

Norwegian (Nynorsk) Style Guide

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1 Welcome



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

1.1 Reference material

Unless this style guide or the Microsoft Language Portal provides alternative instructions, use the orthography, grammar, and terminology in the following publications.

Normative References

These normative sources must be adhered to. Any deviation from them automatically fails a string in most cases. When more than one solution is possible, consult the other topics in this style guide for guidance.

1. Nynorskordboka, Det norske samlaget, Oslo 2006
2. Finn-Erik Vinje: Skrivereglar, 7. utgave, nynorsk, Aschehoug, 2009

Informative References

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

1. Nynorsk ordliste, Samlaget, 2005
2. [Språkrådet](#)

Microsoft User Interface Reference

A helpful reference is the Windows User Experience Interaction Guidelines, available for download at [Build desktop apps for Windows | Microsoft Docs](#).

2 Microsoft voice

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

Three principles form the foundation of our voice:

- **Warm and relaxed:** We're natural. Less formal, more grounded in honest conversations. Occasionally, we're fun. (We know when to celebrate.)
- **Crisp and clear:** We're to the point. We write for scanning first, reading second. We make it simple above all.

- **Ready to lend a hand:** We show customers we're on their side. We anticipate their real needs and offer great information at just the right time.

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

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

Guidelines

Keep the following guidelines in mind:

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

Brand and Product Names

- Avoid overuse of the company/brand or product names (or logos). Refer to Microsoft names correctly when you use them—don't wing it.
- Avoid the corporate "we," such as "Microsoft announces..." or "We're proud to introduce..." or "We want you to know." Keep the focus on "you"—the reader, the audience. WE (Microsoft) aren't the important ones here.

2.1 Choices that reflect Microsoft voice

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

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

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

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

2.1.1 Word choice

Terminology

Use approved terminology from the [Microsoft Language Portal](#) where applicable, 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.

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

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

Get	Fine to use as a synonym for "obtain" or "come into possession of" but should be avoided for other general meanings.
Info	Use in most situations unless <i>information</i> better fits the context. Use <i>info</i> when you point the reader elsewhere ("for more info, see <link>").
PC	Use for personal computing devices. Use <i>computer</i> for situations about PCs and Macs.
You	Address the user as <i>you</i> , directly or indirectly through the use of first- and second-person pronouns like "you." Third-person references, such as "user," should be avoided as they sound formal and impersonal. For information on localizing <i>you</i> , go to the section Adjectives .

As a general rule for Norwegian (Nynorsk), do not use words that give the text a stilted, antiquated or overly formal impression when an adequate synonym exists. Where a synonym exists that gives the text a less technical impression, please use it. Any word that marks the text as translated should be avoided if a suitable synonym exists.

en-US source term	Norwegian (Nynorsk) word/phrase	Preferred Norwegian (Nynorsk) word/phrase
enables you to	gir deg moglegeheit til	gjer at du kan / lèt deg / med ... kan du
use	nytte	bruke

2.1.2 Words and phrases to avoid

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

en-US word/phrase to avoid	Preferred en-US word/phrase
Achieve	<i>Do</i>
As well as	<i>Also, too</i>
Attempt	<i>Try</i>
Configure	<i>Set up</i>

Encounter	<i>Meet</i>
Execute	<i>Run</i>
Halt	<i>Stop</i>
Have an opportunity	<i>Can</i>
However	<i>But</i>
Give/provide guidance, give/provide information	<i>Help</i>
In addition	<i>Also</i>
In conjunction with	<i>With</i>
Locate	<i>Find</i>
Make a recommendation	<i>Recommend</i>
Modify	<i>Change</i>
Navigate	<i>Go</i>
Obtain	<i>Get</i>
Perform	<i>Do</i>
Purchase	<i>Buy</i>
Refer to	<i>See</i>
Resolve	<i>Fix</i>
Subsequent	<i>Next</i>
Suitable	<i>Works well</i>
Terminate	<i>End</i>
Toggle	<i>Switch</i>
Utilize	<i>Use</i>

Use short and everyday words, and avoid long and complicated technical words if possible, to convey the Microsoft voice in Norwegian (Nynorsk).

en-US source	Norwegian (Nynorsk) word to avoid	Norwegian (Nynorsk) word/phrase
you	ein	du
following, subsequent	følgeleg, påfølgande	neste
refer	referere	vise til, sjå

2.2 Sample Microsoft voice text

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

2.2.1 Address the user to take action

US English	Norwegian (Nynorsk) target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	Passordet er ikkje rett, så prøv på nytt. Passord skil mellom store og små bokstavar.	The user has entered an incorrect password so provide the user with a short and friendly message with the action to try again.
This product key didn't work. Please check it and try again.	Produktnøkkelen fungerte ikkje. Kontroller han, og prøv på nytt.	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	Alt er klart	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	Vil du halde fram?	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.	Gi PC-en eit namn – kva som helst. Dersom du vil endre bakgrunnsfargen, slår du av høgkontrast i PC-innstillingar.	Address the user directly using second person pronoun to take the necessary action.
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2.2.2 Promoting a feature

