਗਿਆਨ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਕਾਦਮੀ
7. ਪੰਜਾਬੀ ਵਿਆਕਰਨ, ਪੰਜਾਬ ਯੁਨੀਵਰਸਿਟੀ ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ ਚੰਡੀਗੜੁ
8. ਰੂਪ-ਵਿਗਿਆਨ ਅਤੇ ਪੰਜਾਬੀ ਸ਼ਬਦ ਰਚਨਾ, ਮਦਾਨ ਪਬਲੀਕੇਸ਼ਨਜ਼ ਪਟਿਆਲਾ
9. ਸਿਧਾਂਤਕ ਭਾਸ਼ਾ ਵਿਗਿਆਨ, ਮਦਾਨ ਪਬਲੀਕੇਸ਼ਨਜ਼ ਪਟਿਆਲਾ

Informative References

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

1. English Punjabi Dictionary—PSUTB—Chandigarh
2. Punjabi English Dictionary, English Punjabi Dictionary—Punjabi University, Patiala
3. English Hindi Dictionary—Father Camil Bulecke
4. ਪੰਜਾਬੀ ਸ਼ਬਦ-ਜੋੜ ਕੋਸ਼ – ਪੰਜਾਬੀ ਯੁਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ

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.

2.1 Choices that reflect Microsoft voice

Translating Punjabi (India) 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](#) where applicable, 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](#).

en-US source term	pa-IN word	pa-IN word usage
Share (verb)	ਸਾਂਝਾ ਕਰੋ	ਵੰਡਾਈ, ਹਿੱਸਾ, ਬਟਾਈ
Pick, choose	ਚੁਣੋ	ਚੁਨਣਾ, ਛਾਂਟਣਾ, ਕੱਢ ਲੈਣਾ

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

en-US source	pa-IN old word/phrase	pa-IN new word/phrase
Attempt	ਜਤਨ ਕਰੋ, ਉੱਦਮ ਕਰਨਾ, ਪਰਿਆਸ ਕਰਨਾ	ਕੋਸ਼ਿਸ਼ ਕਰੋ
In addition	ਸੰਕਲਨ ਵਿੱਚ, ਅਧਿਕਤਾ ਵਿੱਚ	ਨਾਲ ਹੀ
Give/provide guidance, give/provide information	ਸਲਾਹ ਦੇਣਾ, ਮਾਰਗ ਦਰਸ਼ਨ ਪ੍ਰਦਾਨ ਕਰਨਾ ਜਾਣਕਾਰੀ ਦੇਣਾ ਗੁੰਜਾਇਸ਼ ਰੱਖਣਾ	ਨਿਰਦੇਸ਼ ਦੇਣਾ/ਪ੍ਰਦਾਨ ਕਰਨਾ, ਜਾਣਕਾਰੀ ਦੇਣਾ/ਪ੍ਰਦਾਨ ਕਰਨਾ

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	Punjabi (India) target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	ਪਾਸਵਰਡ ਸਹੀ ਨਹੀਂ ਹੈ, ਇਸ ਲਈ ਕਿਰਪਾ ਕਰਕੇ ਦੁਬਾਰਾ ਕੋਸ਼ਿਸ਼ ਕਰੋ। ਪਾਸਵਰਡ ਕੇਸ-ਸੈਂਸਟਿਵ ਹਨ।	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.	ਇਸ ਉਤਪਾਦ ਕੁੰਜੀ ਨੇ ਕੰਮ ਨਹੀਂ ਕੀਤਾ। ਕਿਰਪਾ ਕਰਕੇ ਇਸਦੀ ਜਾਂਚ ਕਰੋ ਅਤੇ ਦੁਬਾਰਾ ਕੋਸ਼ਿਸ਼ ਕਰੋ।	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	ਅੱਗੇ ਵਧਣ ਲਈ ਸਭ ਕੁਝ ਤਿਆਰ ਹੈ	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	ਕੀ ਤੁਸੀਂ ਜਾਰੀ ਰੱਖਣਾ ਚਾਹੁੰਦੇ ਹੋ?	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.	ਆਪਣੇ PC ਨੂੰ ਇੱਕ ਨਾਮ ਦਿਓ-ਕੋਈ ਵੀ ਨਾਮ ਜੋ ਤੁਸੀਂ ਚਾਹੁੰਦੇ ਹੋ। ਜੇਕਰ ਤੁਸੀਂ ਬੈਕਗ੍ਰਾਉਂਡ ਦਾ ਰੰਗ ਬਦਲਣਾ ਚਾਹੁੰਦੇ ਹੋ, PC ਸੈਟਿੰਗਾਂ ਵਿੱਚ ਉੱਚ ਕੰਟ੍ਰਾਸਟ ਨੂੰ ਬੰਦ ਕਰੋ।	Address the user directly using second person pronoun to take the necessary action.

2.2.2 Promoting a feature

US English	Punjabi (India) target	Explanation
Picture password is a new way to help you protect your touchscreen PC. You	ਤੁਹਾਡੇ ਟੱਚਸਕਰੀਨ PC ਨੂੰ ਸੁਰੱਖਿਅਤ ਰੱਖਣ ਵਿੱਚ ਤੁਹਾਡੀ ਮਦਦ ਕਰਨਲਈ ਤਸਵੀਰ ਪਾਸਵਰਡ ਇੱਕ ਨਵਾਂ ਢੰਗ ਹੈ। ਇੱਕ ਪਾਸਵਰਡ ਜੋ ਕਿ ਪੂਰੀ ਤਰ੍ਹਾਂ ਤੁਹਾਡਾ ਹੈ, ਨੂੰ ਰਚਣ ਲਈ—ਤੁਸੀ	Promoting a specific feature with the use of em-dash to

US English	Panjabi (India) target	Explanation
choose the picture—and the gestures you use with it—to create a password that's uniquely yours.	ਇੱਕ ਤਸਵੀਰ—ਅਤੇ ਇਸ ਨਾਲ ਵਰਤੇ ਜਾਣ ਵਾਲੇ ਹਾਵਾਂ-ਭਾਵਾਂ ਨੂੰ ਚੁਣਦੇ ਹੋ।	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.	ਐਪਸ ਨੂੰ ਆਪਣੇ PC ਦੀ ਸਥਿਤੀ, ਨਾਮ, ਖਾਤਾ ਤਸਵੀਰ, ਅਤੇ ਹੋਰ ਡੋਮੇਨ ਜਾਣਕਾਰੀ ਦੇ ਅਧਾਰ ਤੇ ਵਿਅਕਤੀਗਤ ਸਮੱਗਰੀ ਦੇਣ ਦਿਓ।	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	Panjabi (India) target	Explanation
To go back and save your work, click Cancel and finish what you need to.	ਵਾਪਸ ਜਾਣ ਅਤੇ ਆਪਣਾ ਕੰਮ ਸੁਰੱਖਿਅਤ ਕਰਨ ਲਈ, ਰੱਦ ਕਰੋ ਨੂੰ ਕਲਿੱਕ ਕਰੋ ਅਤੇ ਜਿਸਦੀ ਤੁਹਾਨੂੰ ਲੋੜ ਹੈ, ਮੁਕੰਮਲ ਕਰੋ।	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.	ਆਪਣੇ ਮੌਜੂਦਾ ਤਸਵੀਰ ਪਾਸਵਰਡ ਦੀ ਪੁਸ਼ਟੀ ਕਰਨ ਲਈ, ਕੇਵਲ ਰੀਪਲੇ ਨੂੰ ਵੇਖੋ ਅਤੇ ਆਪਣੀ ਤਸਵੀਰ ਤੇ ਵਿਖਾਏ ਹਾਵਾਂ-ਭਾਵਾਂ ਦਾ ਖਾਕਾ ਤਿਆਰ ਕਰੋ।	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.

US English	Panjabi (India) target	Explanation
It's time to enter the product key. When you connect to the Internet, we'll activate Windows for you.	ਇਹ ਉਤਪਾਦ ਕੁੰਜੀ ਨੂੰ ਦਾਖਲ ਕਰਨ ਦਾ ਸਮਾਂ ਹੈ। ਜਦੋਂ ਤੁਸੀਂ ਇੰਟਰਨੈੱਟ ਨਾਲ ਕਨੈਕਟ ਕਰਦੇ ਹੋ, ਅਸੀਂ ਤੁਹਾਡੇ ਲਈ Windows ਕਿਰਿਆਸ਼ੀਲ ਕਰ ਦੇਵਾਂਗੇ।	Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter the product key.

2.2.4   Explanatory text and providing support

US English	Panjabi (India) 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.	ਅੱਪਡੇਟ ਇੰਸਟਾਲ ਕੀਤੇ ਗਏ ਹਨ, ਪਰ ਇਹਨਾਂ ਦੇ ਕਾਰਜ ਕਰਨ ਲਈ Windows ਸੈੱਟਅਪ ਨੂੰ ਰੀਸਟਾਰਟ ਕਰਨ ਦੀ ਲੋੜ ਹੈ। ਇਸ ਦੇ ਰੀਸਟਾਰਟ ਹੋਣ ਤੋਂ ਬਾਅਦ, ਅਸੀਂ ਉੱਥੋਂ ਚੱਲਣਾ ਜਾਰੀ ਰੱਖਾਂਗੇ ਜਿੱਥੋਂ ਅਸੀਂ ਬੰਦ ਕੀਤਾ ਸੀ।	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.	ਜੇਕਰ ਤੁਸੀਂ ਹੁਣੇ ਰੀਸਟਾਰਟ ਕਰਦੇ ਹੋ, ਤਾਂ ਤੁਸੀਂ ਅਤੇ ਇਸ PC ਨੂੰ ਵਰਤ ਰਹੇ ਹੋਰ ਲੋਕ ਅਸੁਰੱਖਿਅਤ ਕੰਮ ਨੂੰ ਗੁਆ ਸਕਦੇ ਹਨ।	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.	ਤੁਹਾਡੇ ਵੱਲੋਂ ਅਵੈਧ ਜਾਂ ਲਾਪਤਾ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ ਨੂੰ ਸਹੀ ਕਰਨ ਤੋਂ ਬਾਅਦ ਇਹ ਦਸਤਾਵੇਜ਼ ਸਵੈਚਲਿਤ ਹੀ ਸਹੀ ਲਾਇਬ੍ਰੇਰੀ ਅਤੇ ਫੋਲਡਰ ਤੇ ਖਿਸਕ ਜਾਵੇਗਾ।	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.	ਕੁਝ ਬੁਰਾ ਵਾਪਰਿਆ! ਆਪਣੀ ਬੂਟਕਰਨ ਯੋਗ USB ਫਲੈਸ਼ ਡ੍ਰਾਈਵ ਬਣਾਉਣ ਲਈ ਡਾਊਨਲੋਡ ਕੀਤੀਆਂ ਫਾਈਲਾਂ ਦਾ ਪਤਾ ਲਗਾਉਣ ਵਿੱਚ ਅਸਮਰੱਥ।	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	ਪ੍ਰਾਥਮਿਕ/ਅਧੀਨ	ਮਾਲਕ/ਸੇਵਕ
perimeter network	demilitarized zone (DMZ)	ਪੈਰੀਮੀਟਰ ਨੈੱਟਵਰਕ	ਡੀਮਿਲੀਟਰਾਈਜ਼ਡ ਜ਼ੋਨ (DMZ)
stop responding	hang	ਪ੍ਰਤੀਕਿਰਿਆ ਬੰਦ ਕਰਨਾ/ਰੋਕਣਾ	ਲਟਕਾਓ
expert	guru	ਮਾਹਿਰ	ਗੁਰੂ
meeting	pow wow	ਮੀਟਿੰਗ	ਇਕੱਠ
colleagues; everyone; all	guys; ladies and gentlemen	ਸਾਥੀ; ਹਰ ਕੋਈ; ਸਭ	ਮੁੰਡਿਓ; ਔਰਤਾਂ ਅਤੇ ਸੱਜਣ ਪੁਰਸ਼
lunch and learn; learning session	brown bag session	ਦੁਪਹਿਰ ਦਾ ਖਾਣਾ ਅਤੇ ਸਿੱਖਣਾ; ਸਿਖਲਾਈ ਸੈਸ਼ਨ	ਬ੍ਰਾਊਨ ਬੈਗ ਸੈਸ਼ਨ
Parent	mother or father	ਮਾਪੇ	ਮਾਤਾ ਜਾਂ ਪਿਤਾ

3.1 Avoid gender bias

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

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

Use this	Not this	Comments
Target examples		
ਉਹ ਦਫ਼ਤਰ ਚਲੇ ਗਏ।	ਉਹ ਦਫ਼ਤਰ ਚਲਾ ਗਿਆ।	Use respectful tone and avoid using specific gender.

