

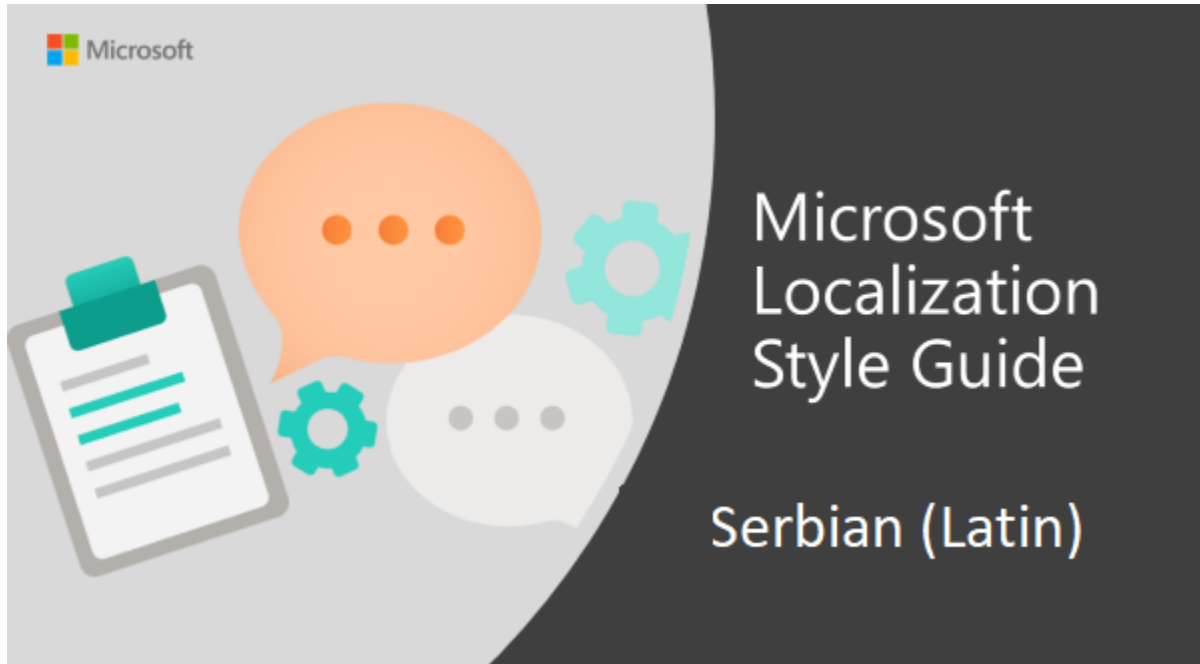
Serbian (Latin) Localization Style Guide

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1 Welcome



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

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 references. When more than one solution is possible, consult the other topics in this style guide for guidance.

1. Rečnik srpskohrvatskog književnog i narodnog jezika, vol. I–XVI, Beograd, SANU, 1959-2001
2. Rečnik srpskohrvatskoga književnog jezika, vol. 1–6, Novi Sad, Matica srpska, 1967-1976
3. Pešikan, Mitar et al., Pravopis srpskoga jezika, Novi Sad, Matica srpska, 2010 or later edition
4. Stevanović, Mihailo, Savremeni srpski jezik I, 3. izd., Beograd, Naučna knjiga, 1975 or later edition
5. Stevanović, Mihailo, Savremeni srpski jezik II, 2. izd., Beograd, Naučna knjiga, 1974 or later editio
6. Klajn, Ivan, Tvorba reči u savremenom srpskom jeziku I, Slaganje i prefiksacija, Beograd – Novi Sad, Zavod za udžbenike i nastavna sredstva – Institut za srpski jezik SANU – Matica srpska, 2002
7. Stanojčić, Živojin/Popović, Ljubomir, Gramatika srpskoga jezika, Beograd, Zavod za udžbenike i nastavna sredstva, 2002 or later edition
8. Šipka, Milan, Pravopisni rečnik srpskog jezika sa pravopisno-gramatičkim savetnikom, Prometej, 2010
9. Piper, Predrag and Klajn, Ivan, Normativna gramatika srpskog jezika, Novi Sad, Matica srpska, 2014

Informative references

These sources may provide supplementary and background information.

1. Klajn Ivan, Rečnik jezičkih nedoumica, 3. izd., Beograd, Nolit, 1992 or later edition
2. Ivić, Pavle et al., Jezički priručnik, Beograd, Radio-televizija Beograd, 1991
3. Računarski rečnik, Beograd, CET, 1999
4. Tasić, Vera/Bauer, Ivan, Rečnik kompjuterskih termina, 4. izd., Beograd, Mikro knjiga, 2001

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.

2.1 Choices that reflect Microsoft voice

Translating Serbian 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 Flexibility

It's important for translators to modify or re-write translated strings so that they are more appropriate and natural to Serbian customers. To do so, try to understand the whole intention of the sentences, paragraphs, and pages, and then re-write just like you are writing the content yourselves. It will make the content more perfect for Serbian

users. Sometimes, you may need to remove any unnecessary contents. For example, "please" should be avoided as it does not sound natural in Serbian.

Check section [Word-to-word translation](#) to see some examples of allowed rework of source text.

Rule of thumb is to translate message, not sentence. If preserving the message requires some changes, then you can make them. However, don't make changes that would ruin the message itself.

This is especially notable when it comes to idiomatic or humorous lines. If there is no way to keep subtle humor or keep the pun or cultural reference, rephrase it. Heavy marketing phrases often sound too aggressive in Serbian and can lead to effects opposite from intended ones.

| English example | Serbian example |
|----------------------|-----------------------------|
| Dad can't dance | Šašavi ples za ukućane |
| Home sweet homegroup | Matična grupa je slatki dom |
| Libraries 101 | Sve o bibliotekama |

Sometimes English contains phrases which sound redundant in Serbian. Apart from "please", there are lots of phrases like "to help do something", "you might want to" and so on. You can adopt them to achieve better fluency.

| English example | Better Serbian example | Average Serbian example |
|---|--|---|
| You might want to download Microsoft Edge if all of the following apply to you: | Microsoft Edge preuzećete ako se sve ove izjave odnose na vas. | Možete poželeći da preuzmete Microsoft Edge ako se sve ove izjave odnose na vas: |
| If you work with offline files in many different folders, you may want to view all of them. | Ako radite sa vanmrežnim datotekama u različitim fasciklama, možete sve njih da prikazete. | Ako radite sa vanmrežnim datotekama u različitim fasciklama, možda ćete želeći da ih sve prikazete. |
| For example, you might want to do this if you | Na primer, ovo možete da uradite ako imate lokaciju | Na primer, možda ćete ovo želeći da uradite ako imate |

| English example | Better Serbian example | Average Serbian example |
|---|---|---|
| have a storage location that has more available disk space. If your hard disk has two partitions, you may want to choose the drive that has more storage space. | za skladištenje sa više slobodnog prostora na disku. Ako čvrsti disk ima dve particije, možete da odaberete disk sa više skladišnog prostora | lokaciju za skladištenje sa više slobodnog prostora na disku. Ako čvrsti disk ima dve particije, možda ćete želeći da odaberete disk sa više skladišnog prostora. |
| Check out our fun and helpful selection of articles and videos designed to help you set up and use home networks in Windows 11. | Pogledajte naš izbor zabavnih i korisnih članaka i video zapisa koji smo napravili da biste lakše konfigurisali i koristili kućne mreže u operativnom sistemu Windows 11. | Pogledajte naš zabavan i koristan izbor članaka i video zapisa koji je osmišljen da bi vam pomogao da konfigurirate i koristite kućne mreže u operativnom sistemu Windows 11. |

2.1.2 Word choice

Terminology

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

Short word forms and everyday words

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

If applicable and in accordance with Serbian language rules, it is possible to use some shortened forms to achieve a more relaxed tone. See the following examples:

| en-US source term | Serbian word | Serbian word usage |
|------------------------|--------------------------------|---|
| video | video | When the word does not need to be inflected, feel free to omit the usual "zapis" |
| drive | disk jedinica | "disk" can be used to achieve a more informal tone as it clearly conveys the source meaning |
| laptop/notebook/tablet | laptop/notebook/tablet računar | When the word does not need to be inflected, feel free to omit the usual "računar" |
| URL/IP | URL/IP adresa | When the word does not need to be inflected, feel free to omit the usual "adresa" |

2.1.3 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. Similar pairs can be found in Serbian too, see examples below.

| en-US source | Serbian word to avoid | Serbian word/phrase |
|------------------|---------------------------------|---------------------|
| be able to | imati priliku/biti u mogućnosti | moći |
| locate | locirati | pronaći |
| convenient | pogodno | zgodno |
| require | zahtevati | potrebno (je da) |
| also | takođe | i... |
| next/subsequent | naredno | sledeće |
| make sure/ensure | uveriti se | proveriti |

Don't invent words or apply new meanings to standard words. Don't forget that some terms such as *hacker*, *streaming*, *rooting*, etc.—are already part of everyday speech.

| en-US source | Serbian word to avoid | Serbian word/phrase |
|-------------------|-----------------------|--|
| categorize, group | ugrupnjavati | grupisati, kategorisati (kategorizovati) |
| start | butovati, startovati | pokrenuti |

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.

| en-US source | Do | Don't |
|---|--|---|
| Follow these steps to change your password. | Uradite ovo da biste promenili lozinku. | Koristite ovu proceduru / ovaj postupak za promenu lozinke. Pratite sledeće korake da biste promenili lozinku. |
| Word can't complete this action because too many files are open. | Otvoreno je previše datoteka pa Word ne može da obavi ovu radnju. | Radnja ne može biti izvršena. |
| AutoRecover saves more than your files. It also saves your workspace (if it can). | Automatsko spasavanje ne spasava samo datoteke. Ova opcija štedi i radni prostor (ako je to moguće). | Dodatna korist od opcije Automatsko spasavanje jeste da se neki aspekti programa mogu oporaviti kada se program ponovo pokrene nakon što dođe do neočekivanog prekida u radu. |