US English	Norwegian (Nynorsk) target	Explanation
Picture password is a new way to help you protect your touchscreen PC. You choose the picture—and the gestures you use with it—to create a password that’s uniquely yours.	Biletpassord er ein ny måte å verne om berøringsskjerm-PC-en din på. Du vel biletet, og rørslene du bruker med det, til å opprette eit passord som er unikt for deg.	Promoting a specific feature with the use of em-dash to emphasis the specific requirements to enable the feature which in this case is picture password.
Let apps give you personalized content based on your PC’s location, name, account picture, and other domain info.	Lat appar gi deg tilpassa innhald basert på plasseringa, namnet og kontobiletet for PC-en din.	Promoting the use of apps. Depending on the context of the string we can add some more familiarity to the text by using everyday words for e.g. PC.

2.2.3 Providing how-to guidelines

US English	Norwegian (Nynorsk) target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Vil du gå tilbake og lagre arbeidet, klikkar du på Avbryt og gjer ferdig det du treng.	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.	Du stadfestar det gjeldande biletpassordet ved å sjå på avspelinga og gjenta rørslene du ser på biletet.	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.
Use random hardware addresses to make it harder for people to track your location when you connect to different WLAN networks.	Bruk tilfeldige maskinvareadresser for å gjere det vanskelegare for andre å spore plasseringa di når du koplar til ulike WLAN-nettverk.	Speak to the user directly and naturally using second person pronoun "you" on clear actions.

2.2.4 Explanatory text and providing support

US English	Norwegian (Nynorsk) target	Explanation
The updates are installed, but Windows Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	Oppdateringane er installerte, men installasjonsprogrammet for Windows må startast på nytt før dei fungerer. Etter omstarten held vi fram der vi slapp.	The language is natural, the way people talk. In this case voice is reassuring, letting the user know that we're doing the work.
If you restart now, you and any other people using this PC could lose unsaved work.	Dersom du startar på nytt no, kan du og andre som bruker denne PC-en, miste arbeid som ikkje er lagra.	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.	Dette dokumentet blir automatisk flytta til rett bibliotek og mappe når du har retta opp eigenskapar som er feil eller manglar.	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.	Noko gjekk galt! Finn ikkje filane som blei lasta ned for å lage ein oppstartbar USB-flash-eining.	Without complexity and using short sentences inform the user what has happened.

3 Inclusive language

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

General guidelines

Comply with local language laws.

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

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

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

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

Don't use profane or derogatory terms.

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

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

The following table contains examples of preferred and recommended language to convey inclusivity, as well as terms and expressions that should not be used.

Use this	Not this	Use this	Not this
English examples		Target examples	
expert	Guru	ekspert	guru
colleagues; everyone; all	guys; ladies and gentlemen	kollegaer, alle saman	mine damer og herrar
parent	mother or father	forelder	mor eller far

3.1 Avoid gender bias

Use gender-neutral alternatives for common terms if possible. Avoid the use of compounds containing gender-specific terms (*mann, kvinne* etc.). If the title/term does not have a gender-neutral alternative, then do not create a word that is not commonly used. For instance, the terms *nordmann* and *jordmor* do not have neutral equivalents yet.

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

Use this	Not this	Comments
Target examples		
talsperson	talsmann/talskvinne	One of several examples where replacing <i>mann</i> or <i>kvinne</i> with <i>person</i> will make the term gender neutral.
ombod	ombodsmann/ombodskvinne	Removing <i>mann</i> or <i>kvinne</i> altogether makes the term gender neutral, and also snappier.
forskar, naturvitar etc, or vitskapsfolk (plural)	vitskapsmann, vitskapskvinne	Suggested by Språkrådet. These are also more precise terms than the more general <i>vitskapsmann/vitskapskvinne</i>
kommunedirektør	Rådmann	Suggested by Språkrådet, already in use in legal texts.

statstilsett

tenestemann

Suggested by Språkrådet, already in use in legal texts.

When presenting generalization, use plural noun forms (for example, *personar*, *folk*, *studentar*, etc.).

Don't use gendered pronouns (*ho*, *henne*, *han* etc.) in generic references. Instead:

- Rewrite to use the second or third person (*du*, *ein*, *vedkomande*, *nokon*).
- Rewrite the sentence to have a plural noun and pronoun.
- Refer to a person's role (*brukar*, *tilsett*, *kunde*, or *klient*, for example).
- Use *person* or similar.

The following table contains strings and sentences that were translated taking those gender-neutral principles into account.