ਤੁਸੀਂ ਕਲਿੱਕ ਕੀਤਾ।	ਤੂੰ ਨੇ ਕਲਿੱਕ ਕੀਤਾ।	
ਚੰਗੇ ਲੋਕ	ਚੰਗੇ ਪੁਰਸ਼, ਚੰਗੀਆਂ ਮਹਿਲਾਵਾਂ	
ਚੰਗੀ ਸ਼ਖਸੀਅਤ	ਚੰਗਾ ਪੁਰਸ਼, ਚੰਗੀ ਮਹਿਲਾ	
ਤੂੰ ਨਹੀਂ ਗਈ।	ਤੁਸੀਂ ਨਹੀਂ ਗਏ।	
ਸਭ ਦਾ ਧੰਨਵਾਦ।	ਪੁਰਸ਼ਾਂ ਦਾ ਧੰਨਵਾਦ, ਮਹਿਲਾਵਾਂ ਦਾ ਧੰਨਵਾਦ	Use common noun instead of differentiating male and female.

When presenting generalization, use plural noun forms (for example, ਲੋਕ, ਵਿਅਕਤੀ, ਵਿਦਿਆਰਥੀ etc.).

Don't use gendered pronouns (ਉਹ,ਉਸਦੀ, ਉਹ,ਉਸਦਾ, *etc.*) in generic references. Instead:

- Rewrite to use the second or third person (ਤੁਸੀਂ or *ਕੋਈ)*.
- Use articles instead of a pronoun (for example, ਦਸਤਾਵੇਜ਼ instead of ਉਸਦਾ ਦਸਤਾਵੇਜ਼).
- Refer to a person's role (ਰੀਡਰ, ਕਰਮਚਾਰੀ, ਗਾਹਕ, ਜਾਂ ਕਲਾਇੰਟ, for example).
- Use ਵਿਅਕਤੀ or ਵਿਅਕਤੀਗਤ.

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.	ਉਚਿਤ ਅਧਿਕਾਰਾਂ ਵਾਲਾ ਉਪਭੋਗਤਾ ਹੋਰ ਉਪਭੋਗਤਾਵਾਂ ਦੇ ਪਾਸਵਰਡ ਸੈੱਟ ਕਰ ਸਕਦਾ ਹੈ।	ਜੇ ਉਪਭੋਗਤਾ ਕੋਲ ਉਚਿਤ ਅਧਿਕਾਰ ਹਨ, ਤਾ ਉਹ ਹੋਰ ਉਪਭੋਗਤਾਵਾਂ ਦੇ ਪਾਸਵਰਡ ਸੈੱਟ ਕਰ ਸਕਦਾ ਹੈ।
Developers need access to servers in their development environments, but they	A developer needs access to servers in his development environment, but he	ਡਿਵੈਲਪਰਾਂ ਨੂੰ ਆਪਣੇ ਵਿਕਸਿਤ ਮਾਹੌਲ ਵਿੱਚ ਸਰਵਰਾਂ ਤੱਕ ਪਹੁੰਚ ਦੀ ਲੋੜ ਹੁੰਦੀ ਹੈ, ਪਰ ਉਹਨਾਂ	ਇੱਕ ਡਿਵੈਲਪਰ ਨੂੰ ਆਪਣੇ ਵਿਕਸਿਤ ਮਾਹੌਲ ਵਿੱਚ ਸਰਵਰਾਂ ਤੱਕ ਪਹੁੰਚ ਦੀ ਲੋੜ ਹੁੰਦੀ ਹੈ, ਪਰ ਉਸ ਨੂੰ

don't need access to the servers in Azure.	doesn't need access to the servers in Azure.	ਨੂੰ Azure ਵਿੱਚ ਸਰਵਰਾਂ ਤੱਕ ਪਹੁੰਚ ਦੀ ਲੋੜ ਨਹੀਂ ਹੁੰਦੀ ਹੈ।	Azure ਵਿੱਚ ਸਰਵਰਾਂ ਤੱਕ ਪਹੁੰਚ ਦੀ ਲੋੜ ਨਹੀਂ ਹੁੰਦੀ ਹੈ।
When the author opens the document	When the author opens her document	ਜਦੋਂ ਲੇਖਕ ਦਸਤਾਵੇਜ਼ ਖੋਲ੍ਹਦਾ ਹੈ ...।	ਜਦੋਂ ਲੇਖਿਕਾ ਆਪਣਾ ਦਸਤਾਵੇਜ਼ ਖੋਲ੍ਹਦੀ ਹੈ ...।
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.	ਕਿਸੇ ਨੂੰ ਕਾਲ ਕਰਨ ਲਈ, ਉਸ ਵਿਅਕਤੀ ਦਾ ਨਾਮ ਚੁਣੋ, ਫ਼ੋਨ ਕਾਲ ਕਰੋ ਚੁਣੋ, ਅਤੇ ਫੇਰ ਉਹ ਨੰਬਰ ਚੁਣੋ ਜਿਸਨੂੰ ਤੁਸੀਂ ਡਾਇਲ ਕਰਨਾ ਚਾਹੁੰਦੇ ਹੋ।	ਕਿਸੇ ਨੂੰ ਕਾਲ ਕਰਨ ਲਈ, ਉਸਦਾ ਨਾਮ ਚੁਣੋ, ਇੱਕ ਫ਼ੋਨ ਕਾਲ ਕਰੋ ਦੀ ਚੋਣ ਕਰੋ, ਅਤੇ ਫੇਰ ਉਸਦੇ ਨੰਬਰ ਦੀ ਚੋਣ ਕਰੋ।

In Punjabi (India), if you can't write around the problem, it's OK to use a plural pronoun (ਉਹ, or ਉਨ੍ਹਾਂ ਨੂੰ) in generic references to a single person. Don't use constructions like ਉਸਦਾ/*ਉਸਦੀ.*

When you're writing about a real person, use the pronouns that the person prefers. It's OK to use gendered pronouns (like ਉਹ , *ਉਸਦਾ*, ਅਤੇ ਉਸਦੀ) when you're writing about real people who use those pronouns themselves.

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 ਅੰਨਾ, ਬੋਲਾ, ਲੰਗੜਾ, ਟੁੰਡਾ or ਰੋਗਗ੍ਰਸਤ. 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	ਅਸਮਰੱਥਾ ਵਾਲਾ ਵਿਅਕਤੀ	ਅਪਾਹਜ
person without a disability	normal person; healthy person	ਬਿਨਾਂ ਕਿਸੇ ਅਪਾਹਜਤਾ ਵਾਲਾ ਵਿਅਕਤੀ	ਸਧਾਰਨ ਵਿਅਕਤੀ, ਸਿਹਤਮੰਦ ਵਿਅਕਤੀ

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	ਚੁਣੋ	ਕਲਿੱਕ ਕਰੋ

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 ਅਤੇ, ਜੋੜ, ਅਤੇ ਇਸ ਦੇ ਬਾਰੇ 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 Punjabi (India).

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. This can be done in the following ways:

Punjabi abbreviations are formed by the first or two letter of the word and also by taking the first syllable of the word followed by a dot (**.**).

List of common abbreviations:

Dictionary usage

Punjabi Expression	Acceptable Abbreviation
ਵਿਸ਼ੇਸਨ	(+) ਵਿਸ਼ੇ.
ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਨ	(+) ਕ੍ਰਿ. ਵਿਸ਼ੇ.
ਪੜਨਾਂਵ	(+) ਪੜ.
ਪੁਲਿੰਗ	(+) ਪੁ.
ਇਸਤਰੀਲਿੰਗ	(+) ਇ. ਲਿੰਗ
ਉਪਭਾਸ਼ਾ	(+) ਉਪ.
ਵਿਆਕਰਨ	(+) ਵਿਆ.
ਭੂਗੋਲ	(+) ਭੂਗੋ.
ਬਨਸਪਤੀ	(+) ਬਨ.
ਪਰਸਰਗ	(+) ਪਸ.
ਅੰਗਰੇਜ਼ੀ	(+) ਅੰਗ.
ਰੇਖਾਗਣਿਤ	(+) ਰੇਖਾ.

Geographical /Directional

Punjabi Expression	Acceptable Abbreviation
ਉੱਤਰ	(+) ਉ.
ਦੱਖਣ	(+) ਦ.
ਪੂਰਬ	(+) ਪੂ.
ਪੱਛਮ	(+) ਪ.
ਪਟਿਆਲਾ	(+) ਪਟਿ.
ਲੁਧਿਆਣਾ	(+) ਲੁਧਿ.
ਪੰਜਾਬ	(+) ਪੰਜ.

Administrative/ Commercial

Punjabi Expression	Acceptable Abbreviation
ਪੰਜਾਬ ਪੁਲਿਸ	(+) ਪੰਜ. ਪੁ.
ਕੰਪਨੀ	(+) ਕੰ.
ਪ੍ਰਾਈਵੇਟ ਲਿਮਿਟਡ	(+) ਪ੍ਰਾ. ਲਿ.
ਰਜਿਸਟਰਡ	(+) ਰਜਿ.
ਰੁਪਇਆ	(+) ਰੁ.
ਪ੍ਰੋਫੈਸਰ	(+) ਪ੍ਰੋ.
ਪ੍ਰਿੰਸੀਪਲ	(+) ਪ੍ਰਿੰ.
ਪੰਨਾ	(+) ਪੰ.
ਡਾਕਟਰ	(+) ਡਾ.
ਇੰਜਨੀਅਰ	(+) ਇੰਜ.