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

2.1.4 Word-to-word translation

To be more fluent translation, word-to-word translation should be avoided. If they are translated directly without overall understanding of the paragraph or the page, the contents will not be natural and even ridiculous. And our customers will not come again. Strict word-to-word translation would make the tone stiff and unnatural. The text may be split into different sentences if necessary, simplified. You can omit descriptors to make the text snappier:

Pay special attention to very frequent construction in English: "to make something (more) x." It often appears literally translated which is not acceptable. It is absolutely artificial and plain ugly in Serbian since no native speaker would use it in daily speech. Review following examples, so you can get familiar with much needed rework of this phrase.

| English text | Correct Serbian translation | Incorrect Serbian translation |
|---|--|--|
| Windows 11: Designed to simplify everyday tasks, work the way you want, and make new things possible. | Windows 11: stvoren da olakša svakodnevne zadatke, radi po vašoj želji i donese nove mogućnosti. | Windows 11: stvoren da olakša svakodnevne zadatke, radi po vašoj želji i učini nove stvari mogućim. |
| See what makes Microsoft Edge stand out. | Pogledajte po čemu se Microsoft Edge izdvaja. | Pogledajte šta čini Microsoft Edge drugačijim |
| Learn how automatic updates from Windows Update and Microsoft Update can make your computer more secure, stable, and happy. | Saznajte kako automatsko ažuriranje putem usluga Windows Update i Microsoft Update može dodatno da obezbedi, stabilizuje i obraduje računar. | Saznajte kako automatsko ažuriranje putem usluga Windows Update i Microsoft Update može da učini vaš računar bezbednijim, stabilnijim i srećnijim. |
| New skins, Auto Playlists, and Visualizations make it more fun to enjoy your music. | Nove maske, automatske liste za reprodukciju i vizuelizacije unose dodatnu zabavu u slušanje muzike. | Nove maske, automatske liste za reprodukciju i vizuelizacije čine slušanje muzike zabavnijim. |

| | | |
|--|--|--|
| You can make your storage space bigger if you archive old files. | Arhiviranjem starih datoteka možete da povećate skladišni prostor. | Arhiviranjem starih datoteka možete da učinite skladišni prostor većim. |
| Make your web experience faster, easier and safer than ever | Ubrzajte, pojednostavite i osigurajte svoj rad na vebu kao nikada pre. | Učinite utisak pri radu sa vebom bržim, jednostavnijim i bezbednijim |
| Making the screen more readable | Kako da vam ekran bude čitljiviji | Učinite ekran čitljivijim |
| You can adjust these settings on the Make the mouse easier to use page in the Ease of Access Center. | Jednostavnije korišćenje miša" u Centru za lakše korišćenje računara. | Ove postavke možete podesiti na stranici „Učinite miš jednostavnijim za korišćenje“ u Centru za lakše korišćenje računara. |

In a nutshell, literal translation should be avoided by all means. The next examples will show you some rework that should be done in order to avoid unnecessary repetitions, bad looking constructions, and literal reading of idiomatic phrases.

| English text | Correct Serbian translation | Incorrect Serbian translation |
|---|--|--|
| Each site's icon and primary color is used to help you more easily identify each site, which is helpful when you have many sites to choose from. Also, a site indicator shows if the site is one you visit often or not. Your favorite sites are shown with the sites you visit most frequently listed first. | Ikona i primarna boja svake lokacije se koriste da biste ih lakše identifikovali, što je korisno kada treba da izaberete neku od njih. Slično tome, indikator lokacija pokazuje da li ih posećujete često ili ne. Omiljene i lokacije koje najčešće posećujete navedene su pri vrhu liste. | Ikona i primarna boja svake lokacije se koriste da biste lakše identifikovali svaku lokaciju, što je korisno kada treba da izaberete neku lokaciju od puno lokacija. Isto tako, indikator lokacija pokazuje da li često posećujete određenu lokaciju ili ne. Omiljene lokacije su prikazane tako što su lokacije koje najčešće |

| | | |
|----------------------------------|--|--|
| | | posećujete navedene na vrhu liste. |
| Windows 11 wasn't built in a day | Windows 11 nije nastao preko noći | Windows 11 nije napravljen za jedan dan |
| Don't be afraid to migrate | Bezbrizna migracija | Nemojte da se plašite migracije |
| Socialize and stay in touch | Družite se i budite u kontaktu | Socijalizujte se i budite u kontaktu |
| Your life, connected | Sve što vam je važno je tu | Vaš život, povezan |
| First steps with Windows 11 | Prvi koraci u operativnom sistemu Windows 11 | Prvi koraci sa operativnim sistemom Windows 11 / Prvi koraci uz operativni sistem Windows 11 |
| Industry leading solutions | Vodeća rešenja u branši | Vodeća rešenja u industriji |

2.2 Sample Microsoft voice text

Following the EN text, the user should feel that is getting advice from a person talking about everyday IT situations in an everyday language.

In the process, the translator should NOT:

- Try to revert to old norms and render the text in a formal style when the EN text is looser and in a more familiar tone. This is how the Voice change is expressed. No extra effort should be required or made to alter the style, i.e. do not adjust the language, it is not a mistake.
- Translate the EN word-for-word in order to comply with the new style. Such approach will render the content unusable and will only lower the quality.
 - In this context, do not invent words or expressions that do not apply to/exist in SR in order to match the original.
 - Also avoid using Serbian word for "please" unless absolutely necessary.
- Try to avoid the inclusion of sayings or everyday expressions that may be found from now on in the EN. On the other hand again, these should by no means be translated literally.
- Overcompensate and rewrite any text from scratch. Again, follow the EN text that will have been authored according to the new style.

- Use colloquialisms in order to "lighten" the text artificially.

On the contrary:

- The translation should follow effortlessly the EN text. Just think in terms of natural speech.
- Equivalent Serbian expressions should be used to render sayings/expressions.
- Terminology should be adhered to at all times so as to maintain the link with the UI items the particular help context is elaborating on. Don't reinvent commands etc. in order to express them differently.
- Use the TM as much as possible. This is not a contradiction in terms. The Serbian text already has appropriate register and tone for the biggest part.

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

2.2.1 Focusing on the user action

| US English | Serbian target | Explanation |
|---|--|--|
| The password isn't correct, so try again. Passwords are case-sensitive. | Lozinka nije ispravna, pa probajte ponovo. U lozinkama se razlikuju mala i velika slova. | 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. Check it and try again. | Ova šifra proizvoda ne funkcioniše. Proverite je i probajte ponovo. | 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 | Sve je spremno | Casual and short message to inform user that setup has completed, ready to start using the system. |
| Would you like to continue? | Želite li da nastavite? | 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. | Dajte računaru ime – koje god želite. Ako želite da promenite boju pozadine, isključite visoki kontrast u postavkama računara. | Address the user directly using second person pronoun to take the necessary action. |
| To go back and save your work, click Cancel and finish what you need to. | Da biste se vratili i sačuvali ono što radite, kliknite na dugme „Otkazi“ i završite to što treba. | A message in Windows that informs the user about the required steps to save their work |

2.2.2 Explanatory text and providing support

| US English | Serbian target | Explanation |
|--|---|---|
| If you restart now, you and any other people using this PC could lose unsaved work. | Ako odmah ponovo pokrenete računar, vi i druge osobe koje koriste ovaj računar možete da izgubite nesačuvane dokumente. | 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. | Ovaj dokument će se automatski premestiti u pravu biblioteku ili fasciklu kada ispravite pogrešna ili nepotpuna svojstva. | 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. | Loše vesti! Nije moguće pronaći preuzete datoteke da bi se kreirao USB fleš disk sa kojeg se može pokrenuti računar. | Without complexity and using short sentences inform the user what has happened. |

2.2.3 Promoting a feature

| US English | Serbian target | Explanation |
|--|--|---|
| Picture password is a new way to help you protect your touchscreen PC. You choose the picture—and the gestures you use | Lozinka u vidu slike je nov način koji vam pomaže da zaštitite dodirni ekran računara. Vi birate sliku i pokrete koje koristite uz | Promoting a specific feature with the use of em-dash to emphasize the specific requirements to enable the feature |

| | | |
|---|---|---|
| with it—to create a password that’s uniquely yours. | nju da biste napravili lozinku koja je samo vaša. | 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. | Neka vam aplikacije pruže personalizovani sadržaj na osnovu lokacije računara, imena, slike naloga i drugih informacija o domenu. | 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. |

2.2.4 Providing how-to guidelines

| US English | Serbian target | Explanation |
|---|---|---|
| To go back and save your work, click Cancel and finish what you need to. | Da biste se vratili i sačuvali ono što radite, kliknite na dugme „Otkazi” i završite to što treba. | 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. | Da biste potvrdili trenutnu lozinku u vidu slike, pogledajte snimak i pratite primere pokreta prikazane na slici. | Voice is simple and natural. The user isn’t overloaded with information; we tell them only what they need to know to make a decision. |
| It’s time to enter the product key. When you connect to the Internet, we’ll activate Windows for you. | Vreme je da unesete šifru proizvoda. Kada se povežete sa internetom, aktiviraćemo vam Windows. | Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter 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 | |
| primary/subordinate | master/slave | primarno/sekundarno | podređeno/nadređeno |
| perimeter network | demilitarized zone (DMZ) | perimetarska mreža | demilitarizovana zona (DMZ) |
| expert | guru | stručnjak | guru |
| colleagues; everyone; all | guys; ladies and gentlemen | kolegijum; kolektiv; svako; svi | momci/devojke; dame i gospoda |

| | | | |
|--------|------------------|----------|----------------|
| parent | mother or father | roditelj | majka ili otac |
|--------|------------------|----------|----------------|

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 Serbian and the alternative that should be used to promote gender-inclusivity. It is more likely that, in Serbian, there will be a need to use gendered nouns (for example, *predstavnik* or *predstavnica prodaje*). This can be an issue in general cases since it can jeopardize the comprehension of the meaning and is space consuming. Avoid this by using neutral language as much as possible or by rewriting the sentence in plural. If the person is known and their gender is known, the appropriate gendered noun/form can be used (for example *Poštovana Jelena/potpredsednice*, but never use the title 'gospođica' if referring to a female person).

| Use this | Not this |
|-----------------------------------|---|
| Jednočasovni rad osobe, radni sat | Jednočasovni rad muškarca/žene |
| Osoba (lice) koje vrši dužnost | Vršiteljka dužnosti (v. d.), vršilac dužnosti |
| Osoba (lice) koje sprovodi obuku | Trener, trenerka (ili trenerica) |

When presenting generalization, use plural noun forms (for example, *ljudi, osobe, pojedinci, lica, itd.*). Avoid writing sentences that refer to a single person whose gender is unknown.