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.	Ein brukar med dei nødvendige rettane kan oppgi passord for andre brukarar.	Dersom brukaren har dei nødvendige rettane, kan han oppgi passord for andre brukarar.
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.	Utviklarane treng tilgang til tenarane i utviklingsmiljøa, men dei treng ikkje tilgang til tenarane i Azure.	Ein utviklar treng tilgang til tenarane i utviklingsmiljøa, men han treng ikkje tilgang til tenarane i Azure.
To call someone, select the person's name, select Make a phone call, and then choose the number you'd like to dial.	To call someone, select his name, select Make a phone call, and then select his number.	For å ringje nokon må du velje namnet på personen, velje Ring og så velje nummeret du vil ringje.	For å ringje nokon må du velje namnet hans, velje Ring og så velje nummeret du vil ringje.

In Norwegian the new gender-neutral pronoun 'hen' is also OK to use in generic references to a single person (although the genitive form *hens* is not recommended). It has recently been included in Norwegian dictionaries and has also been adopted by major IT companies.

When you're writing about a real person, use the pronouns that the person prefers, whether it's *han, ho, hen, dei*, or another pronoun. It's OK to use gendered pronouns (like *han, ho, hans, and hennar*) when you're writing about real people who use those pronouns themselves.

3.2 Accessibility

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

Focus on people, not disabilities. Don't use words that imply pity, such as *ramma av* or *lir av*. The preferred option is not to mention a disability unless it's relevant.

The following table contains examples that illustrate people-first language.

Use this		Not this		Use this		Not this	
English examples				Target examples			
person with a disability	handicapped	person med nedsett funksjonsevne	handikappa, funksjonshemma	person utan nedsett funksjonsevne	normal person, frisk person, sunn person		
person without a disability	normal person; healthy person						

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.

The table that follows contains an example employing a verb that can apply to all input methods and devices.

Use this	Not this	Use this	Not this
English example		Target example	
Select	Click	Vel	Klikk

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 *og*, *pluss*, and *cirka / om lag / omtrent*. 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 Norwegian (Nynorsk).

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:

Avoid using abbreviations unless absolutely necessary due to lack of space. Abbreviations are normally not used in running text, so you should spell out phrases like *for eksempel* and *og så vidare*.

Use conventional abbreviations when possible, and abbreviate using periods, except for "kr" (kroner) and measuring units ("km"). Try to abbreviate words after a consonant or a cluster of consonants ("eks.," "subst.").

For a list of common abbreviations, see *Vinje's Skrivereglar*.

Example:

Expression	Acceptable Abbreviation
for eksempel	f.eks.

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), or NATO (North Atlantic Treaty Organisation). Most acronyms are non-translatable.

DNB, DBS, and SFO are examples of abbreviations where the letters are pronounced separately, and these are therefore not acronyms.

Localized Acronyms

When acronyms are localized, the gender is usually masculine. They also tend to get the same gender as the last or main word in the acronym, but there is no specific rule for this.

Example:

en-US source	Norwegian (Nynorsk) target
PIN	PIN-nummer

Unlocalized Acronyms

Acronyms that remain in English should be explained in parentheses the first time they occur, or you can use the full term with the acronym in parentheses. Then you can use the acronym alone throughout the rest of the text.

Example: Ei programinformasjonsfil (PIF) inneheld informasjon om korleis eit program utnyttar skjermen, minnet og andre ressursar. PIF-en er lagra ...

Write the description in English unless a translation gives the same acronym.

Examples: PIF (programinformasjonsfil), RAM (Random Access Memory)

If a Norwegian (Nynorsk) term exists, you can write this term followed by the acronym and then an English description in parentheses if necessary.

Example: lokalnett (LAN—Local Area Network)

Example:

en-US source	Norwegian (Nynorsk) target
ASAP	ASAP

Case

Acronyms are written in upper case.

Examples: PC, TV

Inflection

A hyphen should be used before the inflection ending of acronyms. This inflection pattern, discussed with the subsidiary and the Norwegian Council in 2014, is in line with correct Norwegian orthography.

Example: ein PC – PC-en – PC-ar – PC-ane

4.1.3 Adjectives

In Norwegian (Nynorsk), adjectives and participles should be handled in the following manner.

Participles are the adjectival forms of the verb. The present participle (*gjerande*) is rarely used in Norwegian (Nynorsk). The following rules apply to the past participle (*gjort*), frequently used as a noun-modifier.

Preceding participles are inflected for number and gender:

Indefinite	Definite
ein open bil	den opne bilen
ei send melding	den sende meldinga
opne bilar	dei opne bilane
sende meldingar	dei sende meldingane

Also in predicative position:

Examples
Romanen er skriven Boka er skriven Brevet er skrive Notata er skrivne

Adjectives are also inflected for number in regular prepositional phrases:

Examples
Dei var merksame på ... Dei var glade i ...

A sentence is often more fluent in Norwegian (Nynorsk) if you use a relative clause rather than a preceding participle:

English	Translation	Do not use
Attach certificates with newly added signatures.	(+) Legg ved sertifikat med signaturar som nyleg er lagde til.	(-) Legg ved sertifikat med nyleg tillagde signaturar.

Possessive Adjectives

The frequent use of possessives (*eigdomspronomen*) is a feature of English language. This is not as common in Norwegian (Nynorsk). "Din," "di," "ditt," "dine" should be omitted from Microsoft products unless needed for clarification. If included, the possessive is placed *after* the word it modifies in Norwegian (Nynorsk).