Measurements

Punjabi Expression	Acceptable Abbreviation
ਸੈਲਸੀਅਸ	(+) ਸੈ.
ਕਿਲੋਮੀਟਰ	(+) ਕਿ.ਮੀ.
ਸੈਂਟੀਮੀਟਰ	(+) ਸੈ.ਮੀ.
ਕਿਲੋਗ੍ਰਾਮ	(+) ਕਿ. ਗ੍ਰਾ.
ਗ੍ਰਾਮ	(+) ਗ੍ਰਾ.

Use the common abbreviations listed in this section, but avoid extensive use of abbreviations. Do not abbreviate such words as "and," "or," "something," "someone," or any other word that users might not recognize. If you have any doubt, spell out the word rather than using an abbreviation.

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).

List of common acronyms:
(+) ਐਨਜੀਓ ਨੌਂਨ ਗਵਰਨਮੈਂਟ ਔਰਗਾਨਾਈਜ਼ੇਸ਼ਨ NGO
(+) ਯੂਨੇਸਕੋ ਯੂਨਾਈਟਡ ਨੇਸ਼ਨਜ਼ ਐਜੁਕੇਸ਼ਨਲ ਸਾਇੰਟੀਫਿਕ ਐਂਡ ਕਲਚਰਲ ਔਰਗਾਨਾਈਜ਼ੇਸ਼ਨ UNESCO
(+) ਸਾਰਕ ਸਾਉਥ ਏਸ਼ੀਅਨ ਐਸੋਸੀਏਸ਼ਨ ਫ਼ਾਰ ਰਿਜਨਲ ਕੋਅਪਰੇਸ਼ਨ SAARC
(+) ਯੂਨੀਸੇਫ਼ ਯੂਨਾਇਟੇਡ ਨੇਸ਼ਨਜ਼ ਇੰਟਰਨੈਸ਼ਨਲ ਚਿਲਡਰਨਜ਼ ਐਮਰਜੈਂਸੀ ਫੰਡ UNICEF
(+) ਪੁਡਾ ਪੰਜਾਬ ਅਰਬਨ ਡੀਵੈਲਪਮੈਂਟ ਆਥੌਰਿਟੀ PUDA
(+) ਐਸਜੀਪੀਸੀ ਸ਼੍ਰੋਮਣੀ ਗੁਰਦੁਆਰਾ ਪ੍ਰਬੰਧਕ ਕਮੇਟੀ SGPC

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.

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

The following examples show the redundancy in red for Punjabi terms.

- (-) ਐਸਜੀਪੀਸੀ ਕਮੇਟੀ
- (-) ਬਸਪਾ ਪਾਰਟੀ
- (-) ਭਾਜਪਾ ਪਾਰਟੀ

Localized Acronyms

In online help or documentation, spell out the words that comprise an acronym or abbreviation the first time that acronym is used in the text. You should include the language-specific translation, the US term, and the acronym.

Example:

- (+) ਮਲਟੀ-ਫੈਕਟਰ ਪ੍ਰਮਾਣੀਕਰਨ (multifactor authentication, MFA)
- (+) ਰੈਂਡਮ ਐਕਸੈਸ ਮੈਮਰੀ, ਰੈਮ (Random Access Memory, RAM)

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.

Example:

- ANSI (American National Standards Institute)
- ISO (International Standards Organization)

4.1.3 Adjectives

Punjabi Adjectives are words that describe or modify another person or thing in the sentence i.e., highlights some of the properties of a person or thing. In Punjabi, adjectives usually precede the nouns but follow the pronouns. Here are some examples:

English—You are using latest version of this software.

Punjabi—(+) ਤੁਸੀਂ ਇਸ ਸੌਫਟਵੇਅਰ ਦੇ ਨਵੀਨਤਮ ਸੰਸਕਰਣ ਦੀ ਵਰਤੋਂ ਕਰ ਰਹੇ ਹੋ।

Here, in example term "latest" as "ਨਵੀਨਤਮ" in Punjabi is an adjective and it represents the property of software.

Possessive adjectives

The frequent use of possessives is a feature of English language. However in Punjabi, possessive adjectives can eliminate repetition in a sentence by replacing a determiner/noun phrase. For example, to say (+) X has saved his file to the desktop instead of (-) X has saved X's file to the desktop.

In the same way, in Punjabi we use (-) "X ਨੇ ਆਪਣੀ ਫਾਈਲ ਸੁਰੱਖਿਅਤ ਕੀਤੀ" instead of (+)"X ਨੇ X ਦੀ ਫਾਈਲ ਸੁਰੱਖਿਅਤ ਕੀਤੀ।" Here, in example term "ਆਪਣੀ" is a possessive adjective.

4.1.4   Articles

General considerations

Punjabi articles are words that combine with a noun to indicate the type of reference being made by the noun. Generally, articles specify the grammatical definiteness of the noun. Examples are "the, a, and an". Here are some examples: ਇਹ, ਇਸ, ਇੱਕ, ਇੱਕੋ, ਇਹ ਪੁਸਤਕ, ਇੱਕ ਪੁਸਤਕ etc.

Unlocalized Feature Names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language. We should treat them as proper nouns in Punjabi.

Example:

English example	Punjabi example
Windows Mail shares your Internet Connection settings with Microsoft Edge	(+) Windows Mail ਤੁਹਾਡੀ ਇੰਟਰਨੈੱਟ ਕਨੈਕਸ਼ਨ ਸੈਟਿੰਗਜ਼ ਨੂੰ Microsoft Edge ਨਾਲ ਸਾਂਝਾ ਕਰਦਾ ਹੈ।
Website addresses will be sent to Microsoft	(+) ਵੈੱਬਸਾਈਟ ਪਤੇ Microsoft ਨੂੰ ਭੇਜੇ ਜਾਣਗੇ।

Localized Feature Names

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

Example:

English example	Punjabi example
Hide the Task Manager when it is minimized	(+) ਛੋਟਾ ਕਰਨ ਤੇ ਕਾਰਜ ਪ੍ਰਬੰਧਕ ਲੁਕਾਓ।
Check for updates in your installed Media Player's language	(+) ਤੁਹਾਡੇ ਸਥਾਪਿਤ ਕੀਤੇ ਮੀਡੀਆ ਪਲੇਅਰ ਦੀ ਭਾਸ਼ਾ ਵਿੱਚ ਅਪਡੇਟਸ ਲਈ ਦੇਖੋ।

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 Punjabi language?
- Analogy: Is there an equivalent Punjabi 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:

1. Please register this key.
(+) ਕਿਰਪਾ ਕਰਕੇ ਇਹ ਕੁੰਜੀ ਰਜਿਸਟਰ ਕਰੋ।

2. Access to this link is not possible.
(+) ਇਸ ਲਿੰਕ 'ਤੇ ਐਕਸੈਸ ਸੰਭਵ ਨਹੀਂ ਹੈ।

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.

In Punjabi new words can be formed from already existing word by a process known as compounding, in which individual words are joined together to form a compound word.

For example, the noun ਲੋਕ can be joined with noun ਸਭਾ to form the compound noun ਲੋਕਸਭਾ.

Punjabi compound word formation has three types:

1.   Simple compounding:
ਰਾਜ+ਭਵਨ ਰਾਜਭਵਨ
ਧਰਮ+ਸ਼ਾਲਾ ਧਰਮਸ਼ਾਲਾ
ਬਨ+ਵਾਸ ਬਨਵਾਸ
ਸਿਰ+ਦਰਦ ਸਿਰਦਰਦ
ਫੁਲ+ਵਾੜੀ ਫੁਲਵਾੜੀ
ਧਰਮ+ਰਖਿਅਕ ਧਰਮਰਖਿਅਕ
ਬੁਧੀ+ਜੀਵੀ ਬੁਧੀਜੀਵੀ
ਨਿਰਮਲ+ਚਿਤ ਨਿਰਮਲਚਿਤ
ਘੋੜ+ਸਵਾਰ ਘੋੜਸਵਾਰ
ਘੋੜ+ਮੱਤ ਘੋੜਮੱਤ
ਹੁੜ+ਮੱਤ ਹੁੜਮੱਤ
ਰਿਸ਼ਟ+ਪੁਸ਼ਟ ਰਿਸ਼ਟਪੁਸ਼ਟ
ਨਿੱਕੜ+ਸੁਕੜ ਨਿਕੜ-ਸੁਕੜ

2.   Hybridation Compounding:
ਚਿਟਾ+ਸਫੈਦ ਚਿੱਟਾਸਫੈਦ
ਲਾਲ+ਸੁਰਖ ਲਾਲਸੁਰਖ
ਕਾਲਾ+ਸਿਆਹ ਕਾਲਾਸਿਆਹ
ਬੱਸ+ਅੱਡਾ ਬੱਸਅੱਡਾ
ਨਾਰ+ਜੂਸ ਨਾਰਜੂਸ
ਰੇੜੀ+ਸਟੈਂਡ ਰੇੜੀਸਟੈਂਡ

3.   Reduplication Compounding:
ਅੱਗ+ਉਗ ਅੱਗਉਗ
ਗੁੜ+ਗੜ ਗੁੜਗੜ
ਪੀੜ+ਪੁੜ ਪੀੜਪੁੜ
ਧੁੜ+ਧਾੜ ਧੁੜਧਾੜ
ਮਾਰ+ਮੁਰ ਮਾਰਮੁਰ
ਮੇਲ+ਮਾਲ ਮੇਲਮਾਲ

English examples	Punjabi examples
Internet Accounts	(+) ਇੰਟਰਨੈੱਟ ਖਾਤੇ

English examples	Punjabi examples
Logon script processing	(+) ਲੌਗਆੱਨ ਸਕ੍ਰਿਪਟ ਪ੍ਰੋਸੈਸਿੰਗ
Internet News Server Name	(+) ਇੰਟਰਨੈੱਟ ਖ਼ਬਰਾਂ ਸਰਵਰ ਨਾਂ

Compounds with Product or Component Names

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

English example	Punjabi example
Windows password	(+) Windows ਪਾਸਵਰਡ
Microsoft Word document	(+) Microsoft Word ਦਸਤਾਵੇਜ਼
Microsoft SQL Server Database	(+) Microsoft SQL Server ਡੇਟਾਬੇਸ
Microsoft Dynamics product family	(+) Microsoft Dynamics ਉਤਪਾਦ ਪਰਿਵਾਰ

Compounds with Acronyms, Abbreviations or Numerals

The compounds below contain either an abbreviation or a numeral followed by a component name. The Punjabi example below show how such constructions should be translated.