Example:

| Use this | Use this | Not this |
|--|---|---|
| English example | Target example | |
| This contact might not respond because his or her contact is Away. | Možda nećete dobiti odgovor jer je status kontakta „Odsutan“. | Ovaj kontakt možda neće odgovoriti jer je njegov/njen status „Odsutan/Odsutna“. |

In cases where you cannot avoid it, such as letters, use suffix /a

| English example | Target example |
|-----------------------------|--------------------------------------|
| Dear OneDrive user, | Poštovani korisniče usluge OneDrive, |
| Dear USER_NAME_PLACEHOLDER, | Poštovani/a USER_NAME_PLACEHOLDER, |

Don't use gendered pronouns (*ona, nju/njoj, on, njega/njemu, itd.*) in generic references. Instead:

- Rewrite to use the second or third person plural (*vi, oni, bezlično se*).
- Rewrite the sentence to have a plural noun and pronoun.
- Use determiners instead of a pronoun (for example, *ovaj/dati dokument* instead of *njegov dokument*).
- Refer to a person's role (*čitalac, zaposleni, kupac ili klijent*, for example). In this case, avoid using the gender distinction in some cases (for example, there is a gender distinction between *klijent/klijentkinja*, whereas there is only one form for *čitalac*).
- Use *osoba* or *pojedinač, lice*.

| 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. | Osobe sa odgovarajućim pravima mogu da postavljaju lozinke drugih korisnika. | Ako korisnik ima odgovarajuća prava, može da postavi lozinke drugih korisnika. |
| 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. | Developerima je potreban pristup serverima u njihovom okruženju za programiranje, ali im nije potreban pristup serverima u usluzi Azure. | Developeru je potreban pristup serverima u njegovom okruženju za programiranje, ali mu nije potreban pristup serverima u usluzi Azure. |
| When the author opens the document | When the author opens her document | Kada autori otvore dati dokument ... | Kada autorka otvori svoj dokument. |

| | | | |
|---|---|---|--|
| 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. | Da biste nekoga pozvali, izaberite ime osobe, izaberite opciju „Pozovi broj“, a zatim odaberite broj koji želite da pozovete. | Da biste nekoga pozvali, izaberite njegov/njen broj, izaberite opciju Pozovi broj, a zatim izaberite njegov/njen broj. |
|---|---|---|--|

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 *vezan/vezana za kolica*, *boluje od*, *ometen/ometena*. 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 | osoba sa invaliditetom | invalid, hendikepirani, osoba sa posebnim potrebama |
| person without a disability | normal person; healthy person | osoba bez invaliditeta | normalna osoba; zdrava osoba |

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 | Izaberite | Kliknite |

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 *i*, *plus*, and *otprilike*. 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 Serbian.

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:

| Method | Examples: |
|--------------------------|---|
| Truncation with a period | vidi -> v.; na primer -> npr.; i tako dalje -> itd.; i slično -> i sl.; |

List of common abbreviations:

1. The basic measurement units are: length—meter, weight—gram, liquid volume—liter. Unit names are often abbreviated; no period is used in the abbreviation. Value and measurement unit are always separated by a space.

| Expression | Acceptable abbreviation |
|------------|-------------------------|
| metar | m |
| kilometar | km |
| centimetar | cm |
| milimetar | mm |
| gram | g |

| Expression | Acceptable abbreviation |
|------------|-------------------------|
| kilogram | kg |
| litar | l |

2. Units of information are often abbreviated. Always use the following abbreviations.

| Expression | Acceptable abbreviation |
|----------------|-------------------------|
| KB (kilobyte) | kB |
| kb (kilobit) | kb |
| MB | MB |
| MiB (mebibyte) | MiB |
| bit | bit |
| bit/s | bit/s |

3. Normally you do not put a period after the following units:

| Expression | Acceptable abbreviation |
|------------|-------------------------|
| sekund | s |
| minut | min |
| čas | č |

Don't abbreviate such words as Microsoft by your own.

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).

Avoid declining the acronyms as much as possible and trying to use a modifier, usually the main word from the translation, e.g. "RAM"—RAM memorija. Refer to [Compounds](#) section for more information about modifying acronyms.

In the rare cases, declensional forms are unavoidable and case endings should be added following the rules below: In Serbian Latin, case-endings are hyphenated and written in Latin.

Example:

| en-US source | Serbian target |
|--------------|----------------|
| Error in XML | Greška u XML-u |

Unlocalized acronyms

Many acronyms are standardized and remain untranslated. They are only followed by their full spelling in English if the acronym needs to be explained to Serbian-speaking audiences. In other cases, where the acronym is rather common, adding the fully spelled out form will not add any value but only confuse users. In these cases, the acronym can be used on its own.

Examples:

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

4.1.3 Adjectives

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

Serbian adjectives, unlike the English ones, have gender and number and it is impossible to localize single adjective correctly without having a context or when the context requires the adjective to be in masculine, feminine or neuter at the same time (this often happens in menus). In these cases use the neuter adjective in singular, as the most neutral word-form.

Examples:

| en-US source | Serbian target |
|--------------|----------------|
| New | Novo |
| Unknown | Nepoznato |

In cases where adjective refers to several nouns of different gender, adjectives should be used in a way that covers all of them.

Example:

| en-US source | Serbian target |
|------------------------------------|---|
| Upload updated photo or video. | Otpremite ažuriranu fotografiju, odnosno video zapis. |
| New product or feature integration | Integrisanje novog proizvoda ili funkcije |

Possessive adjectives

The frequent use of possessives is a feature of English language. However in Serbian, possessive determiners are handled differently. That is especially the case with the possessive determiner "your" which is usually omitted in Serbian. The best way to decide whether it should be kept or omitted is to check the meaning. If omitting the word *your* does not affect the meaning, it should be omitted.

| en-US source | Serbian target |
|--|---|
| Click Discard to discard your changes and edit the latest version. | (+) Kliknite na komandu „Odbaci“ da biste odbacili izmene i uredite poslednju verziju. (-) Kliknite na komandu „Odbaci“ da biste odbacili vaše izmene i uredite poslednju verziju. |
| In order to continue using this product, you must renew your subscription. | (+) Da biste mogli i dalje da koristite ovaj proizvod, morate da obnovite pretplatu. (-) Da biste mogli i dalje da koristite ovaj proizvod, morate da obnovite vašu pretplatu. |
| In order for your subscription to work properly, your computer's clock must be set to the correct date. Set your clock before continuing. | (+) Da bi pretplata ispravno funkcionisala, sat na <u>vašem</u> računaru mora biti tačno podešen. Podesite sat pre nego što nastavite. |

| en-US source | Serbian target |
|--|--|
| | (-) Da bi vaša pretplata ispravno funkcionisala, sat na vašem računaru mora biti tačno podešen. Podesite vaš sat pre nego što nastavite. |
| According to our records, your last attempt to download the license failed. Click Next to download your license now. | (+) Prema našoj evidenciji, poslednji pokušaj preuzimanja licence nije uspeo. Kliknite na dugme „Sledeće“ da biste preuzeli <u>svoju</u> licencu odmah. (-) Prema našoj evidenciji, vaš poslednji pokušaj preuzimanja licence nije uspeo. Kliknite na dugme „Sledeće“ da biste preuzeli vašu licencu odmah. |
| Write your letter | (+) Napišite pismo (-) Napišite vaše pismo (-) Napišite svoje pismo |
| Compose your document | (+) Sastavite dokument (-) Sastavite vaš dokument (-) Sastavite svoj dokument |

The Serbian grammar prescribes that the possessive pronoun *svoj* should be used instead of *vaš* when the subject of sentence matches the object.

| en-US source | Serbian target |
|--|---|
| Click the button below to locate your list of recipients. | (+) Kliknite na dugme u nastavku da biste locirali svoju listu primalaca. (-) Kliknite na dugme u nastavku da biste locirali vašu listu primalaca. |
| Enter your authentication information. | (+) Unesite svoje podatke za potvrdu identiteta. (-) Unesite vaše podatke za potvrdu identiteta. |
| Preview your letters | (+) Pregledajte svoja pisma (-) Pregledajte vaša pisma (-) Pregledajte pisma |

4.1.4 Articles

English articles are normally omitted from translation. However, they should be kept when they clarify the meaning.

| en-US source | Serbian target |
|---|---|
| Select an option from the list. | (+) Izaberite neku opciju sa liste. (-) Izaberite opciju sa ove liste. |

Unlocalized feature names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language. We treat them the same way and we do not use quotation marks.

Examples:

| en-US source | Serbian target |
|------------------------|--------------------------------|
| Microsoft Silverlight | Microsoft Silverlight |
| Microsoft Teams | Microsoft Teams |
| In OneDrive you can... | U usluzi OneDrive možete da... |

Localized feature names

Translated feature names are handled in the following way:

- when parts of product and feature names are localized, first word of the localized product or feature name should not be capitalized.
- when localized product names are used without the unlocalizable part, quotation marks should be used.