English	Translation	Incorrect	Comment
Open your document from your personal folder	(+) Opne dokumentet frå den personlege mappa di	(-) Opne ditt dokument frå di personlege mappe	First possessive to be omitted. Second possessive included for clarification.

Contact your system administrator	(+) Kontakt systemansvarleg	(-) Kontakt din systemansvarlege	Possessive to be omitted.
your favorite tools	(+) favorittverktøya dine	(-) dine favorittverktøy	Possessive included for clarification. Should be placed <i>after</i> the word it modifies.

4.1.4 Articles

General Considerations

The indefinite article is often omitted in Norwegian (Nynorsk). Plural is often used instead.

English	Translation	Do not use
You have to be logged on as an Administrator	(+) Du må vere logga på som administrator	(-) Du må vere logga på som ein administrator
Formatting a document	(+) Formatere dokument	(-) Formatere eit dokument
If you have a problem ...	(+) Dersom du har problem ...	(-) Dersom du har eit problem ...

Unlocalized Feature Names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language. The same applies to Norwegian (Nynorsk).

Example:

en-US source	Norwegian (Nynorsk) target
Microsoft Edge	Microsoft Edge

Articles for English Borrowed Terms

When faced with an English loan word previously used in Microsoft products, consider the following options:

- **Motivation:** Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of the Norwegian (Nynorsk) language?
- **Analogy:** Is there an equivalent Norwegian (Nynorsk) term whose article could be used?
- **Frequency:** Is the term used in other technical documentation? If so, what article is used most often?

The internet may be a helpful reference here.

Please always consult the Language Portal to confirm the use of a new loan word and its proper article to avoid inconsistencies.

Example:

Indefinite singular	Definite singular	Indefinite plural	Definite plural
ein tenar	tenaren	tenarar	tenarane
ein chat	chatten	chattar	chattane
ein SKU	SKU-en	SKU-ar	SKU-ane

4.1.5 Capitalization

The English language tends to overuse capitals. This practice should not be followed in Norwegian (Nynorsk).

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.

Use a connective *-e* where possible:

Use	Do not use
(+) museknapp	(-) musknapp
(+) hjelpeemne	(-) hjelpemne, Hjelp-emne
(+) tastkombinasjon	(-) tastkombinasjon

In combinations with digits preceding a genitive, use a hyphen between the digit and the genitive and a space between the genitive and the following part. Note that the grammatical number is defined by the cardinal number.

Use	Do not use
(+) 10-punkts skrift	(-) 10 punkts skrift
(+) 32-bitars versjon	(-) 32-bitarsversjon
(+) 9-pinnars kontakt	(-) 9-pinnes kontakt
(+) 1-persons datamaskin	(-) 1-personars datamaskin

4.1.7 Genitive

Paraphrasing, often with prepositions, is recommended whenever possible. The "s" *genitive* can be used, but is not as common as in Norwegian Bokmål. The "sin" *genitive* should be avoided in Norwegian (Nynorsk), as it results in the lack of fluency.

Norwegian (Nynorsk)	Comment
ei mils veg.	indefinite singular form.
Noregs Bank	proper noun
Vinjes skrifter	proper noun

The "s" genitive is not common with definite forms, and "sin," "si," "sitt," "sine" can be used instead, unless it is better to paraphrase:

Use	Try to avoid
(+) Kontakten sin personlege nettstad	(-) Kontaktens personlege nettstad

Use	Try to avoid
(+) Brukaren si handsaming av fila	(-) Brukarens handsaming av fila
(+) Avsendaren sitt sertifikat	(-) Avsendarens sertifikat

English	Use	Do not use	Do not use
You deleted the file's folder	(+) Du sletta mappa som fila låg i	(-) Du sletta filas mappe	(-) Du sletta fila si mappe
Check your document's changes	(+) Kontroller endringane i dokumentet	(-) Kontroller dokumentets endringar	(-) Kontroller dokumentet sine endringar
the product's web site	(+) webområdet for produktet	(-) produktets webområde	(-) produktet sitt webområde
the document's recovery	(+) gjenopprettinga av dokumentet	(-) dokumentets gjenoppretting	(-) dokumentet sin gjenoppretting

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

Convention 2

Examples of the use of genitive in combination with numbers. See also [Compounds](#).