English example	Punjabi example
USB drive	(+) USB ਡ੍ਰਾਈਵ
3D Maps	(+) 3D ਮੈਪਸ
24 bit color value	(+) 24 ਬਿਟ ਕਲਰ ਵੈਲਯੂ
absolute URL	(+) ਸੰਪੂਰਣ URL

4.1.6 Contractions

For en-US Microsoft voice, the use of contractions helps to convey a conversational tone and are used whenever possible.

en-US long form	en-US contracted form
Do not	Don't

en-US source text	pa-IN long form	pa-IN contracted form
As <product> gains features, there is a risk that older content may not display correctly.	ਜਿਵੇਂ <product> ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ ਪ੍ਰਾਪਤ ਕਰਨ ਵਿੱਚ, ਉੱਥੇ ਇੱਕ ਸੰਕਟ ਹੈ ਕਿ ਪੁਰਾਣੀ ਵਿਸ਼ਾ ਵਸਤੂ ਸਹੀ ਤਰੀਕੇ ਨਾਲ ਪ੍ਰਦਰਸ਼ਨ ਨਹੀਂ ਹੋ ਸਕਦੀ	ਜਿਵੇਂ <product> ਸੁਵਿਧਾਵਾਂ ਲੈਣ ਵਿੱਚ ਇੱਕ ਖਤਰਾ ਹੈ ਪੁਰਾਣੀ ਸਮੱਗਰੀ ਸਹੀ ਤਰ੍ਹਾਂ ਨਾਲ ਪ੍ਰਦਰਸ਼ਿਤ ਨਹੀਂ ਹੋ ਸਕਦੀ

4.1.7 Conjunctions

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

en-US old use of conjunctions	en-US new use of conjunctions
As <product> gains features, there is a risk that older content may not display correctly.	But because of these features older content may not display correctly.

en-US source text	pa-IN old use of conjunctions	pa-IN new use of conjunctions
Users can change when new updates get installed.	ਜਦੋਂ ਨਵੇਂ ਅਪਡੇਟ ਸਥਾਪਿਤ ਹੋ ਜਾਂਦੇ ਹਨ ਉਪਭੋਗਤਾ ਬਦਲੇ ਜਾ ਸਕਦੇ ਹਨ	ਨਵੇਂ ਅੱਪਡੇਟ ਇੰਸਟਾਲ ਹੋ ਜਾਣ ਤੇ ਤੁਸੀਂ ਬਦਲ ਸਕਦੇ ਹੋ

This setting provides users with the best display appearance.	ਇਹ ਸੈਟਿੰਗ ਚੰਗੇ ਪ੍ਰਦਰਸ਼ਨ ਪਰਤੱਖਤਾ ਨਾਲ ਉਪਭੋਗਤਾ ਨੂੰ ਪ੍ਰਦਾਨ ਕਰਦੀ ਹੈ	ਇਹ ਸੈਟਿੰਗ ਵਧੀਆ ਪ੍ਰਦਰਸ਼ਨ ਪ੍ਰਗਟਾਵੇ ਤੁਹਾਨੂੰ ਮੁੱਹਈਆ ਕਰਦੀ ਹੈ

4.1.8 Gender

There are three genders in Punjabi, masculine, feminine and Neuter Gender. The gender system is partly semantically based and partly phonologically based. The rule of thumb is that inflected nouns endings in -aa (ਆ) are usually assigned masculine gender whereas the nouns ending in -ii (ਈ) are feminine, and -ae (ਏ) are neuter gender. The semantic criterion takes precedence over the phonological criterion. Overall, the gender is unpredictable.

Coming to nouns, the regular masculine nouns in Punjabi ends in "a" (ਆ), while the regular feminine nouns end in "i" (ਈ). eg. Munda (ਮੁੰਡਾ), Kuri (ਕੁੜੀ). The feminine form of some nouns can be obtained by replacing the ending "a" (ਆ) to "i" (ਈ). eg. Ghora (ਘੋੜਾ), Ghori (ਘੋੜੀ). But you'll have to remember the gender of nouns because not all nouns follow the "regular" pattern of "a" (ਆ), "i" (ਈ), and "ae" ending.

You will have to use feminine form of adjective thin because in Punjabi, adjectives agree in gender with the noun. eg. The noun "kitaab" (ਕਿਤਾਬ) is feminine but does not end with an "i" (ਈ). And let us suppose you want to say "thin book." So you say "patli kitaab" (ਪਤਲੀ ਕਿਤਾਬ) and not "patla kitaab" (ਪਤਲਾ ਕਿਤਾਬ).

Another eg. The noun "kamm" (ਕੰਮ) is masculine but does not end with an "a" (ਆ). And let us suppose you want to say "good job done." You will have to use masculine form of adjective good so as to make it agree with gender of noun. So you say "changa kamm kita" (ਚੰਗਾ ਕੰਮ ਕੀਤਾ) and not "changi kamm kita" (ਚੰਗੀ ਕੰਮ ਕੀਤਾ).

However, there are always exceptions to the "rules." For eg. not all nouns ending in "i" (ਈ) are feminine. Eg. "nai" (ਨਾਈ) and aadmi (ਆਦਮੀ) end with an "i" (ਈ) but are masculine nouns. And not all nouns ending in "a" (ਆ) are masculine eg. Ma (ਮਾਂ) which is a feminine noun.

Besides, sometimes the same word which has different meanings can be both masculine and feminine depending on meaning. The word "Punjabi" denoting language is feminine, but "Punjabi" denoting ethnicity is masculine. However, some words aimed at a single meaning can be considered both masculine and feminine eg. ghah (ਘਾਹ). Other times some nouns sound "appropriate" when preceded with either masculine or

feminine adjective. eg. hassa (ਹੱਸਿਆ). Translation for "loud laughter" included both options i.e., "ucha or uchi hassa" (ਉੱਚਾ ਜਾਂ ਉੱਚੀ ਹੱਸਿਆ).

4.1.9 Genitive

Genitive case is a case in which the referent of the marked noun is the possessor of the referent of another noun. In some languages, genitive case may express an associative relation between the marked noun and another noun, but it can also indicate various relationships other than possession.

Genitive case in Punjabi (Possessive case or Second case)

In Punjabi the genitive case markers are: - ਦਾ, ਦੇ, ਦੀ, ਦਿਆਂ, ਦੀਆਂ।

Some examples are below:

(+) ਉਹਦਾ ਘਰ ਬਹੁਤ ਸੋਹਣਾ ਹੈ। (Genitive masculine singular direct)
(+) ਉਹਦੇ ਘਰ ਨੂੰ ਅੱਗ ਲੱਗ ਗਈ। (Genitive masculine singular oblique)
(+) ਉਹਦੇ ਸਾਰੇ ਘਰ ਹੀ ਸੁੰਦਰ ਹਨ। (Genitive masculine plural direct)
(+) ਉਹਦਿਆਂ ਸਾਥੀਆਂ ਨੂੰ ਪੁਲਿਸ ਨੇ ਫੜ੍ਹ ਲਿਆ। (Genitive masculine plural oblique)
(+) ਉਹਦੀ ਕਾਰ ਚਿੱਟੇ ਰੰਗ ਦੀ ਹੈ। (Genitive Feminine singular direct)
(+) ਉਹਦੀ ਮਾਂ ਨੂੰ ਬੁਖ਼ਾਰ ਹੋ ਗਿਆ। (Genitive Feminine singular oblique)
(+) ਉਹਦੀਆਂ ਸਾਰੀਆਂ ਕਿਤਾਬਾਂ ਭਾਸ਼ਾ ਵਿਗਿਆਨਿਕ ਵਿਸ਼ੇ ਨਾਲ ਸੰਬੰਧਿਤ ਹਨ। (Genitive Feminine plural direct)

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

Additions to a product or component name are either added with a hyphen or a periphrastic construction needs to be used. For example, instead of expressing a possessive relationship by using the genitive marker "s" in English, a periphrastic construction should be used:

Example:

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

4.1.10 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 a Punjabi (India) colloquialism that fits the same meaning of the particular context unless it is a perfect and natural fit for that context.
- Translate the *intended meaning* of the colloquialism in the source text (as opposed to literally translating the original colloquialism in the source text), but only if the colloquialism's meaning is an integral part of the text that can't be omitted.
- If the colloquialism can be omitted without affecting the meaning of the text, omit it.

4.1.11 Modifiers

Modifier is an optional element in phrase 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.

Example:

English example	Punjabi example
Disk space too low.	(+) ਡਿਸਕ ਥਾਂ ਬਹੁਤ ਘੱਟ ਹੈ।
Delete some unnecessary files from the folder.	(+) ਫੋਲਡਰ ਵਿੱਚੋਂ ਕੁਝ ਬੇਲੋੜੀ ਫਾਈਲਾਂ ਮਿਟਾਓ।

4.1.12 Nouns

General considerations

Noun refers to the name of a living being, place, thing, abstract idea etc. Typically, it can be anything that we call by name. For example, ਮੁੰਡਾ for "boy," ਕਿਤਾਬ for "book," ਕਾਰ for "car," ਸਕੂਲ for "school," ਘਰ for "house" are all nouns. Nouns can be of various semantic types, like proper nouns, common nouns, countable nouns, collective nouns etc.

Punjabi nouns have assigned gender, and it can be either masculine or feminine, though some nouns (e.g., common nouns) can be used for both the genders (due to dialectical variations). Punjabi nouns can be in two numbers—singular or plural. There are two cases—direct and oblique, which apply to almost all the nouns. A typical Punjabi noun can have on an average five-six different forms depending upon the values of number and case, e.g., ਮੁੰਡਾ muṇḍā "boy" has five different form: ਮੁੰਡਾ muṇḍā (singular-direct), ਮੁੰਡੇ muṇḍē (singular-oblique, plural-direct), ਮੁੰਡਿਆਂ muṇḍiāṃ (plural-oblique), ਮੁੰਡਿਆ muṇḍiā (singular-vocative), and ਮੁੰਡਿਓ muṇḍiō (plural-vocative).

Example:

English example	Punjabi example
Delete it from server.	(+) ਇਸਨੂੰ ਸਰਵਰ ਤੋਂ ਹਟਾਓ।
Enter a password to log into the server	(+) ਸਰਵਰ ਵਿੱਚ ਲੌਗਆਨ ਕਰਨ ਦੇ ਲਈ ਕੋਈ ਪਾਸਵਰਡ ਦਾਖਲ ਕਰੋ।
DNS cannot resolve the server IP address	(+) DNS ਸਰਵਰ ਦੇ IP ਪਤੇ ਨੂੰ ਹੱਲ ਨਹੀਂ ਕਰ ਸਕਦਾ।
Verify the name of the server's certificate	(+) ਸਰਵਰ ਦੇ ਪ੍ਰਮਾਣਪੱਤਰ ਦੇ ਨਾਂ ਦੀ ਤਸਦੀਕ ਕਰੋ।

Inflection

The examples below show how English loanwords inflect for number in Punjabi.

Example:

English example	Punjabi example
Clients	(+) ਕਲਾਇੰਟਾਂ
Websites	(+) ਵੈੱਬਸਾਈਟਾਂ
Downloads	(+) ਡਾਊਨਲੋਡ
Proxies	(+) ਪ੍ਰੌਕਸੀਆਂ

Plural Formation

A large number of nouns end with kanna (ਆ) or bihari (ਈ) such as ਘੋੜਾ (Horse), (+) ਮੁੰਡਾ (Boy), (+) ਕੁੜੀ (Girl), (+) ਕੁਰਸੀ (Chair) etc. The plural (ਬਹੁ ਵਚਨ) forms of regular nouns are obtained by replacing ਆ or ਈ with **ਆਂ ,ਏ, ਇਆਂ, ਓਂ**.

Example:

1. Horse: (+) ਘੋੜਾ – (+) ਘੋੜੇ
2. Boy: (+) ਮੁੰਡਾ – (+) ਮੁੰਡੇ
3. Girl: (+) ਕੁੜੀ – (+) ਕੁੜੀਆਂ
4. Chair: (+) ਕੁਰਸੀ – (+) ਕੁਰਸੀਆਂ etc.

