

Serbian (Cyrillic, Bosnia and Herzegovina) Localization Style Guide

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1 Welcome



A guide to the Microsoft voice in Serbian (Cyrillic, Bosnia and Herzegovina)

2 About this style guide

This style guide is intended for the localization professional working on Microsoft products. It is not intended to be a comprehensive coverage of all localization practices, but to highlight areas where Microsoft has specific preferences or deviates from standard practices for Serbian localization.

The primary goal of this guide is to help you understand and learn how to address all of the necessary linguistic and stylistic nuances of Serbian during the localization of Microsoft products and services.

The style guide covers guidelines and recommendations for translating the Microsoft voice into Serbian including words, grammatical structures, the needs of the audience, and the intent of the text that are to be considered. Each of these areas is supplemented with samples.

2.1 Recommended reference material

Unless this style guide or [Microsoft language resources - Globalization | Microsoft Learn](#) provides alternative instructions, use the orthography, grammar, and terminology in the following publications:

Normative References

These normative sources must be adhered to. Any deviation from them automatically fails a string in most cases. When more than one solution is allowed in these sources, look for the recommended one in other parts of the Style Guide.

1. Rečnik srpskohrvatskog književnog i narodnog jezika, vol. I–XVII, Beograd, SANU, 1959-2012
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.
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 edition
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

Informative References

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

1. Klajn Ivan, *Rečnik jezičkih nedoumica*, 9. izd., Novi Sad, Prometej, 2008
2. Ivić, Pavle et al., *Srpski jezički priručnik*, Beograd, Beogradska knjiga, 2004
3. *Računarski rečnik*, Beograd, CET, 1999

Microsoft User Interface Reference

A helpful reference is the documentation at <https://learn.microsoft.com/en-us/windows/apps/desktop/>, which provides the latest guidance about building desktop apps for Windows.

3 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.

3.1 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.

3.1.1 Word choice

Terminology

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

Glossaries

[Microsoft Terminology - Globalization | Microsoft Learn](#) (contains approved terms).

[Microsoft UI String Search](#)

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, CD 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 Pronouns .

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

en-US source term	Sr-crl-BA word	Sr-crl-BA word usage
video	видео	When the word does not need to be inflected, feel free to omit the usual "запис"
drive	диск јединица	"диск" can be used to achieve a more informal tone as it clearly conveys the source meaning
laptop/notebook/tablet	лаптоп/ноутбук/таблет рачунар	лаптоп/ноутбук/таблет
URL/IP	URL/IP адреса	URL/IP

3.1.2 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>

Similar pairs can be found in Serbian too, see examples below.

en-US source	Sr-crl-BA old word/phrase	Sr-crl-BA new word/phrase
try	покушати	<i>пробати</i>
be able to	имати прилику/бити у могућности	<i>моћи</i>
however	међутим	<i>али</i>
locate	лоцирати	<i>пронаћи</i>
convenient	погодно	<i>прикладно</i>
require	захтијевати	<i>потребно (је да)</i>
also	такође	<i>и...</i>
next/subsequent	наредно	<i>следеће</i>
make sure/ensure	увјерити се	<i>провјерити</i>

3.2 Sample Microsoft voice text

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

3.2.1 Address the user to take action

US English	Serbian target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	Лозинка није тачна, покушајте поново. Обратите пажњу на велика и мала слова or	A user password is entered incorrectly. Action for user is to try

	Лозинка препознаје велика и мала слова.	again. Message is short and friendly.
This product key didn't work. Please check it and try again.	Ова шифра производа не функционише. Провјерите је и пробајте поново.	An error message for wrong product key.
All ready to go	Све је спремно за рад	Setup has completed, ready to start using the system. Windows.
Would you like to continue?	Желите ли да наставите?	Office sample.
Give your PC a name—any name you want. If you want to change the background color, turn high contrast off in PC settings.	Дајте име рачунару – које год желите. Ако желите промијенити боју позадине, искључите високи контраст у поставкама рачунара.	Asking users to specify the preferred color and name of PC.

3.2.2 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 with it—to create a password that's uniquely yours.	Сликовна лозинка је нови начин да лакше заштитите рачунар с екраном осјетљивим на додир. Одаберите слику и покрете које желите користити с њом, како бисте креирали лозинку коју знате само ви.	Promoting a specific feature with the use of em-dash to emphasize 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.	Нека апликације за вас креирају персонализовани садржај на основу локације рачунара, његовог имена, слике рачуна и осталих информација о домену. OR Нека апликације креирају персонализовани садржај на основу локације вашег	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.