Examples:

| en-US source | Serbian target |
|---|---|
| Microsoft Teams Advanced Management | Microsoft Teams napredno upravljanje |
| Microsoft Teams classes | Microsoft Teams razredi |
| Bing comes with many useful enhancements. Mail lets you check your e-mail directly from your browser in a snap. | Usluga Bing je opremljena mnoštvom korisnih poboljšanja. Aplikacija „Pošta“ vam omogućava da za tren oka proverite e-poštu direktno u pregledaču. |

4.1.5 Capitalization

In English, it is a general practice to capitalize all first characters of the words in titles, names, etc, and sometimes middle characters in words too. Bear in mind that this is an error for the Serbian texts.

| en-US source | Serbian target |
|--------------|---|
| Move Down... | (+) Premesti nadole... (-) Premesti Nadole... |
| AutoArchive | (+) Automatsko arhiviranje (-) AutoArhiviranje |

The names of days, months, languages and adjectives derived from country names are not capitalized. Words Web and Internet should not be capitalized in Serbian language.

| en-US source | Serbian target |
|--------------|----------------------------------|
| Monday | (+) ponedeljak (-) Ponedeljak |
| Serbian | (+) srpski (-) Srpski |

| en-US source | Serbian target |
|--------------|--------------------------------------|
| Search Web | (+) Pretraži veb (-) Pretraži Veb |

4.1.6 Compounds

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

Word order should be kept in compounds consisting of:

1. adjectival noun used in common collocations (such as Internet) + headword. *Note that compounds containing the term "Web" should be written without the hyphen (e.g. veb stranica, veb lokacija, veb aplikacije etc.)*
2. acronym + headword.

Example:

| En-US source | Serbian target |
|---------------------------|--|
| Web page | (+) veb stranica (-) stranica na vebu |
| Internet connection | (+) internet veza (-) veza sa internetom |
| Word document | (+) Word dokument (-) Dokument programa Word |
| HTML file | (+) HTML datoteka (-) datoteka HTML |
| Save file in .rtf format. | (+) Sačuvajte datoteku u .rtf formatu. (-) Sačuvajte datoteku u formatu .rtf. |
| RAM memory | (+) RAM memorija (-) Memorija RAM |

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.

Generally, sentences can be started with conjunctions in Serbian for achieving a more relaxed tone. Feel free to use these constructions, but be careful about the appropriateness in the given context. You can begin sentences with conjunctions (and, but, or) if it helps readability, but conjunctions must be used very carefully.

Examples:

| en-US source text | Serbian old use of conjunctions | Serbian new use of conjunctions |
|---|--|--|
| Since this action cannot be undone, it is recommended only to advanced users. | Budući da se ova radnja ne može opozvati, preporučuje se samo naprednim korisnicima. | Pošto se ova radnja ne može opozvati, preporučuje se samo naprednim korisnicima. |
| However, it is not possible anymore. | Međutim, to više nije moguće. | Ali to više nije moguće. |
| You can also contact your administrator. | Takođe možete da se obratite administratoru. | A možete i da se obratite administratoru. |

4.1.8 Contractions

Use contractions (e.g. *Je l'*) only in rare cases when you want to emphasize a colloquialism of an expression.

| en-US source text | Serbian contracted form |
|--|---|
| Uploads are limited to 15 GB. Got something smaller? | Veličina datoteka za otpremanje je ograničena na 15 GB. Je l' može nešto manje? |

4.1.9 Frequent errors

Frequent errors are usually connected with wrong usage of comma. Refer to reference materials and review these examples thoroughly:

| en-US source | Serbian target |
|----------------------------------|---|
| Under File, click New. | (+) U meniju „Datoteka“ izaberite stavku „Novo“. (-) U meniju „Datoteka“, izaberite stavku „Novo“. |
| For more information, review ... | (+) Za više informacija pogledajte... (-) Za više informacija, pogledajte... |

Errors could derive from lack of context. You should always try to find out the subject of the text, especially in software.

| en-US source | Serbian target |
|------------------------------|---------------------------------------|
| Border (document formatting) | (+) Ivica (-) Granica |
| Reality (TV program types) | (+) Rijaliti (-) Stvarnost |
| In theaters (movies) | (+) U bioskopima (-) U pozorištima |

4.1.10 Genitive

You should not try to transfer word order from English system of compounds which are formed by connecting nouns and/or adjectives in a row thus forming a long genitive construction. In Serbian, too long genitive constructions should be avoided. They should be translated as this:

1. main word (noun) + supporting word(s) in genitive
2. supporting word (noun translated as adjective) + main word in nominative
3. main word + preposition (za, o etc.) + supporting words in preposition determined case

| en-US source | Serbian target |
|--------------------------------|---|
| Title font color | Boja fonta naslova |
| User name | Korisničko ime |
| Power BI Add-in for PowerPoint | programski dodatak Power BI za PowerPoint |

Avoid genitive constructions such as *od strane*. They imply literal translation.

| en-US source | Serbian target |
|--------------|--|
| Powered by | (+) Obezbeđuje (-) Obezbeđeno od strane |
| Posted by | (+) Objavio/la (-) Objavljeno od strane |

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

Example:

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

4.1.11 Localizing colloquialism, idioms, and metaphors

The Microsoft voice allows for the use of culture-centric colloquialisms, idioms and metaphors (collectively referred to "colloquialism"). A little humor is OK, but it must be used very carefully. Use colloquialisms and humor used in English in specific situations, such as Getting Started experiences, Product Tours, and Setup screens. Avoid colloquialisms and idioms that might be offensive or too expressive. Be mindful of cultural consideration and globalization.

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

- Do not attempt to replace the source colloquialism with a Serbian 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.

Examples:

| en-US source | Serbian target |
|--|---|
| We’ve hit a snag... | Nešto je zapelo... |
| Uploads are limited to 15 GB. Got something smaller? | Veličina datoteka za otpremanje je ograničena na 15 GB. Je l’ može nešto manje? |
| Bummer... | Smaranje... |
| Working on it... Bear with us. | Radimo na tome... Izdržite! |

4.1.12 Modifiers

In Serbian localized text you often need to use modifiers in cases when you need to decline a term or component that must not be declined. These are mainly UI items and unlocalizable product names.

1. UI items modifiers. To select a suitable modifier, find out what kind of component is in question. E.g. menus contain commands rather than functions, etc.

Here’s an overview of most common UI elements and corresponding translation patterns if UI element in question is “Insert”:

| en-US source | Serbian target | Part of speech | Select/click/in translation: |
|--------------|----------------|------------------------|---------------------------------|
| Button | Dugme | Verb (imperative mode) | Kliknite na dugme Umetni |

| en-US source | Serbian target | Part of speech | Select/click/in translation: |
|--------------|------------------|------------------------|---|
| Item | Stavka | Verb (imperative mode) | Izaberite stavku Umetni |
| Checkbox | Polje za potvrdu | Verb (imperative mode) | Potvrdite izbor Umetni / Opozovite izbor Umetni |
| Radio button | Opcija | Verb (imperative mode) | Izaberite opciju Umetni |
| Menu | Meni | Noun (or gerund) | U meniju Umetanje izaberite stavku ... |
| Dialog box | Dijalog | Noun (or gerund) | U dijalogu Umetanje ... |
| Pane | Okno | Noun (or gerund) | U oknu Umetanje ... |
| Section | Odeljak | Noun (or gerund) | U odeljku Umetanje ... |
| Tab | Kartica | Noun (or gerund) | Na kartici Umetanje ... |
| Group | Grupa | Noun (or gerund) | U grupi Umetanje ... |

Take a look at (deverbative) noun/imperative use in the following example:

2. Product names modifiers. To select a suitable modifier, get to know product in question. Generally speaking, confusion mainly appears among programs and services. Check if there is an installation file. In cases where you can use an .exe file to install a product on your local computer, correct modifier is most likely *program/application*. If you can use a product on the Web, but you cannot install it locally, the most likely correct modifier is *service*. Also, services usually do not have version or edition labels (Windows **11**, Microsoft **365**).

Here are several common examples:

| Product | Modifier | Comment |
|------------------|-------------------|--|
| Windows | operativni sistem | Windows is always OS! |
| Microsoft Office | sistem | Old modifier was „programski paket“, as it mainly consists out of various programs such as Word, |

| Product | Modifier | Comment |
|--|--------------------|---|
| | | PowerPoint etc. However, in the meantime, Microsoft Office got its cloud based mirror—Office Online. Modifier "system" better reflects new Microsoft Office features. |
| Microsoft Office Outlook | program | Program (e-mail client) is installed locally. |
| Creative Commons Add-in for Microsoft Office | programski dodatak | Add-in is installed locally, but it is not used as a separate program. Rather, it enhances existing program functions. |
| Microsoft Teams | usluga | Collaboration service for teams and individual users, integrated with the Office applications. |
| Outlook.com | usluga | Web based e-mail service. Users cannot install it locally. They need Web browser to access the service. |
| Microsoft Outlook for Microsoft 365 | program | Stand alone e-mail client. |
| Microsoft Edge | program | Web browser |

4.1.13 Nouns

Sometimes it is hard to distinguish if noun should be treated as proper or a common noun. You should always double check context as this often happens with product names when they appear with no tags, unlocalizable parts and so on. Check as many products names as you can to become aware of this.

Example:

| en-US source | Serbian target | Tip |
|-------------------------------------|--|---|
| News is installed and ready to use. | (+) Aplikacija „Vesti“ je instalirana i spremna za upotrebu. (-) Vest je instalirana i spremna za upotrebu. | This is an obvious example where one can easily recognize the meaning since option no. 2 does not make sense. |

| en-US source | Serbian target | Tip |
|--------------|---|--|
| Start Call | (+) Pokretanje programa „Poziv“ (-) Upućivanje poziva. | In this case, translator might ignore capital letter due to its wide usage in titles and make a logical, but incorrect conclusion. |

Inflection

Declination of nouns that refer to non-alive things should not be the same as the declination of nouns that refer to humans or alive beings. These two types of declination are different.

Example:

| en-US source | Serbian target |
|--------------------------|---|
| Start the import wizard. | (+) Pokrenite čarobnjak za uvoz. (-) Pokrenite čarobnjaka za uvoz. |
| Add contact. | (+) Dodajte kontakt. (-) Dodajte kontakta. |

Plural formation

Sometimes English text uses singular in cases that actually denote plural. That is especially the case with genitive constructions.

Example:

| en-US source | Serbian target |
|------------------------|--|
| Information collection | (+) Prikupljanje informacija (-) Prikupljanje informacije |
| NTFS file system | (+) NTFS sistem datoteka (-) NTFS sistem datoteke |

Special attention should be paid to collective nouns which denote group, but grammatically speaking, they are singular. It is always better to do some workaround in order to avoid awkward formulations.