Use	Do not use
(+) 10-punkts skrift	(-) 10 punkts skrift
(+) 32-bitars versjon	(-) 32-bitarsversjon
(+) 9-pinnars kontakt	(-) 9-pinnes kontakt
(+) 1-persons datamaskin	(-) 1-personars datamaskin

4.1.8 Localizing colloquialism, idioms, and metaphors

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

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

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

4.1.9 Nouns

Inflection

Neuter words ending in *-er* or *-et*: In the definite singular form, when optional, do not use contracted forms:

Indefinite	Definite
eit filter	filteret
eit eksempel	eksempelet
eit kapittel	kapittelet

For neuter words that can have a zero or marked ending in the indefinite plural, use a zero ending for all words:

Singular	Plural
eit felt	fleire felt
eit punkt	fleire punkt
eit alternativ	fleire alternativ

Singular	Plural
eit program	fleire program
eit kvantum	fleire kvantum
eit kriterium	fleire kriterium

When a word can have an optional *-ar* or *-rar* ending in the indefinite plural, and *-ane* or *-rane* in the definite plural, use the contracted forms *-rar* and *-rane*:

Indefinite singular	Definite singular	Indefinite plural	Definite plural
ein parameter	parameteren	parametrar	parametrane

For nouns that can end with a single or double consonant, we recommend using a single consonant:

Singular	Plural
ei løn	løner
eit brot	brot
ei bøn	bøner

A few other examples of nouns that have two options in plural, with the preferred form:

Use	Do not use
kostnader/kostnadene	kostnadar/kostnadane
kollegaer/kollegaene	kollegaar/kollegaane
stader/stadene	stadar/stadane
gonger/gongene	gongar/gongane
eigedomar/eigedomane	eigedommar/eigedommane
kostnader/kostnadene	kostnadar/kostnadane

4.1.10 Prepositions

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

Pay attention to the correct use of the preposition in translations. Note in particular that "på" should be used after "klikke", "dobbelklikke" and "trykkje." This is aligned with Norwegian (Bokmål) guidance.

Term	Example phrase and preposition
bruke	noko til noko (means)
bruke	noko for å gjere noko (purpose)
farge	på noko
feil	i line 13
innhaldet	i fila i dokumentet på utklippstavla
installere	på harddisken på nettverket frå Internett
klikke	på ein knapp med museknappen i eit vindauge i eit felt i rullefeltet på noko på lysbiletet på noko på verktøylina

Term	Example phrase and preposition
komponent	i lista
lagre	i ei mappe på ein harddisk
legge til	noko i lista
liste	over brukarar
skrive	i eit dokument i eit felt på figuren
stå/vere	på menyen
trykkje	på ein tast på F1
utsjånad	på noko
velje	på menyen frå lista

4.1.11 Pronouns

The following pronouns should be used:

Use	Do not use
vi	me
de/dykk	dokker/dokker
ho/henne	ho/ho

Note that Norwegian (Nynorsk) uses "ho/henne" and "han" as well as "det"/"den" to refer to objects, depending on the gender of the object.

English	Norwegian (Nynorsk)
Mark to download this message	Marker meldinga for å laste henne ned.
Create a new category and apply it	Opprett ein ny kategori og bruk han
... skipping this item since it's outside of the filtering scope.	... hoppa over dette elementet fordi det ligg utanfor filtreringsomfanget

See [Possessive Adjectives](#).

4.1.12 Punctuation

General punctuation rules should be followed. Please refer to Vinje's Skrivereglar.

Bulleted Lists

In Norwegian (Nynorsk), if numbers or letters are used as bullets, there should be no full stop after the bullet. If letters are used as bullets, you can insert a right parenthesis (but it's optional).

When each bullet is short, use lower case for the first letter. When the bullets are necessary to complete the introductory phrase, also start with a lower case letter. The introductory text should **not** have a colon after, and the text in the bullets should **not** end with a full stop.

Example:

I denne teksten skal du finne

- tema
- verkemiddel

Dei tek stilling til korleis

- ressursar skal fordelast
- fellesoppgåver skal løysast

If the introductory text and the text in the bullets are complete sentences, the introductory text needs to end with a colon. In that case, the text in the bullets needs to start with an upper case letter and end with a full stop or other punctuation.

Example:

Svar på desse spørsmåla:

1. Kva er temaet i denne teksten?
2. Kvar meiner du at vendepunktet er?
3. Kva skjer med helten?

Store delar av samfunnet måtte endrast:

- Grunnlova måtte betrast.
- Eit nytt byråkrati måtte byggjast opp.
- Skatte- og avgiftssystemet måtte endrast.

Comma

When a comma is optional, we usually include it. This applies to short, conjunctive main clauses, particularly imperative clauses:

Merk eit emne, og klikk på Vis.

Colon

Use a colon before examples and instructions for clarification.

Example:

Slik frigjer du plass på harddisken:

Try to make the sentence following a colon into an independent clause and follow the rule about using a capital letter after a colon.

Semicolon

Semicolons are often seen in American English, but are rarely used in Norwegian (Nynorsk). Use a period or a comma instead.

English	Translation
This could be a complete sentence; this could be another one.	Dette kan vere ei fullstendig setning. Dette kan vere ei anna.
Twelve workers started the project; only five remain.	Tolv stykk begynte på prosjektet, men no er det berre fem igjen.

Dashes and Hyphens

Three different dash characters are used in English:

Hyphen

The hyphen is used to divide words between syllables, to link parts of a compound word, and to connect the parts of an inverted or imperative verb form. In Norwegian (Nynorsk) the hyphen is used to clarify confusing compounds and in combination with abbreviations, digits, symbols, loan words, etc.