4.1.13 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.

Common Punjabi post-positions are:
ਦਾ, ਦੇ, ਦੀ, ਦਿਆਂ, ਦੀਆਂ, ਨੇ, ਨੂੰ, ਵਿੱਚ, ਉੱਤੇ, ਨਾਲ, ਪਰ, ਤੋਂ, ਕੋਲੋਂ, ਪਾਸੋਂ, ਲਈ, ਨਾਲ, ਕੋਲ, ਵਾਂਗ etc.

US-English expression	Punjabi expression
migrate to	(+) ਤੱਕ ਲੈ ਜਾਓ
Migrate from	(+) ਤੋਂ ਲੈ ਆਓ
import to	(+) ਤੋਂ ਲਓ
import from	(+) ਨੂੰ ਦਿਓ
export to	(+) ਨੂੰ ਦਿਓ
export from	(+) ਤੋਂ ਲਓ
update to	(+) ਨੂੰ ਨਵਾਂ ਕਰੋ

upgrade to	(+) ਨੂੰ ਵਧਾਓ
change to	(+) ਨਾਲ ਬਦਲੋ
click on	(+) 'ਤੇ ਕਲਿਕ ਕਰੋ
connect to	(+) ਨਾਲ ਜੋੜੇ
welcome to …	(+) ਜੀ ਆਇਆਂ ਨੂੰ…

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

US Expression	Punjabi Expression
in the toolbar	(+) ਸਾਧਨਪੱਟੀ ਵਿੱਚ
on the tab	(+) ਟੈਬ 'ਤੇ
on the menu	(+) ਮੇਨੂ 'ਤੇ
on the net	(+) ਨੈਟ 'ਤੇ
on the Internet	(+) ਇੰਟਰਨੈਟ 'ਤੇ
on the Web	(+) ਵੈਬ 'ਤੇ
on a web site	(+) ਇੱਕ ਵੈਬਸਾਈਟ 'ਤੇ
on a web page	(+) ਇੱਕ ਵੈਬ ਪੰਨੇ 'ਤੇ

4.1.14 Pronouns

Pronouns usually refer to some noun or other pronoun, in sentences. These are used to make sentences look less awkward, and thus help reduce repetition. If pronouns are used as modifiers in sentences, then their use will be termed as adjectival. They are pronouns only if used independently. Except first and second person personal pronouns and reflexive pronouns, all other pronouns can be used as adjectives including the genitive case forms of all the pronouns. Basic Punjabi Pronouns which are commonly used: - ਮੈਂ, ਅਸੀਂ, ਤੂੰ, ਤੁਸੀਂ, ਉਹ, ਇਹ, ਮੈਨੂੰ, ਤੈਨੂੰ, ਉਹਨੂੰ, ਇਹਨੂੰ, ਮੇਰਾ, ਮੇਰੇ, ਸਾਡਾ, ਸਾਡੇ, ਤੇਰਾ, ਤੇਰੇ, ਤੁਹਾਡਾ, ਤੁਹਾਡੇ, ਉਹਦਾ, ਉਹਦੇ, ਆਪ, ਆਪਣਾ, ਆਪਣੀ, ਕੋਈ, ਸਭ, ਕਈ, ਕੁਝ, ਜਿਹੜਾ, ਜਿਹੜੀ, ਕਿਹੜਾ, ਕਿਹੜੀ, ਕੀ, ਕੌਣ, ਕਿਸ, ਕਿਸਦਾ, ਕਿਨ੍ਹਾਂ etc.

Example:

English example	Punjabi example
Save this file to your My Documents folder.	(+) ਇਸ ਫਾਈਲ ਨੂੰ ਤੁਹਾਡੇ ਮੇਰੇ ਦਸਤਾਵੇਜ਼ ਫੋਲਡਰ ਵਿੱਚ ਸੁਰੱਖਿਅਤ ਕਰੋ।
The file you are trying to download is not available.	(+) ਜਿਹੜੀ ਫਾਈਲ ਨੂੰ ਤੁਸੀਂ ਡਾਉਨਲੋਡ ਕਰਨ ਦੀ ਕੋਸ਼ਿਸ਼ ਕਰ ਰਹੇ ਹੋ ਉਹ ਉਪਲਬਧ ਨਹੀਂ ਹੈ।

Possessive pronouns

Possessive pronouns are often used in English. However, we should avoid overusing them. In fact, Punjabi sounds more natural using the definite article, especially when the possessor is obvious.

Examples:
Double-click the Skype Name in your Contact List or the search result
ਆਪਣੀ ਸੰਪਰਕ ਸੂਚੀ ਵਿੱਚ Skype ਨਾਮ ਜਾਂ ਖੋਜ ਨਤੀਜੇ 'ਤੇ ਡਬਲ-ਕਲਿੱਕ ਕਰੋ

If these products are not available for shipment to your area, please visit your local computer or electronics store.
ਜੇ ਇਹ ਉਤਪਾਦ ਤੁਹਾਡੇ ਖੇਤਰ ਵਿਚ ਸ਼ਿਪਮੈਂਟ ਲਈ ਉਪਲਬਧ ਨਾ ਹੋਣ, ਤਾਂ ਕਿਰਪਾ ਕਰਕੇ ਆਪਣੇ ਸਥਾਨਕ ਕੰਪਿਊਟਰ ਜਾਂ ਇਲੈਕਟ੍ਰਾਨਿਕਸ ਸਟੋਰ ਵਿੱਚ ਜਾਓ।

Where is your home PC located?
ਤੁਹਾਡਾ ਹੋਮ PC ਕਿੱਥੇ ਸਥਿਤ ਹੈ?

4.1.15 Punctuation

This section explains how to use Punjabi-specific punctuation in place of the US-English punctuation found in the source interface and content.

Bulleted lists

In Punjabi (India) the sign of bulleted lists is the same as in English.

Comma

(,) Used as a separator when several names or items are written consecutively and also short pauses.

Example:

English example	Punjabi example
To enhance the security and performance of your computer, we recommend that you turn on Windows Update.	(+) ਤੁਹਾਡੇ ਕੰਪਿਊਟਰ ਦੀ ਸੁਰੱਖਿਆ ਅਤੇ ਪ੍ਰਦਰਸ਼ਨ ਨੂੰ ਵਧਾਉਣ ਲਈ, ਅਸੀਂ ਸਿਫਾਰਿਸ਼ ਕਰਦੇ ਹਾਂ ਕਿ ਤੁਸੀਂ Windows Update ਚਾਲੂ ਕਰੋ।

Colon

(:) Use colons to inform that what follows proves, clarifies, explains, or simply enumerates elements of what is referred to before.

Example:

English example	Punjabi example
Full computer name:	(+) ਪੂਰਾ ਕੰਪਿਊਟਰ ਨਾਂ:
Computer description:	(+) ਕੰਪਿਊਟਰ ਵਿਆਖਿਆ:

This example shows the wrong use of colon and should be avoided.

English example	Punjabi example
(-) We travelled to: Ludhiana, Chandigarh and Shimla.	(-) ਅਸੀਂ: ਲੁਧਿਆਣਾ, ਚੰਡੀਗੜ੍ਹ ਅਤੇ ਸ਼ਿਮਲਾ ਦੀ ਯਾਤਰਾ ਕੀਤੀ।
(-) This saved file: could be viewed in Microsoft Edge.	(-) ਇਸ ਸੁਰੱਖਿਅਤ ਫਾਈਲ ਨੂੰ: Microsoft Edge ਵਿੱਚ ਦੇਖਿਆ ਜਾ ਸਕਦਾ ਹੈ।

Dashes and Hyphens

Three different dash characters are used in Punjabi (India):

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.

When flowing text, hyphen is sometimes preferable to break a word in half so that it continues on another line rather than moving the entire word to the next line.

Hyphens are mostly used to break single words into parts, or to join ordinarily separate words into single words. Spaces should not be placed between a hyphen. Example:

E-mail = (+) ਈ-ਮੇਲ

Drop-down = (+) ਡ੍ਰੌਪ-ਡਾਊਨ

Dashes

A dash is noticeably longer than a hyphen. The most commonly used are the **En dash (–)** and the **Em dash (—)**. They are so named because they are the same width as the small letter n and capital letter M, respectively.

It is similar in appearance to a hyphen, but a dash is longer, and it is used differently.

En Dash

The En dash is used as a minus sign, usually with spaces before and after. In English, the En dash is used in ranges, such as 6–10 years, read as "six to ten years".

En dash (–), a dash smaller than an Em dash but usually longer than a regular hyphen, The **En dash** is often used in place of the word "to" or "ਤੋਂ" in Punjabi, such as

Example:

May–June 1967   = (+) ਮਈ–ਜੂਨ 1967 will read as '(+) ਮਈ 1967 ਤੋਂ ਜੂਨ 1967 ਤਕ'

1:00–2:00 p.m.   = (+) ਦੁਪਹਿਰ 1:00–2:00 ਵਜੇ will read as '(+) ਦੁਪਹਿਰ 1.00 ਤੋਂ 2.00 ਵਜੇ'

For ages 6–9 = (+) 6–9 ਸਾਲ ਦੀ ਉਮਰ ਲਈ will read as '(+) 6 ਤੋਂ 9 ਸਾਲ ਦੀ ਉਮਰ ਲਈ'

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

Example: From page No. 15–20 = (+) ਪੰਨਾ ਸੰਖਿਆ 15–20 will read as "(+) ਪੰਨਾ ਸੰਖਿਆ 15 ਤੋਂ 20"

Em Dash

An em dash is most often used to indicate a break in thought or to set an appositive off from the rest of the sentence. It can also be used to show a date when the time frame in question has not yet ended (Example: John Smith, 1976—).

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

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

Example:

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

(+) ਮੈਨੂੰ ਸਟੋਰ ਤੋਂ ਤਿੰਨ ਚੀਜ਼ਾਂ ਲੈਣ ਦੀ ਲੋੜ ਹੈ—ਬਿਸਕੁਟ, ਮਿਰਚਾਂ, ਅਤੇ ਪਨੀਰ।

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

(+) ਅਸੀਂ ਇਸ ਫਾਈਲ ਨੂੰ ਅਲੱਗ-ਅਲੱਗ ਨਾਂਵਾਂ ਨਾਲ ਸੁਰੱਖਿਅਤ ਕਰ ਸਕਦੇ ਹਾਂ, ਜਿਵੇਂ ਕਿ—ਫਾਈਲ1, ਫਾਈਲ2, ਫਾਈਲ3 ਆਦਿ।

Ellipses (Suspension Points)

Ellipses (Suspension Points) are often used in taskbars or web browser tabs to indicate longer titles than will fit. Hovering the cursor over the tab often shows a pop-up balloon of the full title. When many programs are open, or during a "tab explosion" in web browsing, the tabs may be reduced in size so much that no characters from the actual titles show, and ellipses take up all the space besides the program icon.