Example:

| en-US source | Serbian target |
|---|--|
| Adjust lightness or exposition using these buttons: | (+) Koristite ovu dugmad da biste podesili svetlinu ili ekspoziciju: (-) Podesite svetlinu ili ekspoziciju pomoću ovih dugmadi: |

4.1.14 Numbers

This topic includes guidelines when to use numerals (symbol that represents a number. e.g. 1, 2, 3, 234, etc.) and when to spell out numbers (one, two, three, two hundred and thirty-four) and other aspects for the particular language.

It is generally considered that writing smaller numbers as words represents good style, but this refers to descriptive texts, prose, news articles etc.

Certain linguists advise that it is "better" to write them out in letters, but this is not official rule and it is also context dependent.

It certainly does look better to use words in, say, background image captions in Windows online gallery (for example, "two birds on a roof", not "2 birds on a roof"). However, in technical texts, dates, chapters, bulleting lists, version numbers etc, using words instead of small numbers would look like some weird purism, not to mention that sometimes length has to be taken into consideration.

Official orthography does not address this issue. There is no hard coded rule so that it would be good to follow source which is written using the same pattern. Sentence should not be started with a numeral.

4.1.15 Prepositions

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

Examples:

| en-US source | Serbian target | Comment |
|---|---|--|
| Account information | (+) Informacije o nalogu (-) Informacije naloga | Translation is not clear enough if we omit preposition. |
| Divide the amount with the number from this filed | (+) Podelite iznos brojem u ovom polju. (-) Podelite iznos sa brojem u ovom polju. | Literal transfer of prepositions often leads to incorrect formulation. |

Important!

The preposition "for" in product names is always translated, e.g. "Visual Basic for Applications" is *Visual Basic za aplikacije*.

4.1.16 Pronouns

Avoid usage of personal pronouns and possessive determiners whenever that does not affect the meaning, especially when it comes to pronoun "you /yours" which is used very frequently in English (See section Possessive adjectives). However, if you have to use it, use lowercased formal 2nd person plural (vi/vaš).

Example:

| en-US source | Serbian target |
|--|--|
| In order to use this feature, both you and your contact must have compatible web cameras installed on your computer. | (+) Da biste mogli da koristite ovu funkciju, neophodno je da i vi i kontakt imate instalirane kompatibilne veb kamere na svojim računarima. (-) Da biste mogli da koristite ovu funkciju, neophodno je da i Vi i Vaš kontakt imate instalirane kompatibilne veb kamere na svojim računarima. |

However, that does not apply to personal pronoun "me/my" as it is often used as integral part of UI items. For example: "My computer," "My photos" etc.

Pronouns should be used in situations when they can replace a word that appears many times in a single sentence or paragraph.

| en-US source | Serbian target |
|---|---|
| Select the file that you want, right click the file, and then click Delete to delete that file. | (+) Izaberite željenu datoteku, kliknite desnim tasterom miša na nju, a zatim izaberite stavku „Izbriši“ da biste je izbrisali. (-) Izaberite željenu datoteku, kliknite desnim tasterom miša na datoteku, a zatim izaberite stavku „Izbriši“ da biste izbrisali datoteku. |

The usage of pronouns works similarly in Serbian in terms that indirect reference to users should not be used. Try to avoid impersonal constructions as much as possible to achieve fluency and more personal style. However, keep in mind that spelling out pronouns should generally be avoided (i.e. use *Preporučujemo da instalirate ovaj program* instead of **Mi** *preporučujemo da instalirate ovaj program*).

Find the examples for Serbian provided in the table below:

| Serbian old user reference | Serbian new user reference |
|--|--|
| Korisnici mogu da promene vreme kada se nove ispravke instaliraju. | Možete da promenite vreme kada se nove ispravke instaliraju. |
| Ova postavka obezbeđuje korisnicima najbolji doživljaj prikaza. | Ova postavka vam obezbeđuje najbolji doživljaj prikaza. |

4.1.17 Punctuation

General punctuation rules are available in the recommended reference material. Below are some points that should be taken into account during Microsoft products localization process.

Bulleted lists

A phrase preceding a bulleted list (or enumeration) can end with a semicolon (A), comma (B), full stop (C) or have no punctuation at all (D), according to whether the phrases following the bullet are complete sentences, or a continuation of the leading sentence, and depending on other punctuation rules.

In example (C), the items in the list are complete sentences. Each sentence starts with an initial capital letter and ends with a full stop.

Example (A):

U nastavi se kombinuju:

- usmeni i pismeni metod izlaganja. Usmeni je češći i bolje veže pažnju učenika;
- kontrolni i redovni pismeni zadaci;
- audio i video kasete;
- grafoskopi i dijabrojektori.

Example (B):

Tri osnovne funkcije *crtice* izgledaju ovako:

a) pisanje polusloženica (*auto-servis*),

b) pisanje udvojenog prezimena (*Vesna Janjević-Popović*),

c) rastavljanje reči na slogove (*na-pi-sa-ti*), na kraju retka i drugde, npr. u rečnicima koji daju sve reči rastavljene na slogove.

Example (C):

Crtica se, za razliku od crte, uvek piše bez belina:

- U polusloženicama, u kojima je istovremeno i spojni i razdvojni znak, nekad više jedno, nekad više drugo (*spomen-ploča, auto-servis, auto-kuća, auto-prevoznik*), mada izostaje u spojevima kada *auto* znači *samo-*, a ne *samohodni*, tj. kada ne znači *automobilski* (*autobiografija, autoportret, autosugestija*).
- U udvojenim prezimenima, koja su posledica novijeg nepatrijarhalnog vremena, crtica se redovno piše (*Nada Popović-Perišić, Vesna Janjević-Popović*).
- Piše se i pri rastavljanju reči na slogove, na kraju reda i, naročito, u rečnicima koji sve reči rastavljaju na slogove kako bi se to rastavljanje olakšalo pedantnim korisnicima rečnika, odnosno pravopisa (*na-pi-sa-ti, ras-tu-ri-ti*).

Example (D):

Za sledeće engleske termine postoje ova rešenja:

- promotion mix – promotivna mešavina
- marketing mix – marketinška mešavina

Example (D):

- Public Relations – odnosi s javnošću
- full service agency – agencija koja pruža kompletnu uslugu
- copywriter – pisac reklama
- press clipping – pres kliping
- business-to-business advertising – uzajamno oglašavanje među firmama

In Serbian Latin, alphabetical order is the same as in English (usually, Serbian Latin extended characters are not used): **a), b), c), d), e), f)**, etc.

Comma

In Serbian, a regular order in sentences containing two clauses is *main clause* + *subordinate clause*. You do not normally put comma after the main sentence:

| en-US source | Serbian target |
|---|---|
| To join the service yourself, click Join. | (+) Kliknite na dugme „Pridruži se” da biste se pridružili usluzi. (–) Kliknite na dugme „Pridruži se”, da biste se pridružili usluzi. |
| To check the spelling of a document, press F7. | (+) Pritisnite taster F7 da biste proverili pravopis u dokumentu. (–) Pritisnite taster F7, da biste proverili pravopis u dokumentu. |
| Cannot post instructions because a worksheet is not active. | (+) Nije moguće objaviti uputstva jer radni list nije aktivan. (–) Nije moguće objaviti uputstva, jer radni list nije aktivan. |

If you want to emphasize the content of a subordinate clause, a regular order could be inverted—subordinate clause + main clause. In that case you must put comma after the subordinate clause:

| en-US source | Serbian target |
|--|---|
| To export all subfolders, select the check box. | (+) Da biste izvezli sve potfascikle, potvrdite izbor u polju za potvrdu. (-) Da biste izvezli sve potfascikle izaberite polje za potvrdu. |
| If this is correct, click OK. | (+) Ako je to ispravno, kliknite na dugme „U redu“. (-) Ako je to ispravno kliknite na dugme „U redu“. |
| To reduce the amount of space needed for the PivotTable report, change some of the row and column fields to page fields. | (+) Da biste smanjili prostor neophodan za izveštaj izvedene tabele, promenite neka od polja reda ili tabele u polja stranice. (-) Da biste smanjili prostor neophodan za izveštaj izvedene tabele promenite neka od polja reda ili tabele u polja stranice. |
| Since you have chosen not to synchronize this folder, Outlook will remove it from the quick synchronization group(s) that it belongs to. | (+) Pošto ste odlučili da ne sinhronizujete ovu fasciklu, Outlook će je ukloniti iz grupa za brzu sinhronizaciju kojima pripada. (-) Pošto ste odlučili da ne sinhronizujete ovu fasciklu Outlook će je ukloniti iz grupa za brzu sinhronizaciju kojima pripada. |

In Serbian, the word order should reflect the order of user actions, even if it doesn't in English. In such cases, there is no need to use comma after those steps.

| en-US source | Serbian target |
|------------------------------|---|
| Click Save in the File menu. | (+) U meniju „Datoteka“ izaberite stavku „Sačuvaj“ (-) Kliknite na stavku „Sačuvaj“ u meniju „Datoteka“ (-) U meniju „Datoteka“, kliknite na stavku „Sačuvaj“ |

Don't transfer all commas from English sentences.

| en-US source | Serbian target |
|--|--|
| For information on XXX, see "YYY", in ZZZ. | (+) Za informacije o XXX pogledajte „YYY“ u ZZZ. (-) Za informacije o XXX, pogledajte „YYY“, u ZZZ. |

Colon

All double punctuation marks (colons and semicolons, exclamation and question marks) are not preceded by a space. In cases where colon is used in front of enumeration within the same sentence, do not use capital letters.

| Right | Wrong |
|--|---|
| Ako vam je treća strana dala nalog, ona ima prava na vaš nalog i može da: upravlja nalogom, poništi lozinku, obustavi ili otkáže vaš nalog; prikaže podatke o korišćenju naloga i profilu, uključujući podatke o tome kada i kako se koristi vaš nalog; i pročita ili skladišti sadržaj u vašem nalogu, uključujući elektronsku komunikaciju, liste kontakata i druge informacije. | Ako vam je treća strana dala nalog, ona ima prava na vaš nalog i može da : Upravlja nalogom, poništi lozinku, obustavi ili otkáže vaš nalog ; Prikaže podatke o korišćenju naloga i profilu, uključujući podatke o tome kada i kako se koristi vaš nalog ; I pročita ili skladišti sadržaj u vašem nalogu, uključujući elektronsku komunikaciju, liste kontakata i druge informacije. |

Table headings **could be followed by a colon**, but it is not necessary. Every line starts with an initial capital letter:

| en-US source | en-US source | Serbian target | Serbian target |
|--------------|--------------|----------------|---------------------------------|
| To | Press | Da biste: | Pritisnite kombinaciju tastera: |
| Copy text | CTRL+C | Kopirali tekst | CTRL+C |
| Paste text | CTRL+V | Nalepili tekst | CTRL+V |

Dashes and hyphens

Three different dash characters are used in English:

Hyphen

(U+002D)(ALT+045)

The hyphen is used in English to divide words between syllables, to link parts of a compound word, and to connect the parts of an inverted or imperative verb form. In documentation, the preference is not to hyphenate, except in those cases where the words already contain a hyphen (usually compounds and abbreviations).