	рачунара, његовог имена, слике рачуна и осталих информација о домену.	
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3.2.3 Providing how-to guidelines

US English	Serbian target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Да бисте се вратили и сачували податке, кликните на Откажи и довршите шта треба.	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.	Да бисте потврдили тренутну сликовну лозинку, погледајте поновљени снимак и пратите примјере покрета приказаних на слици.	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. It should be on the box that the Windows DVD came in or in an email that shows you bought Windows. When you connect to the Internet, we'll activate Windows for you.	Вријеме је да се унесе шифра производа. Она би требало да се налази на паковању Windows DVD диска или у поруци е-поште коју сте примили као потврду да сте купили Windows. Када се повежете на интернет, активираћемо Windows за вас.	Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter the product key.

3.2.4 Explanatory text and providing support

US English	Serbian target	Explanation
The updates are installed, but Windows 8 Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	Ажурирања су инсталирана, али Програм за инсталацију за Windows 8 их мора поново покренути како би функционисала. Када се поново покрене,	The language is natural, the way people talk. In this case voice is reassuring, letting the user know that we're doing the work. Use of "we" provides a more personal feel.

	наставићемо тамо гдје смо стали.	
If you restart now, you and any other people using this PC could lose unsaved work.	Ако сада поново покренете рачунар, ви и друге особе које га користе би могли остати без података који претходно нису сачувани.	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.	Овај документ ће аутоматски да се премјести у праву библиотеку или фасциклу када исправите погрешна или непотпуна својства.	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.	Лоше вијести! Није могуће пронаћи преузете датотеке како би се креирао USB флеш диск са којег се може покренути рачунар.	Without complexity and using short sentences inform the user what has happened.

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	види → в. ; на пример → нпр.; и тако даље → итд. ; и слично → и сл.

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).

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

en-US source	Serbian CYR (Bosnia and Herzegovina)
Error in XML	Грешка у XML-у

Localized Acronyms

Localized acronyms and grammar rules for localization can be found in reference literature section. Some localized acronyms are used in cases and others are not. Please see Pravopis srpskog jezika, Matica srpska, 2010 for further details.

Example:

en-US source	Serbian CYR (Bosnia and Herzegovina)
In the USA	У САД

Unlocalized Acronyms

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.

Example:

en-US source	Serbian CYR (Bosnia and Herzegovina)
RAM memory	RAM memorija

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.

en-US	Sr-crl-BA
New	Ново
Unknown	Непознато

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

en-US	Sr-crl-BA
Upload updated video or image.	Отпремите ажуриран видео, односно слику.
New product of feature integration	Интегрисање новог производа или функције

Possessive adjectives

The frequent use of possessives is a feature of English language. However, in Serbian Cyrillic (Bosnia and Herzegovina), possessive adjectives are handled differently. That is especially the case with possessive adjective *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	Sr-crl-BA
Click Discard to discard your changes and edit the latest version.	Кликните на „Одбаци“ да бисте одбацили измјене и уредите посљедњу верзију.
Click Next to download your license now.	Кликните на „Сљедеће“ да бисте преузели лиценцу.

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	Sr-crl-BA
Click the button to locate your list of recipients.	Кликните на дугме доље да бисте пронашли своју листу прималаца.
Please enter your authentication information.	Унесите своје податке за потврду идентитета.

4.1.4 Articles

General considerations

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

Source	Do	Don't
Select an option from the list.	Изаберите неку опцију са листе.	Изаберите опцију са ове листе.

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 in this way: Articles are not translated in Serbian CYR (Bosnia and Herzegovina) in such cases.

Example:

en-US source	Serbian CYR-BA
The Microsoft Office and other applications.	Microsoft Office и друге апликације.

Localized Feature Names

Translated feature names are handled in the following way: Articles are not translated in Serbian CYR (Bosnia and Herzegovina) in such cases.

Example:

en-US source	Serbian CYR-BA
The Microsoft Store is a website where Microsoft provides users with access to resources.	Microsoft продавница је веб локација на којој Microsoft пружа корисницима приступ ресурсима.

Articles for English Borrowed Terms

Please note that articles are not translated in Serbian CYR (Bosnia and Herzegovina) in such cases.

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.

Source	Do	Don't
Move Down	Премјести надоле	Премјести Надоле
AutoArchive	Аутоматско архивирање	Аутоматско Архивирање

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

Source	Do	Don't
Monday	понедељак	Понедељак
Serbian	српски	Српски
Search Web	Претражи веб	Претражи Веб

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 Web or Internet) + headword
2. acronym + headword.

Source	Do	Don't
Web page	Веб страница	Страница на вебу
Internet connection	Интернет веза	Веза на интернету
Word document	Word документ	Документ програма Word
HTML file	HTML датотека	Датотека HTML
RAM memory	RAM меморија	Меморија RAM
Save document in .rtf format	Сачувајте документ у .rtf формату.	Сачувајте документ у формату .rtf.