In many user interface guidelines, a "..." after the name of a command implies that the user will need to provide further information, for example in a subsequent dialog box, before the action can be completed. A typical example is the Save As... Command, which after being clicked will usually require the user to enter a file name, as opposed to save where the file will usually be saved under the existing name of the file. Also, an ellipsis character after a status message signifies that an operation may take some time, as in "Downloading updates..."

The most common form of an ellipsis is a row of three periods or full stops (...)

Example:

Save As... = (+) ਇਸ ਤਰ੍ਹਾਂ ਸੁਰੱਖਿਅਤ ਕਰੋ...

Downloading updates... = (+) ਅੱਪਡੇਟ ਡਾਊਨਲੋਡ ਹੋ ਰਹੇ ਹਨ...

Updating the software... = (+) ਸੌਫਟਵੇਅਰ ਅੱਪਡੇਟ ਹੋਰਿਹਾ ਹੈ...

Period

A full stop or period **(.)** is used as **(l)** in Punjabi, that is the punctuation mark commonly placed at the end of sentences and other statements thought to be complete. The punctuation mark **(.)** is used after many abbreviations.

Example:

1. Please try again later.   = (+) ਕਿਰਪਾ ਕਰਕੇ ਬਾਅਦ ਵਿੱਚ ਦੁਬਾਰਾ ਕੋਸ਼ਿਸ਼ ਕਰੋ।

2. File is being saved.   = (+) ਫਾਈਲ ਨੂੰ ਸੁਰੱਖਿਅਤ ਕੀਤਾ ਜਾ ਰਿਹਾ ਹੈ।

3. Delete this file.   = (+) ਇਸ ਫਾਈਲ ਨੂੰ ਮਿਟਾਓ।

Quotation Marks

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

Please follow the following basic rules for the use of quotation marks in Punjabi.

When we quote somebody's speech without any change or modification then we have to use quotation mark i.e. "Double Inverted Comma."

Example:

(+) "ਮਾਰਫਾਲੌਜੀ ਮਿਸ਼ਰਿਤ ਸ਼ਬਦਾਂ ਦੀ ਅੰਦਰੂਨੀ ਸੰਰਚਨਾ ਦਾ ਵਿਸ਼ਲੇਸ਼ਣ ਹੈ।"

(+) "ਭਾਸ਼ਾ ਦੀ ਛੋਟੀ ਤੋਂ ਛੋਟੀ ਇਕਾਈ ਧੁਨੀ ਹੈ।"

(+) "ਇਹ ਮੁਲਾਂਸ਼ ਹੀ ਹੁੰਦਾ ਹੈ ਜਿਸ ਨਾਲ ਵਿਭਕਤੀ-ਮੂਲਕ ਵਧੇਤਰ ਹੀ ਸੰਜੁਗਤ ਕੀਤੇ ਜਾਂਦੇ ਹਨ।"

If one needs to insert quoted phrase or word within a sentence that is already quoted, then "Single Inverted Commas" are used for the phrase which is inserted.

Example:

(+) ਮਾਰਫੀਮ ਭਾਸ਼ਾ ਦੀ ਸਾਰ ਵਸਤੂ ਹੈ, ਜੋ ਅਵਿਕਤ, ਅਮੂਰਤ ਤੇ ਨਿਰਾਕਾਰ ਹੈ ਅਤੇ ਜਿਸ ਨੂੰ ਕਿਸੇ ਧੁਨੀਆਤਮਕ ਸ਼ਕਲ ਦੇ ਰਾਹੀਂ ਸਾਕਾਰ ਪ੍ਰਗਟ ਕੀਤਾ ਜਾਂਦਾ ਹੈ, ਇਸ ਧੁਨੀਆਤਮਕ ਸ਼ਕਲ ਨੂੰ ਹੀ 'ਮਾਰਫ' ਕਿਹਾ ਜਾਂਦਾ ਹੈ।

(+) ਸ਼ਬਦ ਦੇ ਖੰਡ ਜਾਂ ਟੋਟੇ ਨਹੀਂ ਹੁੰਦੇ ਹਨ, ਕਿਉਂਕਿ ਮਾਰਫੀਮਾਂ ਦੀ 'ਸ਼ਬਦ' ਵਿੱਚ ਕੋਈ ਪੁਜ਼ੀਸ਼ਨ ਨਹੀਂ ਹੈ, ਉੱਥੇ ਤਾਂ ਮਾਰਫੀਮਾਂ ਦਾ ਕਾਰਜੀ ਰੋਲ ਹੈ।

Parentheses

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

Parentheses are used to contain optional or additional material in a sentence that could be removed without destroying the meaning of the main text. Parentheses may be used to add supplementary information. They can also indicate shorthand for "either singular or plural" for nouns—Exp., "the file(s)"

Example:

- English = You have received a "cookie" (Internet information stored on your computer) from a website.
- Punjabi = (+) ਤੁਹਾਨੂੰ ਇੱਕ ਵੈੱਬਸਾਈਟ ਤੋਂ ਕੋਈ "ਕੁਕੀ" (ਤੁਹਾਡੇ ਕੰਪਿਉਟਰ 'ਤੇ ਸਟੋਰ ਕੀਤੀ ਇੰਟਰਨੈੱਟ ਜਾਣਕਾਰੀ) ਪ੍ਰਾਪਤ ਹੋਈ ਹੈ।
- English = The system cannot find the file(s).

Punjabi = (+) ਸਿਸਟਮ ਫਾਈਲ(ਲਾਂ) ਨੂੰ ਨਹੀਂ ਲੱਭ ਸਕਦਾ।

4.1.16 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

en-US source text	pa-IN long form	pa-IN sentence fragment
Use the following steps.	ਨਿਮਨ ਲਿਖਤ ਚਰਨਾਂ ਦਾ ਉਪਯੋਗ ਕਰੋ	ਨਿਮਨ ਚਰਨਾਂ ਦੀ ਵਰਤੋਂ ਕਰੋ

4.1.17 Split infinitive

A split infinitive is an English-language grammatical construction in which a word or phrase, usually an adverb or adverbial phrase, comes between the marker to and the bare infinitive (uninflected) form of a verb. Example "To boldly go where no one has gone before." Here, the adverb "boldly" splits the full infinitive "to go."

Example:

It is strongly recommended that you scan any received files.

(+) ਇਸਦੀ ਪ੍ਰਭਾਵੀ ਰੂਪ ਤੋਂ ਸਿਫਾਰਿਸ਼ ਕੀਤੀ ਜਾਂਦੀ ਹੈ ਕਿ ਤੁਸੀਂ ਕੋਈ ਵੀ ਪ੍ਰਾਪਤ ਕੀਤੀ ਫਾਈਲਾਂ ਨੂੰ ਸਕੈਨ ਕਰੋ।

4.1.18 Subjunctive

Subjunctive is a verb mood typically used to express a wish, emotion, possibility, judgment, opinion, necessity, or action that has not yet occurred. Subjunctive is only noticeable in certain forms and tenses.

Subjunctive looks like the infinitive form of the verb, and all persons (including the third person singular) are written or spoken without an "s". It takes the same form whether we are referring to the present, future or past.

But it doesn't affect the forms and tenses in Punjabi sentences.

Example:

He **tries** to save file.

(+) ਉਹ ਫਾਈਲ ਸੁਰੱਖਿਅਤ ਕਰਨ ਦੀ **ਕੋਸ਼ਿਸ਼** ਕਰਦਾ ਹੈ।

It is important (expression) that he **try** to save file. *(Subjunctive form of "try")*

(+) ਇਹ ਮਹੱਤਵਪੂਰਨ ਹੈ (expression) ਕਿ ਉਹ ਫਾਈਲ ਸੁਰੱਖਿਅਤ ਕਰਨ ਦੀ **ਕੋਸ਼ਿਸ਼** ਕਰਦਾ ਹੈ।

4.1.19 Symbols & non-breaking spaces

There are no particular concerns about symbols in Punjabi localization of Microsoft products.

Example:

It is not a practice to include a non-breaking space during localization of MS products in Punjabi. Moreover, there is little need to do the same. Non-breaking spaces are needed in order to keep some words together, so that an automatic line-break at any white space character does not leave them in different lines of text (e.g., the word 5 MB should not appear as the number '5' at the end of one line and 'MB' at the beginning of the next line. They should rather be together to make sense).

In Punjabi, we may remove the white space character in case of some quantitative expressions to keep consecutive words together. For example, 5 MB may be written as 5MB to prevent their breaking-away.

In HTML text, the non-breaking space may be created by using   instead of white space.

Example:

(+) 5km
(+) 5 km

4.1.20 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.

Punjabi verbs are words that convey action (bring, read, walk, run), or a state of being (exist, stand). In most languages a verb may agree with the person, gender, and/or number of some of its arguments, such as its subject, or object. A verb expresses action, event, state of being, state of happening etc. For example, ਜਾ "go," ਕਰ "do," ਸੁਣ "listen,"

ਹੱਸ "laugh," ਲਿਖ "write" are all verbs. A Punjabi verb root is always in second person singular form in imperative mood. In a Punjabi sentence, verbs must agree with the subject or object of the sentence in terms of gender, number, and person. Punjabi verbs take forms for three persons—first, second, and third. Punjabi verbs can be in perfect or non-perfect forms. Perfect refers to the action completed or perfected at the time of saying, and non-prefect refers to the remaining states of the action like ongoing or not yet started. Punjabi verbs take forms for future tense, present tense and past tense. For example, ਜਾਂਦਾ ਹੈ jāndā hai "(he) goes" is for present tense, ਜਾਂਦਾ ਸੀ jāndā sī "(he) was going" is for past tense, and ਜਾਵੇਗਾ jāvēgā "(he) will go" is for future tense.

Example:

English	Punjabi	Punjabi	Punjabi
chat	(+) ਚੈਟ ਕਰਦਾ	(+) ਚੈਟ ਕੀਤੀ	(+) ਚੈਟ ਕਰੇਗਾ
save	(+) ਸੁਰੱਖਿਅਤ ਕਰਦਾ	(+) ਸੁਰੱਖਿਅਤ ਕੀਤਾ	(+) ਸੁਰੱਖਿਅਤ ਕਰੇਗਾ
download	(+) ਡਾਊਨਲੋਡ ਕਰਦਾ	(+) ਡਾਊਨਲੋਡ ਕੀਤਾ	(+) ਡਾਊਨਲੋਡ ਕਰੇਗਾ

Be consistent in how you translate verbs in messages. Be concise without changing the meaning of the source string.

English example	Punjabi example	Explanation
The document is too large. Document too large.	(+) ਦਸਤਾਵੇਜ਼ ਬਹੁਤ ਵੱਡਾ ਹੈ।	Be consistent in your usage of the verb "to be"
Access was denied. Access denied.	(+) ਐਕਸੈਸ ਵਰਜਿਤ।	In complete sentences, use verbs and the same tense as in the source string.
The file "%s" is an unknown graphics format.	(+) ਫਾਈਲ "%s" ਦਾ ਗ੍ਰਾਫਿਕ ਸਰੂਪ ਅਗਿਆਤ ਹੈ।	Rephrase "is" with "have" if necessary to produce an appropriate translation.
The application may attempt to convert the graphic.	(+) ਐਪਲੀਕੇਸ਼ਨ ਗ੍ਰਾਫਿਕ ਨੂੰ ਰੁਪਾਂਤਰਿਤ ਕਰਨ ਦਾ ਜਤਨ ਕਰ ਸਕਦੀ ਹੈ।	may + Verb can be rephrased as Verb + possibly
A problem occurred while trying to connect to the network share "%1!s!."	(+) ਨੈਟਵਰਕ "%1!s!" 'ਤੇ ਕਨੈਕਟ ਕਰਨ ਦੀ ਕੋਸ਼ਿਸ਼ ਕਰਦੇ ਹੋਏ ਸਮੱਸਿਆ ਉਤਪੰਨ ਹੋਈ।	Shorten and rephrase if necessary to "A problem occurred while connecting to the network share "%1!s!"