Examples
Vis-menyen
produkt-ID
386-utvida modus
proxy-tenar
alt-i-eitt-pakke

Use a hyphen when a combined construction consists of one implicit part. The hyphen is used to indicate the implicit part. The full and the contracted part have to be of the same type.

Use	Do not use
(+) grunnversjon og avansert versjon	(-) grunn- og avansert versjon
(+) maskin- og programvare	(-) maskin og programvare
(+) papirretning og -storleik	(-) papirretning og storleik

Use a hyphen in combinations of digits, acronyms, and proper nouns:

Example
16-pinnars kontakt
12-punkts skrift
OLE-kopling
Microsoft-program
Word-fil

Remember to use a non-breaking space whenever necessary to avoid unfortunate line breaks.

En Dash

Use an en dash (tankestrek) in number ranges, without surrounding spaces, and as a minus sign:

Example
side 114–120
–24 °C
2 – 5 = –3

En dashes can also be used instead of parentheses or instead of commas around appositional phrases, surrounded by spaces. Do not exaggerate the use of en dashes. Commas are often better.

Em Dash

The em dash (ANSI 0151) is used in English, but never in Norwegian (Nynorsk).

Ellipses (Suspension Points)

Ellipses are often used following software commands in the user interface. Do not insert a space before an ellipsis.

Example

Lagre som...

Suspension points are used to indicate an incomplete statement or the omission of a word or words from a written text. These are to be preceded by a space.

Example

Lagre fila i denne mappa dersom du vil ...

Period

Insert only one space after a period.

Quotation Marks

Quotation marks are not as common in Norwegian (Nynorsk) as they are in English. They can be used when referring to error messages or similar, but not in the following cases:

Quotation marks are not to be used when referring to software references, or to chapters or sections in Norwegian (Nynorsk) user assistance material.

English	Translation
Please see "Deleting files."	Sjå Slette filer.
Click "Table" on the "Insert" tab.	Klikk på Tabell i kategorien Set inn.

Parentheses

In English and Norwegian (Nynorsk), there is no space between the parentheses and the text inside them. Parentheses can be used to clarify examples or explaining acronyms.

Example

I staden for å skrive filtypen, kan du bruke stjerne (*).

SDK (Software Development Kit)

4.1.13 Sentence fragments

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

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

The Norwegian (Nynorsk) modern voice can be conveyed through the use of sentence fragments. However, do not over-use sentence fragments in Norwegian (Nynorsk). They should mainly be used for frequently repeated phrases, for instance links, in user assistance material, web pages etc. Sentence fragments can also be used where space is restricted. Sentence fragments, when over-used, can give the text a sub-standard appearance and appear ungrammatical.

en-US source text	Norwegian (Nynorsk) long form	Norwegian (Nynorsk) sentence
Go to the next item?	Vil du gå til neste element?	Gå til neste?
Do this:	Bruk desse trinna:	Gjer dette:
Re-open file?	Vil du opne fila på nytt?	Opne fila på nytt?

4.1.14 Split infinitive

Do not separate the infinitive marker from the verb in the following example.

Use	Do not use
(+) Du har valt ikkje å registrere programmet.	(-) Du har valt å ikkje registrere programmet.

The abovementioned rule is not to be followed if there is a risk of ambiguity. This may arise in certain past tense constructions.

English	Use	Do not use
You chose not to restore the original versions of the files.	(+) Du valde å ikkje gjenopprette originalfilene.	(-) Du valde ikkje å gjenopprette originalfilene.

4.1.15 Symbols and nonbreaking spaces

To avoid awkward line breaks, use a nonbreaking space (Ctrl+Skift+Mellomrom) between a number and the unit of measure, as a thousand separator, in phone numbers, between product name and version number, and similar places.

Examples
6 MB
kr 1 350 000
tlf. 22 02 25 00
Microsoft 365

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.

4.1.16 Verbs

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

Note that we recommend the use of the infinitive form "-e"; never "-a" or "kløyvd infinitiv".

The following conjugation patterns are used in Norwegian (Nynorsk):

Infinitive	Present	Past	Perfect
kaste	kastar	kasta	kasta
kvile	kviler	kvilte	kvilt

Conjugation of some frequently used verbs:

Infinitive	Present	Past	Perfect
gi	gir	gav	gitt
be	ber	bad	bede
stå	står	stod	stått
trykkje	trykkjer	trykte	trykt
byggje	byggjer	bygde	bygd
svare	svarer	svarte	svart

Try to avoid -ast verbs (passive voice) in the present tense

Continuous operations are usually expressed in English with a gerund. This can also be used in Norwegian (Nynorsk), but is often turned into a regular verb form.

English	Translation
Editing images	Redigere bilete
... when saving your document	... ved lagring av dokumentet / ... når du lagrar dokumentet

Norwegian (Nynorsk) -ing verbs are used to refer to an action, whereas -ning and -sjon are nominal forms generally used to refer to the result of an action.