Some hyphenated words should never be broken and must appear on the same line, such as:

Examples:

auto-servis (car service)
25-godišnji, 8-bitni (special kind of abbreviations)
MMF-a, MMF-om (acronym declination)
322-88-63 (phone number)

En dash

(U+2013) (ALT+150)

The en dash is used as a minus sign, usually with spaces before and after, to emphasize a phrase within a sentence, or to separate clauses in sentences (as in English usage). There should be a space before and after the en dash.

Example:

Zamenite kôd – kao što je prikazano u prethodnom primeru.

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, except the in case where the linguistic units connected by the dash (or one of them) consist of more than one word e.g.

Examples:

1999–2000.
str. 11–23
Beograd–Jagodina
Beograd – Novi Sad

Using dash instead of hyphen and vice-versa is an error.

Em dash

(U+2014)(ALT+151)

There is no Em dash in Serbian. It should be deleted and replaced by en dash or comma (as in apposition constructions)

Example:

| en-US source | Serbian target |
|---------------------------|--|
| Download now — it's free! | (+) Preuzmite odmah – besplatno! (-) Preuzmite odmah — besplatno! |

Ellipses (Suspension points)

Use of ellipses is typical in describing ongoing processes, denoting omitted text etc. Do not use space in front of ellipses symbol.

Example:

| en-US source | Serbian target |
|-----------------|---|
| Downloading ... | (+) Preuzimanje je u toku... (-) Preuzimanje je u toku ... |

Keep in mind the following when using ellipses/suspension points:

Use three dots symbol (**ALT+0133: ...**), not three dots in a row (...).

Period

Remember that Serbian translations never end with a period unless they are complete sentences regardless of the source text. Sometimes, translators use it after long string although it is not a sentence.

Example:

| English | Serbian |
|--|---|
| Get help with a forgotten password and other problems signing in /title/ | (+) Pomoć za zaboravljenu lozinku i druge probleme prilikom prijavljivanja (-) Pomoć za zaboravljenu lozinku i druge probleme prilikom prijavljivanja. |

Quotation marks

In US source strings, you may find software references surrounded by English quotation marks. Always use Serbian (curly) quotation marks (opening quotation mark: **ALT+0132**; closing quotation mark: **ALT+0147**), except in rare cases of inner quotation when single quotation marks are used (both single quotation marks: **ALT+0146**)

Parentheses

In English, there is no space between the parentheses and the text inside them. The same rule applies to Serbian text.

4.1.18 Sentence fragments

Feel free to shorten the sentences to achieve a more natural tone and better fluency in Serbian too.

| en-US source text | Serbian long form | Serbian sentence fragment |
|---|---|----------------------------------|
| Use the following steps/You can do this in the following way/Here's how | Koristite sledeće korake/To možete da uradite na sledeći način. | Evo kako. |
| Take the following actions. | Preduzmite sledeće radnje. | Uradite sledeće. |
| Need help with this step? | Da li vam je potrebna pomoć za ovaj korak? | Potrebna vam je pomoć oko ovoga? |

4.1.19 Subjunctive

Use active voice and imperative or indicative mood. These are easier to understand than passive voice and subjunctive mood.

| Right | Wrong |
|---|--|
| Ako instalirate više jezika na računaru, možete da pravite dokumente koji sadrže nekoliko jezika. | Sa više jezika koji su instalirani na vašem računaru mogu da se naprave dokumenti koji sadrže više od jednog jezika. |

4.1.20 Symbols & nonbreaking spaces

Use non-breaking spaces (CTRL+SHIFT+SPACEBAR or Alt+0160) between words that should not separate onto different lines. If two words are connected by a non-breaking space, Word will keep them together, even if subsequent editing causes line breaks to change. On your screen, a non-breaking space looks like a degree symbol (°), but it will print like a space.

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.

4.1.21 Verbs

Pay attention to perfect or imperfect form of translated verbs. English verbs can be translated in either forms in Serbian depending on whether it is a repeated or a single action.

| US English source text | Serbian |
|------------------------|----------------------|
| Read | Čitati, pročitati |
| Print | Štampati, odštampati |

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

| US English source text | Serbian |
|------------------------|--|
| Printing document | (+) Štampanje dokumenta (+) Dokument se štampa (-) Štampa dokument (-) Štampa dokumenta |
| Downloading page | (+) Preuzimanje stranice (?) Stranica se preuzima (-) Preuzima stranicu |

Pay attention to verb transition as it dictates declination of noun (object). That is especially the case with many English verbs in a row.

| US English source text | Serbian |
|--|---|
| In Microsoft Photos you can view, edit, print, upload and manage your photos and videos. | (+) U programu Microsoft fotografije možete da prikazujete, uređujete i štampate fotografije i video zapise, kao i da ih otpremate i upravljate njima. (-) U programu Microsoft fotografije možete da prikazete, uredite, odštampate, otpremite i upravljate fotografijama i video zapisima. |

Verb tense

Advantage should be given to present tense in Serbian. Use of future tense should be minimized through simplifying the sentence flow and construction. (i.e. use "Kada" with finite verb instead of „Nakon što“)

| US English source text | Serbian old use of verb tense | Serbian new use of verb tense |
|---|--|--|
| After you are finished installing the tool, the icon will appear on your desktop. | Pošto ste završili sa instaliranjem alatke, ikona će se pojaviti na radnoj površini. | Kada završite sa instaliranjem alatke, ikona se pojavljuje na radnoj površini. ["finish" is in simple present tense] |
| Click Open. A dialog launches. | Kliknite na dugme „Otvori“. Pokrenuće se dijalog. | Kliknite na dugme „Otvori“. Pokreće se dijalog. |

| | | |
|-------------------------------|-------------------------------------|--------------------------------|
| The file could not be opened. | Nije bilo moguće otvoriti datoteku. | Nije moguće otvoriti datoteku. |
|-------------------------------|-------------------------------------|--------------------------------|

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 Serbian, 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.

Use correct and consistent grammar in all texts. If in doubt, see the reference books mentioned in [Recommended material](#). The following are guidelines for consistent use in cases where more than one solution would theoretically be possible, or where errors have been common in the past.

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 Serbian-speaking markets. Double-check with the appropriate resources.

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

5.2 Applications, products, and features

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

Version numbers

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

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

Translation of version strings

Product, feature and component names are often located in the so-called "version strings" as they appear in the software.

Version strings that contain copyright information should always be translated.

Example:

| US English | Serbian target |
|--|---|
| © 2022 Microsoft Corporation. All rights reserved. | Refer to Microsoft Terminology - Globalization Microsoft Learn to check the correct translations "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 |
|--|--|
| List ideas for a fun remote team building event | Navedi ideje za zabavan tim-bilding na daljinu |
| What are the goals and topics from the meeting? Format each section with a bolded heading, a bulleted list, and bolded names | O kojim ciljevima i temama je bilo reči na sastanku? Svaki deo formatiraj sa podebljanim naslovom, listom sa znakovima za nabranje i podebljanim imenima |
| Find <entity type='file'>contact</entity> information | Pronađi informacije o <entity type='file'>kontakt</entity> |

| | |
|--|--|
| What were the open issues from <entity type='meeting'>meeting</entity>? | Koja su otvorena pitanja sa <entity type='meeting'>sastanka</entity>? |
| Give me ideas for icebreaker activities for a new team | Daj mi ideje za aktivnosti za upoznavanje novog tima |
| Create a list of <placeholder>color names inspired by the ocean</placeholder> | Sastavi listu <placeholder>naziva boja inspirisanih okeanom</placeholder> |
| Generate 3-5 bullet points to prepare me for a meeting with Client X to discuss their "Phase 3+" brand campaign. | Osmisli od 3 do 5 tačaka kako bih se pripremio/pripremila za sastanak sa klijentom X na kojem ćemo razgovarati o njegovoj kampanji za brend „Faza 3+“. |

5.4 Recurring patterns

1. **Titles:** When translating titles, there are certain recurrent patterns that you should pay attention to, as indicated below:

| English source | Serbian target |
|---|--|
| What's New in <productname> | Novo u programu <productname> |
| Getting Started with <productname> | Prvi koraci u <i>modifier</i> + <productname> |
| Installing and Configuring <productname> | Instaliranje i konfigurisanje programa <productname> |
| Designing a <productname> infrastructure | Dizajniranje infrastrukture programa <productname> |
| Core Training for <productname> | Osnovna obuka za <productname> |
| Upgrading Your <productname> to <productname> | Nadogradnja programa <productname> na <productname> |
| Deploying <productname> | Postavljanje programa <productname> |
| Implementing <productname> | Primena programa <productname> |

2. **Cross references:** The following translations are standard. Note that no commas are needed in Serbian sentences.

| English source | Serbian target |
|--|--|
| For information on XXX, see "YYY", in ZZZ. | Za informacije o XXX pogledajte „YYY“ u ZZZ. |

3. Standard translations for remarks, hints, etc

| English | Serbian target |
|------------|--------------------|
| Attention! | Pažnja! |
| Caution! | Oprez! |
| Hint | Predlog / Savet |
| Important | Važno |
| Note | Beleška / Napomena |
| Tip | Savet |
| Warning | Upozorenje |

5.5 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>

Using the word "Microsoft"

In English, it is prohibited to use MS as an abbreviation for Microsoft. In Serbian, it is neither abbreviated nor transcribed, it is inflective word, and a possessive adjective form could be made. The correct modifier is corporation and it should not be used in nominative case.

| en-US source | Serbian target |
|---|---|
| Microsoft Corporation Microsoft values your privacy. | Microsoft Corporation Microsoft poštuje vašu privatnost. |

5.6 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.

| English source | Serbian target |
|--------------------------------------|--|
| Menu command | U meniju „XXX“ izaberite komandu „YYY“ |
| OK | Kliknite na dugme U redu |
| Command button | Kliknite na dugme/vezu „XXX“ |
| Toolbar button with attached command | Kliknite na dugme „XXX“ na traci sa alatkama |
| Option button | Izaberite opciju „XXX“ |
| Check box | Potvrdite izbor „XXX“ |
| Check box in group | U okviru „YYY“ potvrdite izbor „XXX“ |
| Option in list | U listi „XXX“ izaberite opciju „YYY“ |
| Type in text box | Unesite tekst |
| Push key | Pritisnite taster XXX |

| English source | Serbian target |
|---------------------------------|-------------------------------------|
| Click button/ symbol/icon | Kliknite na dugme/simbol/ikonu |
| Move to another document window | Premestite u drugi prozor dokumenta |
| Drag | Prevucite |

Refer to <https://docs.microsoft.com/en-us/windows/apps/desktop/> for a detailed explanation of the Windows user interface guidelines (English). When referring to a command in a menu, first indicate the menu name and afterwards the command name.