The following error occurred: "%1!s!" (error #%2!lx!)	(+) ਨਿਮਨਲਿਖਿਤ ਤਰੁੱਟੀ ਉਤਪੰਨ ਹੋਈ: "%1!s!" (ਤਰੁੱਟੀ #%2!lx!)	Shorten this construction where possible, e.g., Error: "%1!s!" (error #%2!lx!).
An unknown error has occurred. / No error occurred.	(+) ਅਗਿਆਤ ਤਰੁਟੀ ਉਤਪੰਨ ਹੋਈ।/ਕੋਈ ਤਰੁੱਟੀ ਨਹੀਂ।	Shorten this construction where possible, e.g ,Unknown error. / No error

Continuous operations are usually expressed in English with a gerund, which should be translated into Punjabi.

Example: Send—Sending (+) (ਭੇਜੋ—ਭੇਜਣਾ)

Edit—Editing (+) (ਸੰਪਾਦਿਤ ਕਰੋ—ਸੰਪਾਦਨ)

Delete—Deleting (+) (ਮਿਟਾਓ—ਮਿਟਾਉਣਾ)

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 Punjabi (India), 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 Punjabi (India)-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™).

There are no specific rules for Punjabi regarding trade marking of the applications, product, and features.

Version Numbers

Version numbers always contain a period (e.g., Version 4.2). Please note the following punctuation examples of "Version x.x":

US English	pa_IN target
WCAG 6.2	WCAG 6.2

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.

Example:

US English	pa_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 Punjabi translation
Something went wrong.	ਕੁਝ ਗਲਤ ਹੋ ਗਿਆ ਹੈ।
Not enough memory to process this command.	ਇਸ ਕਮਾਂਡ ਦੀ ਪ੍ਰਕਿਰਿਆ ਕਰਨ ਲਈ ਕਾਫ਼ੀ ਮੈਮੋਰੀ ਨਹੀਂ ਹੈ।

Punjabi 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.

In Punjabi, the sentences can be formed by placing the negative marker after the main verb or even by placing the adjective (describing the negative quality) before the verb.

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. The following table provides US-English examples of inconsistent error messages and their corresponding, standardized Punjabi.

Examples:

English	Translation	English example	Punjabi example
Cannot ... Could not ...	(+) ਨਹੀਂ ਸਕਦਾ...	File could not be open File cannot be open	(+) ਫਾਈਲ ਖੋਲ੍ਹ ਨਹੀਂ ਸਕਦਾ।
Failed to ... Failure of ...	(+) ਅਸਫਲ ਰਿਹਾ...	Failed to connect Failure to connect	(+) ਕਨੈਕਟ ਕਰਨ ਵਿੱਚ ਅਸਫਲ ਰਿਹਾ।
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	(+) ਨਹੀਂ ਲੱਭ ਸਕਦਾ...	Cannot find driver software Could not find driver software Unable to find driver software Unable to locate driver software	(+) ਡ੍ਰਾਇਵਰ ਸੌਫਟਵੇਅਰ ਲੱਭ ਨਹੀਂ ਸਕਦਾ।
Not enough Insufficient	(+) ਲੋੜੀਂਦੀ ਸਿਮਰਤੀ ਨਹੀਂ	Not enough memory Insufficient memory There is not enough memory There is not enough memory available	(+) ਇਸ ਵਿੱਚ ਲੋੜੀਂਦੀ ਸਿਮਰਤੀ ਨਹੀਂ ਹੈ।

		The command is not available The command is unavailable	(+) ਇਹ ਆਦੇਸ਼ ਉਪਲਬਧ ਨਹੀਂ ਹੈ।
… is not available … is unavailable	(+) ਉਪਲਬਧ ਨਹੀਂ…		

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."

If your language has agreement between adjectives and nouns, and the noun is a placeholder, it can be important to know what exact string will be in the placeholder, so that a preceding adjective can be inflected accordingly. The wording of most source strings has already been adjusted to avoid such localization issues and a syntactic construction has been chosen in which a placeholder is not modified by an adjective. However, be mindful of such issues when localizing software. In some languages there is also agreement between a noun subject and the verb. If your language has syntactic agreement, try to reword the translation to avoid a potentially ungrammatical sentence.

Example:

English example	Message User will see	Punjabi example
Replace invalid %s?	Replace invalid data? Replace invalid file?	(+) ਅਯੋਗ %s ਬਦਲੋ?

%s already exists	File already exists Name already exists	(+) %s ਪਹਿਲਾਂ ਤੋਂ ਮੌਜੂਦ ਹੈ।
%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 ਨੂੰ ਹੁਣ ਤੁਹਾਡੇ ਨਿੱਜੀ ਸੰਪਰਕ ਲਈ ਸੈਟ ਕੀਤਾ ਹੈ।
%s stopped working and was closed	The application stopped working and was closed The program stopped working and was closed	(+)%s ਨੇ ਕੰਮ ਕਰਨਾ ਬੰਦ ਕਰ ਦਿੱਤਾ ਅਤੇ ਬੰਦ ਹੋ ਗਿਆ ਸੀ।

5.4.3 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	Punjabi Key Name
Alt	Alt
Backspace	Backspace
Break	Break
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete
Down Arrow	ਹੇਠਾਂ ਤੀਰ

English Key Name	Punjabi Key Name
End	End
Enter	Enter
Esc	Escape
Home	Home
Insert	Insert
Left Arrow	ਖੱਬਾ ਤੀਰ
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	ਸੱਜਾ ਤੀਰ
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	ਸਪੇਸਬਾਰ
Tab	Tab
Up Arrow	ਉੱਪਰ ਤੀਰ
Windows key	Windows ਕੁੰਜੀ
Menu Key	ਮੇਨੂ ਕੁੰਜੀ
Print Screen	Print Screen

5.4.4 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

"Keyboard shortcuts" are a combination of keys such as ALT+F or Ctrl+S that move the focus to a menu, command, or control, without using the mouse.

To find whether the keyboard shortcut is to be localized or not, we have to find:

- User's preference: Use of native language keyboard, sticker, or soft keyboard and whether people prefer localized shortcuts etc.
- Localization: Localization user experience.
- Keyboards: Whether Indic Language keyboards, stickers and soft keyboard versions are available.

Punjabi is the language spoken in Punjab. InScript Keyboard is used. So, the letters on this keyboard are similar (in sound) to Devanagari Languages like Hindi, Marathi etc.

Suggestion:

Hindi and Punjabi use the same keyboard layout and most of the keyboard shortcut words are similar. We may localize the keys the same way for both languages.

Some of the reasons to localize the Hindi/Punjabi keyboard shortcuts are:

- With a large population of Hindi end users among which a good proportion seems to use Hindi Keyboards.
- Keyboards available are NOT PHONETIC i.e., the Hindi letters do not appear along with the English-sounding letters on the keyboard.
- Soft keyboard (virtual) versions in several applications follow phonetic keyboards. The soft keyboards are not used much when compared to the transliteration Software.
- There are no complications or multiple formats in localizing it to the Hindi version. There is only one format of typing which is the standard Devanagri (mangal) and CapsLock/Shift is used to type mahaprana consonants(refer appendix), Diacritics and special cases.
- The Devanagari Keyboard stickers are available in the market (North Indian states) for rural area users and for school children.

Keyboard shortcut	Hindi	Transliteration	Punjabi	Transliteration
Save—Ctrl+S	सहेजें	sahejein	ਸੁਰੱਖਿਅਤ ਕਰੋ	Surakhyat karo
Find—Ctrl+F	ढूँढें	Doondein	ਲੱਭੋ	labho
Cut—Ctrl+X	काटें	kaatein	ਕੱਟੋ	Katto
Copy—Ctrl+C	प्रतिलिपि	Prathilipi (kaapy)	ਪ੍ਰਤਿਲਿਪੀ	prathilipi
Paste—Ctrl+V	चिपकाएँ	chipkayein	ਚਿਪਕਾਉਨਾ	Chipkauna
Undo—Ctrl+Z	पूर्ववल्करें	Poorvavarth karein	ਪਹਿਲੇ ਵਰਗਾ ਕਰੋ	Pahile varaga karo
Select all—Ctrl+A	सभीचुनें	Sabi chune	ਸਾਰੇ ਚੁਣੋ	Sare chuno
Print—Ctrl+P	प्रिंट	print	ਪ੍ਰਿੰਟ/ਛਪਾਈ	Print/chapayi
Open—Ctrl+O	ओपन/खुला	Open/kula	ਖੋਲੋ	kholo
Quit—Ctrl+Q	quit	quit	ਨਿਕਾਸ	nikas
Close—Ctrl+W	बंदकरें	Bandh karein	ਬੰਦ ਕਰੋ	Band karo
Bold—Ctrl+B	बोल्ड	Bold	ਬੋਲਡ	bold
Italic—Ctrl+I	इटैलिक	Itailik	ਇਟੈਲਿਕ	Itailic
Underline—Ctrl+U	underline	underline	ਅੰਡਰਲਾਈਨ	underline

Keyboard shortcut	Hindi	Transliteration	Punjabi	Transliteration
New—Ctrl+N	new	new	ਨਵਾਂ	navaaN
Help—Ctrl+?	Ctrl+?	Ctrl+?	Ctrl+?	Ctrl+?

GREY AREA—CONSISTENT / SIMILAR words

As seen in the table (Hindi-Punjabi Table) Punjabi keyboard shortcut terms are very similar to those of Hindi.

There is consistency with other north Indian Languages. So, we can localize SAME KEYS as set for HINDI/PUNJABI.

We can use the same localized keyboard shortcuts used in the Devanagiri script as the language and the script are both similar with subtle difference with respect to keyboard shortcut terms.

Hence, we maintain consistency among 4 languages namely Hindi, Marathi, Konkani, Gujarati and Punjabi.

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

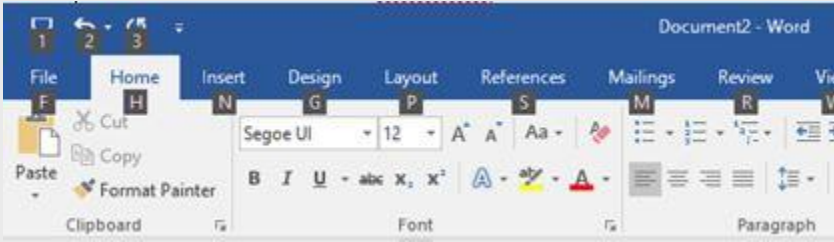| Keyboard shortcuts special options	Usage: Is it allowed?	Notes
"Slim characters," such as l, l, t, r, f can be used as keyboard shortcuts	yes	But Punjabi characters cannot be termed as slim characters as compared to roman ones.
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	no	Generally in Punjabi, characters are written not simply with downstrokes but having a kind of downward movement is used for *Matras* like ਿ, ੁ etc which collides with the symbol of keyboard shortcuts and creates confusion. So, in such cases it cannot be allowed to use keyboard shortcuts in words containing these *Matras*.