Exception: We always use installasjon, never installering, even when referring to the action.

English	Translation
publication	publisering (action) / publikasjon (result)
during the program installation	ved installasjon av programmet

Conjugation of verbs that end in m(m) and enn, and that are inflected with –er in the present tense:

Infinitive	Use	Do not use
å kjenne	kjende	kjente
å skremme	skremde	skremte

Other common verbs:

Use	Do not use
bli	verte
gi	gje/gjeve
tenkje	tenke
trykkje	trykke

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

5.1 Accessibility

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

Hardware and software components engage a flexible, customizable user interface, alternative input and output methods, and greater exposure of screen elements. Some accessible products and services may not be available in Norwegian (Nynorsk)-speaking markets. Please double-check with the appropriate resources.

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

5.2 Applications, products, and features

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

Version Numbers

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

US English	Norwegian (Nynorsk) target
Version 4.2.1	Versjon 4.2.1

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

5.3 Trademarks

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

5.4 Software considerations

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

5.4.1 Arrow keys

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

5.4.2 Error messages

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

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

English term	Correct Norwegian (Nynorsk) translation
Something went wrong	Noko gjekk gale
Not enough memory to process this command.	Det er ikkje nok minne til å handsame denne kommandoen.

Norwegian (Nynorsk) 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.

If necessary to clearly distinguish the error message from the rest of the text, use quotes around it.

Standard Phrases in Error Messages

The phrases below commonly occur in error messages. When you are translating them, try to use the provided target phrases. However, feel free to use other ways to express the source meaning if they work better in the context. Note that sometimes the US uses different forms to express the same thing.

Examples:

English	Translation	Example	Comment
Cannot ... Could not ...	Kan ikkje ...	Kan ikkje opne fila	Use the present tense in Norwegian (Nynorsk)
Failed to ... Failure of ...	Kan ikkje ...	Kan ikkje laste inn videoen	Use the present tense in Norwegian (Nynorsk)

Cannot find ... Could not find ... Unable to find ... Unable to locate ...	Finn ikkje ...	Finn ikkje fila	Use the present tense in Norwegian (Nynorsk)
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	Ikkje nok minne	Ikkje nok minne til å utføre kommandoen	
... is not available ... is unavailable	... er ikkje tilgjengeleg	Tenaren er ikkje tilgjengeleg	
<ProgramName> cannot open ...	Kan ikkje opne ...		Omit the program name from the Norwegian (Nynorsk) version to avoid personalization

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

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

Norwegian (Nynorsk) often requires a different word order than English.

English	Translation	Comment
repeat every {0} for a duration of {1}	gjenta kvar(t) {0} i {1}	{0} = day/week/year in this example. Parentheses added because we need to cover for both the masculine and the neuter form. {1} = time duration in this example, eg. "5 timar," "3 veker."
In the {0} dialog, click {1}.	Klikk på {1} i dialogboksen {0}.	Different word order in Norwegian (Nynorsk). The placeholders need to change places accordingly.

Placeholders are often surrounded by single or double quotes in the English source text. Quotes should be avoided in the Norwegian (Nynorsk) software. If they are needed in order to clarify the string, use straight double quotes.

5.4.3 Keys

In English, References to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps).

In Norwegian (Nynorsk), all keys are written in capital letters in help and documentation: for example, INS, ESC, ENTER, and HOME.

English Key Name	Norwegian (Nynorsk) Key Name
Alt	Alt
Backspace	Tilbake

English Key Name	Norwegian (Nynorsk) Key Name
Break	Break
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete
Down Arrow	Pil ned
End	End
Enter	Enter
Esc	Esc
Home	Home
Insert	Insert
Left Arrow	Pil venstre
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	Pil høgre
Scroll Lock	Scroll Lock
Shift	Skift
Spacebar	Mellomrom
Tab	Tab
Up Arrow	Pil opp
Windows key	Windows-tast
Print screen	Print screen

English Key Name	Norwegian (Nynorsk) Key Name
menu key	Menytast

5.4.4 Keyboard shortcuts

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

Examples:

New
Cancel
Options

Whenever possible, choose a keyboard shortcut that makes the most sense in Norwegian (Nynorsk). Try using the same keyboard shortcut for a term occurring several places. Highly visible options like main menus and common commands typically use initial letter keyboard shortcuts.