5.6.1 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.

Arrow keys are translated since they don't have their names printed on the keyboard.

5.6.2 Messages

The US messages sometimes contain abbreviated sentences using an imperative verb. Translate to a question starting with *Želite li da...* or, only when the space for the translation is limited, with an infinitive, but try to avoid that.

| English source | Serbian target |
|------------------------|---|
| Continue without Undo? | (+) Želite li da nastavite bez opoziva? (?) Nastaviti bez opoziva? |

Status messages

What is a Status bar message?

A status bar message is an informational message about the active document or a selected command. Messages appear on the status bar at the bottom of the window when the user has chosen a menu, a command or any other item, or has started a function. The status bar messages refer to actions being performed or already complete.

Example:

| English source | Serbian target |
|-----------------------|------------------------|
| Work offline | Rad van mreže |
| Download headers only | Preuzmi samo zaglavlja |

Serbian style in status bar messages

In English, the status bar messages have different forms dependent on the information they must convey. In Serbian, menu and commands status bar messages should follow the format below.

| Name | Serbian name | Category | English status bar message | Serbian status bar message |
|-------------------|-----------------------|----------|---|---|
| Edit | Uredi | menu | Contains editing commands | Sadrži komande za uređivanje |
| Copy to Folder... | Kopiraj u fasciklu... | menu | Copies the selected items to a new location | Kopira izabrane stavke na novu lokaciju |
| New | Novo | command | Creates a new document | Kreira novi dokument |
| | | | The display layout for the field | Prikazuje raspored polja |
| | | | Make object visible? | Želite li vidljiv objekat? |
| | | | Word is converting the document. Press Esc to stop. | Word konvertuje dokument. Pritisnite taster Esc da biste zaustavili konverziju. |
| | | | Datasheet View | Prikaz lista sa podacima |
| | | | Done | Gotovo |

The importance of standardization

In the US product, you can often find messages that are phrased differently even though they have the same meaning. Try to avoid this in the localized Serbian version. Use one standard translation as in the examples below:

| English term | Correct Serbian translation |
|------------------------------------|--|
| Press F1 to get Help | Pritisnite taster F1 da biste dobili pomoć. |
| If you want Help press F1 | |
| To get Help press F1 | |
| Not enough memory | Nema dovoljno memorije |
| Insufficient memory | |
| There is not enough memory | |
| Save changes to %1? | Želite li da sačuvate promene u datoteci %1? |
| Do you want to save changes to %1? | |

5.6.3 Error messages

Here are some examples:

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 Serbian translation |
|---|--|
| If this problem persists, contact your administrator. | Ako ne možete da rešite problem, obratite se administratoru. |

| | |
|--|--|
| Not enough memory to process this command. | Nema dovoljno memorije za ovaj zahtev. |
|--|--|

Serbian style in error messages

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

Standard phrases in error messages

The phrases bellow 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.

Note that sometimes the US uses different forms to express the same thing.

Examples:

| English | Serbian | English example | Serbian example |
|---|------------------------|---|---|
| Cannot ... Could not ... | Nije moguće... | Cannot save the file because it is used by another program. | Nije moguće sačuvati datoteku jer je koristi neki drugi program. |
| Failed to ... Failure of ... | Nije uspelo... | Failed to open document. | Otvaranje dokumenta nije uspelo. |
| Cannot find ... Could not find ... Unable to find ... Unable to locate ... | Nije moguće pronaći... | Cannot find requested file Could not find requested file Unable to find requested file Unable to locate requested file | Nije moguće pronaći traženu datoteku |
| Not enough memory Insufficient memory There is not enough memory | Nema dovoljno memorije | There is not enough memory (or disk space) to save this document. | Nema dovoljno memorije (ili prostora na disku) za čuvanje ovog dokumenta. |

| English | Serbian | English example | Serbian example |
|--|---------------|--|---------------------------------|
| There is not enough memory available | | | |
| ... is not available ... is unavailable | Nije dostupno | The requested protocol is not available. | Traženi protokol nije dostupan. |

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."

| English source | Serbian target |
|--|---|
| Cannot open %s | Nije moguće otvoriti datoteku %s. |
| The %s property can't be found for the Offline Favorite. | Nije moguće pronaći svojstvo %s za ovu omiljenu vanmrežnu stavku. |

5.6.4 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:

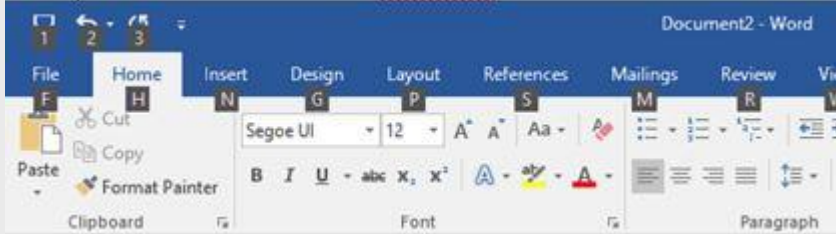
New (Alt+N)

Cancel (Alt+C)

Options (Alt+O)

| 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 | |
| Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts | Yes | These characters should be used only when no other characters are available. |
| Extended characters can be used as keyboard shortcuts | No | These characters may cause technical problems. |
| An additional letter, appearing between brackets after item name, can be used as keyboard shortcuts | No | |
| A number, appearing between brackets after item name, can be used as keyboard shortcuts | No | |
| A punctuation sign, appearing between brackets after item name, can be used as hotkey | No | |
| Duplicate keyboard shortcuts are allowed when no other character is available | Yes | |
| No keyboard shortcut is assigned when no more characters are available (minor options only) | No | |

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

| Term | Usage |
|----------------------------|---|
| <p>access key</p> | <p>A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly. Example: F in Alt+F Example in UI localization: H&ome In keyboard shortcuts, most access keys are used with the Alt key.</p> <p>The letter or number that appears in the ribbon when the Alt key is pressed. In UI localization, the key tip is the last character present in the strings after the “~” character.</p> <p>Example: In UI localization Home`H</p> |
| <p>key tip</p> |  |
| <p>shortcut key</p> | <p>A subtype of keyboard shortcut. A key that the user types to perform a common action without having to go through the UI. Shortcut keys are not available for every command. Example: Ctrl+N, Ctrl+V In keyboard shortcuts, most shortcut keys are used with the Ctrl key. Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.</p> |

5.6.5 Keys

In English, references to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps). In Serbian, unlocalized key names and combinations are written in initial capital letters. The localized key names (for example, razmaknica/strelica nalevo/strelica nadesno) are not capitalized in running text.

Example: Taster Enter, Kombinacija tastera Shift+F10

1. Key combination KEY1+KEY2

This term is used to underline that the user is supposed to press the first key, hold it and press the second key. Key names are combined with "+" character. For example, the command *Pritisnite kombinaciju tastera ALT+ESC* means that the user should press ALT, hold it, press simultaneously ESC and then release both buttons.

2. Key sequence KEY1, KEY2

This term is used to underline that the user is supposed to press and release the given keys one after the other. Key names are separated with a comma (,) and a hard space. For example the command *Pritisnite niz tastera ALT, F* means that the user is supposed to press ALT first, release it, then press and release the F key.

| English key name | Serbian (Latin) key name |
|------------------|--------------------------|
| Alt | Alt |
| Backspace | Backspace |
| Break | Break |
| Caps Lock | Caps Lock |
| Ctrl | Control/Ctrl |
| Delete | Delete |
| Down Arrow | strelica nadole |
| End | End |
| Enter | Enter |
| Esc | Esc |
| Home | Home |
| Insert | Insert |
| Left Arrow | strelica nalevo |
| Num Lock | Num Lock |

| English key name | Serbian (Latin) key name |
|------------------|--------------------------|
| Page Down | Page Down |
| Page Up | Page Up |
| Pause | Pause |
| Right Arrow | strelica nadesno |
| Scroll Lock | Scroll Lock |
| Shift | Shift |
| Spacebar | razmaknica |
| Tab | tabulator |
| Up Arrow | strelica nagore |
| Windows key | Windows taster |
| Print screen | Print screen |
| Menu key | taster menija |

5.6.6 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.

For example: Taster Del na numeričkoj tastaturi.