Extended characters can be used as keyboard shortcuts	no	Punjabi conjuncts (gemination) are combination of two consonants and take an extra symbol to mark it. So cannot be used as keyboard shortcuts.
An additional letter, appearing between brackets after item name, can be used as keyboard shortcuts	yes	Yes, it can be allowed.
A number, appearing between brackets after item name, can be used as keyboard shortcut	yes	Yes, it can be allowed.
A punctuation sign, appearing between brackets after item name, can be used as hotkey	no	Punctuation marks should not be used as keyboard shortcuts, as there are many clear and simple letters which can be used for that purpose.
Duplicate keyboard shortcuts are allowed when no other character is available	yes	If there is no alternative, duplicate keyboard shortcuts are allowed.
No keyboard shortcut is assigned when no more characters are available (minor options only)	yes	If no more characters are available for keyboard shortcuts, duplicate keyboard shortcuts are allowed.

Additional notes: In Punjabi, only the primary characters can be used as keyboard shortcuts. Even secondary symbols when added to consonants cannot be used as keyboard shortcuts.

List of characters suitable as keyboard shortcuts:

ਕ ਗ ਜ ਪ ਬ ਹ ੜ ਰ ੲ ਚ ਟ ਲ ਸ ਖ ਦ ਨ ਮ ਵ

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 or shortcut keys.

5.4.5 Numeric keypad

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

5.4.6 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.

Shortcut keys are keystrokes or combinations of keystrokes used to perform defined functions in a software application. Shortcut keys replace menu commands and they are sometimes given next to the command they represent. In opposition to the access keys, which 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	Punjabi Command	Punjabi Shortcut key
General Windows Shortcut keys			
Help window	F1	ਮਦਦਵਿੰਡੋ	F1
Context-sensitive Help	Shift+F1	ਸੰਦਰਭ-ਸੰਵੇਦਨਸ਼ੀਲਮਦਦ	Shift+F1
Display pop-up menu	Shift+F10	ਪੌਪ-ਅਪਮੇਨੂਪ੍ਰਦਰਸ਼ਿਤਕਰੋ	Shift+F10
Cancel	Esc	ਰੱਦਕਰੋ	Esc
Activate\Deactivate menu bar mode	F10	ਮੇਨੂਪੱਟੀਮੋਡਕਿਰਿਆਸ਼ੀਲ ਕਰੋ/ਅਕਿਰਿਆਸ਼ੀਲਕਰੋ	F10
Switch to the next primary application	Alt+Tab	ਅਗਲੀਮੁੱਖਐਪਲੀਕੇਸ਼ਨ 'ਤੇਸਵਿੱਚਕਰੋ	Alt+Tab
Display next window	Alt+Esc	ਅਗਲੀਵਿੰਡੋਪ੍ਰਦਰਸ਼ਿਤਕਰੋ	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	ਵਿੰਡੋਲਈਪੌਪ-ਅਪਮੇਨੂਪ੍ਰਦਰਸ਼ਿਤਕਰੋ	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	ਸਕ੍ਰਿਆਚਾਈਲਡਵਿੰਡੋਲਈਪੌਪ- ਅਪਮੇਨੂਪ੍ਰਦਰਸ਼ਿਤਕਰੋ	Alt+-

Display property sheet for current selection	Alt+Enter	ਹਾਲੀਆਚੋਣਲਈਵਿਸ਼ੇਸ਼ਤਾ ਸ਼ੀਟਪ੍ਰਦਰਸ਼ਿਤਕਰੋ	Alt+Enter
Close active application window	Alt+F4	ਕਿਰਿਆਸ਼ੀਲਐਪਲੀਕੇਸ਼ਨਵਿੰਡੋਬੰਦਕਰੋ	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	ਐਪਲੀਕੇਸ਼ਨ (ਮੋਡਰਹਿਤ-ਸ਼ਿਕਾਇਤ) ਦੇਅੰਦਰਅਗਲੀਵਿੰਡੋ 'ਤੇਸਵਿਚਕਰੋ	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	ਕਿਰਿਆਸ਼ੀਲਵਿੰਡੋਪ੍ਰਤੀਬਿੰਬਨੂੰਕਲਿਪਬੋਰਡ 'ਤੇਕੈਪਚਰਕਰੋ	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	ਡੈਸਕਟੌਪਪ੍ਰਤੀਬਿੰਬਨੂੰਕਲਿਪਬੋਰਡ 'ਤੇਕੈਪਚਰਕਰੋ	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	ਕਾਰਜਪੱਟੀਵਿੱਚਸਟਾਰਟਬਟਨਐਕਸੈਸਕਰੋ	Ctrl+Esc
Display next child window	Ctrl+F6	ਅਗਲੀਚਾਈਲਡਵਿੰਡੋਪ੍ਰਦਰਸ਼ਿਤਕਰੋ	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	ਅਗਲਾਟੈਬਡਉਪਖੰਡਪ੍ਰਦਰਸ਼ਿਤਕਰੋ	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	ਕਾਰਜਪ੍ਰਬੰਧਕਅਤੇਸਿਸਟਮਅਰੰਭੀਕਰਨਲਾਂਚਕਰੋ	Ctrl+Shift+Esc
File Menu			
File New	Ctrl+N	ਨਵੀਂਫਾਈਲ	Ctrl+N
File Open	Ctrl+O	ਫਾਈਲਖੋਲ੍ਹੋ	Ctrl+O

File Close	Ctrl+F4	ਫਾਈਲਬੰਦਕਰੋ	Ctrl+F4
File Save	Ctrl+S	ਫਾਈਲਸੁਰੱਖਿਅਤਕਰੋ	Ctrl+S
File Save as	F12	ਫਾਈਲਇਸਤਰ੍ਹਾਂਸੁਰੱਖਿਅਤਕਰੋ	F12
File Print Preview	Ctrl+F2	ਫਾਈਲਪ੍ਰਿੰਟਪੂਰਵਦਰਸ਼ਨ	Ctrl+F2
File Print	Ctrl+P	ਫਾਈਲਪ੍ਰਿੰਟ ਕਰੋ	Ctrl+P
File Exit	Alt+F4	ਫਾਈਲਬੰਦ ਕਰੋ	Alt+F4
Edit Menu			
Edit Undo	Ctrl+Z	ਸੰਪਾਦਨਪਹਿਲਾਂਵਰਗਾਕਰੋ	Ctrl+Z
Edit Repeat	Ctrl+Y	ਸੰਪਾਦਨਦੁਹਰਾਓ	Ctrl+Y
Edit Cut	Ctrl+X	ਸੰਪਾਦਨਕੱਟੋ	Ctrl+X
Edit Copy	Ctrl+C	ਸੰਪਾਦਨਪ੍ਰਤੀਲਿਪੀਕਰੋ	Ctrl+C
Edit Paste	Ctrl+V	ਸੰਪਾਦਨਚਿਪਕਾਓ	Ctrl+V
Edit Delete	Ctrl+Backspace	ਸੰਪਾਦਨਮਿਟਾਓ	Ctrl+Backspace
Edit Select All	Ctrl+A	ਸੰਪਾਦਨਸਾਰੇਚੁਣੋ	Ctrl+A
Edit Find	Ctrl+F	ਸੰਪਾਦਨਲੱਭੋ	Ctrl+F
Edit Replace	Ctrl+H	ਸੰਪਾਦਨਬਦਲੋ	Ctrl+H
Edit Go To	Ctrl+B	ਸੰਪਾਦਨ 'ਤੇਜਾਓ	Ctrl+B
Help Menu			
Help	F1	ਮਦਦ	F1
Font Format			
Italic	Ctrl+I	ਇਟੈਲਿਕ	Ctrl+I
Bold	Ctrl+G	ਗੁੜ੍ਹਾਕਰੋ	Ctrl+G

Underlined\Word underline	Ctrl+U	ਰੇਖਾਅੰਕਿਤ/ਸ਼ਬਦਰੇਖਾਅੰਕਿਤ	Ctrl+U
Large caps	Ctrl+Shift+A	ਵੱਡੇਅੱਖਰ	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	ਛੋਟੇਅੱਖਰ	Ctrl+Shift+K
Paragraph Format			
Centered	Ctrl+E	ਮੱਧਭਾਗ	Ctrl+E
Left aligned	Ctrl+L	ਖੱਬੇਕਤਾਰਬੱਧ	Ctrl+L
Right aligned	Ctrl+R	ਸੱਜੇਕਤਾਰਬੱਧ	Ctrl+R
Justified	Ctrl+J	ਸਮਾਯੋਜਿਤ	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 Punjabi (India) phonetic system if the original pronunciation sounds very awkward in Punjabi (India).

Example	Phonetics	Comment
SecurID	[sɪˈkjuər aɪ diː]	
.NET	[dot net]	
Skype	[skaip]	sky (skai) + pe (p)

Acronyms and Abbreviations

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

Example	Phonetics
RADIUS	ਰੇਡੀਅਸ
PIN	ਪਿਨ
LAN	ਲੇਨ
WAN	ਵੇਨ
WAP	ਵੈਪ
SAP	ਸੈਪ
POP	ਪੌਪ
PAN	ਪੈਨ

Other abbreviations are pronounced letter by letter.

Example	Phonetics
ICMP	ਆਈਸੀਐਮਪੀ
IP	ਆਈਪੀ
TCP/IP	ਟੀਸੀਪੀ/ਆਈਪੀ
XML	ਐਕਸਐਮਐਲ
HTML	ਐਚਟੀਐਮਐਲ

OWA	ਉਡਬਲਿਉਏ
SQL	ਐਸਕਿਯੁਐਲ

URLs

"http://" should be left out; the rest of the URL should be read entirely.
"www" should be pronounced as ਡਬਲਿਉਡਬਲਿਉਡਬਲਿਉ.
The "dot" should be omitted, but can also be read out. If read out, then it must be pronounced the Punjabi (India) way, as ਡੌਟ.

Example	Phonetics
http://www.microsoft.com/	ਡਬਲਿਉਡਬਲਿਉਡਬਲਿਉ ਡੌਟ ਮਾਈਕ੍ਰੋਸੌਫ਼ਟ ਡੌਟ ਕੌਮ

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 Punjabi (India) 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.

Depending upon the context / person to whom one is addressing, tone of "you" may be translated as

"ਤੂੰ"—"ਤੈਨੂੰ" (intimate inform.)

"ਤੁਸੀਂ"—"ਤੁਹਾਨੂੰ" (polite Hon.)

'ਆਪ'—"ਆਪ ਜੀ ਨੂੰ" (formal Hon.)

The honorific singular forms are generally the same as the non honorific plural.

In technical translation we use 'ਤੁਹਾਨੂੰ' for "you" because this is honorific for both male and female.

5.5.3 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 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