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	Only when no other characters are available.
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	yes	Only when no other characters are available.
Extended characters can be used as keyboard shortcuts	yes	Only when no other characters are available.
An additional letter, appearing between brackets after item name, can be used as a keyboard shortcut	no	
A number, appearing between brackets after item name, can be used as a keyboard shortcut	no	

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

5.4.5 Numeric keypad

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

5.4.6 Shortcut keys

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

Standard Shortcut Keys

US Command	US English Shortcut Key	Norwegian (Nynorsk) Command	Norwegian (Nynorsk) Shortcut key
General Windows Shortcut keys			
Help window	F1	Help window	F1
Context-sensitive Help	Shift+F1	Context-sensitive Help	Skift+F1
Display pop-up menu	Shift+F10	Display pop-up menu	Skift+F10
Cancel	Esc	Cancel	Esc
Activate\Deactivate menu bar mode	F10	Activate\Deactivate menu bar mode	F10
Switch to the next primary application	Alt+Tab	Switch to the next primary application	Alt+Tab
Display next window	Alt+Esc	Display next window	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	Display pop-up menu for the window	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	Display pop-up menu for the active child window	Alt+-

Display property sheet for current selection	Alt+Enter	Display property sheet for current selection	Alt+Enter
Close active application window	Alt+F4	Close active application window	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	Switch to next window within (modeless-compliant) application	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	Capture active window image to the Clipboard	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	Capture desktop image to the Clipboard	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	Access Start button in taskbar	Ctrl+Esc
Display next child window	Ctrl+F6	Display next child window	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	Display next tabbed pane	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Launch Task Manager and system initialization	Ctrl+Skift+Esc
File Menu			
File New	Ctrl+N	Fil Ny	Ctrl+N
File Open	Ctrl+O	Fil Opne	Ctrl+O
File Close	Ctrl+F4	Fil Lukk	Ctrl+F4
File Save	Ctrl+S	Fil Lagre	Ctrl+S
File Save as	F12	Fil Lagre som	F12
File Print Preview	Ctrl+F2	Fil Førehandsvising	Ctrl+F2
File Print	Ctrl+P	Fil Skriv ut	Ctrl+P
File Exit	Alt+F4	Fil Avslutt	Alt+F4

Edit Menu

Edit Undo	Ctrl+Z	Rediger Angre	Ctrl+Z
Edit Repeat	Ctrl+Y	Rediger Gjenta	Ctrl+Y
Edit Cut	Ctrl+X	Rediger Klipp ut	Ctrl+X
Edit Copy	Ctrl+C	Rediger Kopier	Ctrl+C
Edit Paste	Ctrl+V	Rediger Lim inn	Ctrl+V
Edit Delete	Ctrl+Backspace	Rediger Slett	Ctrl+Backspace
Edit Select All	Ctrl+A	Rediger Merk alt	Ctrl+A
Edit Find	Ctrl+F	Rediger Søk	Ctrl+B
Edit Replace	Ctrl+H	Rediger Erstatt	Ctrl+H
Edit Go To	Ctrl+B	Rediger Gå til	Ctrl+G

Help Menu

Help	F1	Hjelp	F1
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Font Format

Italic	Ctrl+I	Kursiv	Ctrl+K
Bold	Ctrl+G	Feit	Ctrl+F
Underlined\Word underline	Ctrl+U	Understreking	Ctrl+U
Large caps	Ctrl+Shift+A	Store bokstavar	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	Kapitéler	Ctrl+Shift+K

Paragraph Format

Centered	Ctrl+E	Midtstill	Ctrl+E
Left aligned	Ctrl+L	Juster tekst venstre	Ctrl+L
Right aligned	Ctrl+R	Juster tekst høgre	Ctrl+R

Justified	Ctrl+J	Blokkjuster	Ctrl+J
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5.5 Voice video considerations

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


Successful Techniques for Voicing Video Content

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

5.5.1 Pronunciation of English terms

General Rules

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

Example	Phonetics
SecurID	[si'kjuər aɪ di:]
.NET	[dot net]
Skype	[skaip] 

Acronyms and Abbreviations

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

Example	Phonetics
RADIUS	radius
RAS	ras
ISA	isa
LAN	lan
WAN	van
WAP	vapp
MAPI	mapi

Other abbreviations are pronounced letter by letter:

Example	Phonetics
ICMP	i-c-m-p
IP	i-p
TCP/IP	t-c-p-i-p
XML	x-m-l
HTML	h-t-m-l
SQL	s-q-l
URL	u-r-l

URL Addresses

"http://" can be omitted. The rest of the address should be read in full.

Example	Phonetics
http://www.microsoft.com/norge/	w w w punktum maikråsåft punktum kåm skråstrek nårge skråstrek

Punctuation Marks

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

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

Special Characters

Pronounce special characters such as / \ ~ < > + - using the Norwegian (Nynorsk) translations approved in the Language Portal.

5.5.2 Tone

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

Always check with your Microsoft Product Group contact to confirm the appropriate tone and level of formality.

5.5.3 Video voice checklist

Topic and Script

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

Title

- Includes the intent
- Includes keywords for search

Intro: 10 Seconds to Set up the Issue

- Put the problem into a relatable context

Action and Sound

- Keep something happening, both visually and audibly, BUT...
- ...maintain an appropriate pace
- Synchronize visuals with voice-over
- Fine to alternate between first and second person
- Repetition of big points is fine

Visuals

- Eye is guided through the procedure
 - Smooth, easily trackable pointer motions
 - Judicious callout use
- Appropriate use of motion graphics and/or branding-approved visuals

Ending

- Recaps are unnecessary