5.6.7 Shortcut keys

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

Standard shortcut keys

| US command | US English shortcut key | Serbian command | Serbian shortcut key |
|---|-------------------------|---|----------------------|
| General Windows shortcut keys | | | |
| Help window | F1 | Prozor za pomoć | F1 |
| Context-sensitive Help | Shift+F1 | Pomoć prilagođena kontekstu | Shift+F1 |
| Display pop-up menu | Shift+F10 | Prikaži iskačući meni | Shift+F10 |
| Cancel | Esc | Otkazi | Esc |
| Activate\Deactivate menu bar mode | F10 | Aktiviraj/deaktiviraj režim trake sa menijima | F10 |
| Switch to the next primary application | Alt+Tab | Pređi na sledeću primarnu aplikaciju | Alt+Tab |
| Display next window | Alt+Esc | Prikaži sledeći prozor | Alt+Esc |
| Display pop-up menu for the window | Alt+Spacebar | Prikaži iskačući meni za prozor | Alt+Spacebar |
| Display pop-up menu for the active child window | Alt+- | Prikaži iskačući meni za aktivni pomoćni prozor | Alt+- |
| Display property sheet for current selection | Alt+Enter | Prikaži list sa svojstvima za trenutnu selekciju | Alt+Enter |
| Close active application window | Alt+F4 | Zatvori aktivan prozor aplikacije | Alt+F4 |
| Switch to next window within (modeless-compliant) application | Alt+F6 | Pređi na sledeći prozor unutar aplikacije (usklađene za rad bez određenog režima) | Alt+F6 |
| Capture active window image to the Clipboard | Alt+Prnt Scrn | Snimi sliku aktivnog prozora u ostavu | Alt+Prnt Scrn |

| US command | US English shortcut key | Serbian command | Serbian shortcut key |
|---|-------------------------|--|-------------------------------------|
| Capture desktop image to the Clipboard | Prnt Scrn | Snimi sliku radne površine u ostavu | Prnt Scrn |
| Access Start button in taskbar | Ctrl+Esc | Pristupi dugmetu „Start“ na traci sa alatkama | Ctrl+Esc |
| Display next child window | Ctrl+F6 | Prikaži sledeći pomoćni prozor | Ctrl+F6 |
| Display next tabbed pane | Ctrl+Tab | Prikaži sledeće okno na kartici | Ctrl+Tab |
| Launch Task Manager and system initialization | Ctrl+Shift+Esc | Pokreni Menadžer zadataka i pokretanje sistema | Ctrl+Shift+Esc |
| File menu | | | |
| File New | Ctrl+N | Datoteka Novo | Ctrl+N |
| File Open | Ctrl+O | Datoteka Otvori | Ctrl+O |
| File Close | Ctrl+F4 | Datoteka Zatvori | Ctrl+F4 |
| File Save | Ctrl+S | Datoteka Sačuvaj | Ctrl+S |
| File Save as | F12 | Datoteka Sačuvaj kao | F12 |
| File Print Preview | Ctrl+F2 | Datoteka Pregled pre štampanja | Ctrl+F2 |
| File Print | Ctrl+P | Datoteka Odštampaj | Ctrl+P |
| File Exit | Alt+F4 | Datoteka Izlaz | Alt+F4 |
| Edit menu | | | |
| Edit Undo | Ctrl+Z | Uređivanje Opozovi radnju | Ctrl+Z/Y (depends on user keyboard) |

| US command | US English shortcut key | Serbian command | Serbian shortcut key |
|---------------------------|-------------------------|----------------------------|-------------------------------------|
| Edit Repeat | Ctrl+Y | Uređivanje Ponovi | Ctrl+Y/Z (depends on user keyboard) |
| Edit Cut | Ctrl+X | Uređivanje Iseci | Ctrl+X |
| Edit Copy | Ctrl+C | Uređivanje Kopiraj | Ctrl+C |
| Edit Paste | Ctrl+V | Uređivanje Nalepi | Ctrl+V |
| Edit Delete | Ctrl+Backspace | Uređivanje Izbriši | Ctrl+Backspace |
| Edit Select All | Ctrl+A | Uređivanje Izaberi sve | Ctrl+A |
| Edit Find | Ctrl+F | Uređivanje Pronađi | Ctrl+F |
| Edit Replace | Ctrl+H | Uređivanje Zameni | Ctrl+H |
| Edit Go To | Ctrl+B | Uređivanje Idi na | Ctrl+G |
| Help menu | | | |
| Help | F1 | Pomoć | F1 |
| Font format | | | |
| Italic | Ctrl+I | Kurziv | Ctrl+I |
| Bold | Ctrl+G | Podebljano | Ctrl+B |
| Underlined\Word underline | Ctrl+U | Podvučeno\Podvlačenje reči | Ctrl+U |
| Large caps | Ctrl+Shift+A | Velika slova | Ctrl+Shift+A |
| Small caps | Ctrl+Shift+K | Mala slova | Ctrl+Shift+K |
| Paragraph format | | | |
| Centered | Ctrl+E | Centrirano | Ctrl+E |
| Left aligned | Ctrl+L | Poravnato levo | Ctrl+L |
| Right aligned | Ctrl+R | Poravnato desno | Ctrl+R |

| US command | US English shortcut key | Serbian command | Serbian shortcut key |
|------------|-------------------------|---------------------|----------------------|
| Justified | Ctrl+J | Obostrano poravnato | Ctrl+J |

5.7 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.
- Try and keep translations as short as possible. For instance, avoid using semi-colons and split your sentence in two instead. Avoid bullet points and partial sentences, which are difficult to "read."
- Try and read translations out loud. If something sounds bad to your ear, chances are it won't sound great in front of a microphone.
- Whenever possible and as for all types of translations, it is recommended you should gain some product experience before translating, particularly when the text deals with complex instructions. A good example would be interacting with system by trying the task scenarios defined in the text.

Translations should be as short as possible and adapted to Serbian as opposed to strict translation and following the source too closely.

Phonetic transcription of names

If unsure about a correct Serbian phonetic transcription, check Tvrtko Prčić, *Novi transkripcioni rečnik engleskih ličnih imena*, Prometej, Novi Sad 1998 or later edition. General rules for transcription of foreign names in Serbian: *Pravopis srpskoga jezika*, Matica srpska, Novi Sad 2010.


Pacing

For Serbian language, pace should be relatively moderate; the recommended rate is 140-160 words per minute.

5.7.1 English pronunciation

Generally speaking, English terms and product names left unlocalized in target material should be pronounced the English way, with a pronunciation that follows rules for Serbian phonetic transcription, e.g.: English "th" sounds, /ð/ and /θ/, is pronounced the Serbian way as /t/, e.g. Northwind Traders would be pronounced /nortvind trejders/.

Word **Microsoft** must be pronounced the Serbian way, as *Majkrosoft*.

| en-US example | Phonetics | Explanation/Context/Product |
|-------------------------------|---|--|
| SecurID | /sikjur aj di/ | |
| Release Pack | /riliz pak/ | |
| Digest | /dajdžest/ | |
| Microsoft Windows Server 2022 | /majkrosoft vindouz server dve hiljade dvadeset dva/ | Numbers are pronounced the Serbian way. Microsoft is pronounced the Serbian way. |
| Outlook Web Access | /autluk veb akses/ | |
| Exchange Server | /ikščejdž server/ | |
| Program Files | /program fajls/ | |
| SecurNAT | /sikjur nat/ | |
| ECHO_REQUEST | /eko rikvest/ | |
| proxy | /proksi/ | |
| .NET | /dot net/ | .NET is considered a product name; do not say /tačka net/ |
| Skype | /skajp/  | English terms and product names left unlocalized in target material should be pronounced the English |

| | | |
|--|--|---|
| | | way, with a pronunciation that follows rules for Serbian phonetic transcription |
|--|--|---|

Acronyms and abbreviations

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

Strict acronyms are pronounced like real words, generally when the consonant and vowel combination of the acronym enables it. They should be pronounced the Serbian way.

| en-US example | Phonetics |
|---------------|-----------|
| RADIUS | /radijus/ |
| RAS | /ras/ |
| ISA | /isa/ |
| LAN | /lan/ |
| WAN | /van/ |
| WAP | /vap/ |
| MAPI | /mapi/ |
| POP | /pop/ |
| URL | /url/ |

Other abbreviations are pronounced letter by letter. There are no strict rules when a letter should be pronounced the English way and when the Serbian way. It depends on common usage.

| en-US example | Phonetics | Explanation/Context/Product |
|---------------|---------------|-----------------------------|
| ICMP | /aj si em pi/ | The English way |
| XPS | /iks pe es/ | The Serbian way |

| | | |
|----------|--------------------------|--|
| TCP/IP | /ti si pi aj pi/ | The English way |
| TCP/IP | /t c p i p/ | The Serbian way |
| HTTP GET | /ha te te pe get/ | The Serbian way |
| Rqc.exe | /er ku ce tačka egze/ | The Serbian way |
| XML | /iks em el/ | The Serbian way |
| HTML | /ha te em el/ | The Serbian way |
| SQL | /es ku el/ | The Serbian way |
| OWA | /o duplo ve a/ | The Serbian way |
| IIS | /aj aj es/ | EXCEPTION! Considered a product name, to be pronounced the English way |

URLs

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

| en-US example | Phonetics | Explanation/Context/Product |
|--------------------------------------|--|--|
| http://www.microsoft.com/sr-latn-rs/ | /duplo ve duplo ve duplo ve tačka majkrosoft tačka kom kosa crta sr crtica latn crtica rs/ | Domain extension .com could be pronounced either as /kom/ or /com/ |

Punctuation marks

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

En Dash (–) is used to emphasize an isolated element or introduce an element that is not essential to the meaning conveyed by the sentence. It should be pronounced as a comma, i.e. as a short pause.

Special characters

Pronounce special characters such as / \ € < > + - using the translations approved in [Microsoft Terminology - Globalization | Microsoft Learn](#), e.g. “\” will be pronounced as *obrnuta kosa crta*.

5.7.2 Tone and pronunciation

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

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

Serbian words should be pronounced following the standard pronunciation rules for the language.

If unsure about a correct word accent check in the following order, *Rečnik srpskoga jezika*, Matica srpska, Novi Sad 2007, *Rečnik srpskohrvatskoga književnog i narodnog jezika SANU, knj. 1-18*, SANU, Beograd, 1959-2010, *Pravopis srpskohrvatskoga književnog jezika sa pravopisnim rečnikom*, Matica srpska – Matica hrvatska, Novi Sad – Zagreb, 1960, or *Rečnik srpskohrvatskoga književnog jezika, knj. 1-6*, Matica srpska, Novi Sad, 1967-1976.

5.7.3 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