4.1.7 Contractions

For en-US modern voice, use of contractions help convey a conversational tone. They are used when possible and contractions convey a friendlier style.

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

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

en-US	Sr-crl-BA contracted form
Uploads are limited to 100MB. Got something smaller?	Величина датотека за трансферисање је ограничена на 100 MB. Је л' може нешто мање?

4.1.8 Conjunctions

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

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

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.

en-US source text	SR-CYR-BA old use of conjunctions	SR-CYR-BA new use of conjunctions
Since this action cannot be undone, it is recommended only to advanced users.	Будући да се ова радња не може опозвати, препоручује се само напредним корисницима.	Пошто се ова радња не може опозвати, препоручује се само напредним корисницима.
However, it is not possible anymore.	Међутим, то више није могуће.	Али, то више није могуће.

You can also contact your administrator.	Такође можете да се обратите администратору.	Можете и да се обратите администратору.
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4.1.9 Gender

Try to use gender neutral language whenever possible. Avoid writing sentences that refer to a single person whose gender is unknown. You can often avoid this situation by rewriting the sentence to make the subject plural.

Source	Do	Don't
This contact might not respond because his or her contact is Away.	Можда нећете добити одговор јер је статус контакта „Одсутан“.	Овај контакт можда неће одговорити јер је његов/њен статус контакта „Одсутан/Одсутна“.

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

en-US	SR-CYR-BA
Dear Windows Live user,	Поштовани кориснице услуге Windows Live,
Dear USER_NAME_PLACEHOLDER,	Поштовани/а USER_NAME_PLACEHOLDER,

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 Cyrillic (Bosnia and Herzegovina), 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	SR-CYR-BA
Tint font color	Боја фонта наслова

User name	Корисничко име
MS Office Help center	MS Office центар за помоћ

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

Source	Do	Don't
Powered by	Обезбјеђује	Обезбјеђено од стране
Posted by	Објавио/ла	Објављено од стране

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

Source	Do	Do
Microsoft's products	Microsoft производи	Производи корпорације 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").

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

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

4.1.12 Modifiers

In Serbian (Bosnia and Herzegovina) 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: English	SR-CYR-BA	Part of speech	Select/click/in translation:
Button	Дугме	Verb (imperative mode)	Кликните на дугме Уметни
Item	Ставка	Verb (imperative mode)	Изаберите ставку Уметни
Checkbox	Поље за потврду	Verb (imperative mode)	Потврдите избор Уметни / Опозовите избор Уметни
Radio button	Опција	Verb (imperative mode)	Изаберите опцију Уметни
Menu	Мени	Noun (or gerund)	У менију Уметање изаберите ставку ...
Dialog box	Дијалог	Noun (or gerund)	У дијалогу Уметање...
Pane	Окно	Noun (or gerund)	У окну Уметање...
Section	Одјељак	Noun (or gerund)	У одељку Уметање...
Tab	Картица	Noun (or gerund)	На картици Уметање...
Group	Група	Noun (or gerund)	У групи Уметање...

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 **7**, Office **2010**, Internet Explorer **9**).

In cases where length restriction does not allow using of modifiers (UI), and from context is clear on what it refers to, modifiers do not have to be used.

en-US source	Serbian target
Click on Insert	Кликните на Уметни

Here are several common examples of product modifiers:

Product	Modifier	Content
Windows	оперативни систем	Windows is always OS!
Microsoft Office	систем	Old modifier was—programski paket , as it mainly consists out of various programs such as Word, 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	програм	Program (e-mail client) is installed locally.
Microsoft Office Outlook Hotmail Connector	програмски додатак	Add-in is installed locally, but it is not used as a separate program. Rather, it enhances existing program functions.
Windows Live Essentials	програмски пакет	This is a program package that consists out of free programs such as WL Messenger, Writer etc.
Windows Live	услуга	Web based service—users cannot install it locally.

Windows Live Mail	програм	Stand alone e-mail client. Users install it locally in order to access Hotmail or some other e-mail service without Web browser.
Internet Explorer 11	програм	Web browser is a program that is installed locally and it is often marked with version label.

4.1.13 Nouns

General considerations

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 (especially Bing, Windows Live and Office) to become aware of this.

Source	SR-CYR-BA	Tip
New is installed and ready to use.	(+) Програм „Вијести“ је инсталиран и спреман за употребу. (-) Вијест је инсталирана и спремна за употребу.	This is an obvious example where one can easily recognize the meaning since option no. 2. does not make sence.
Start Call	(+) Покретање програма „Позив“ (-) Упућивање позива	In this case, translator might ignore capital letter due 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 live beings. These two types of declination are different.

Source	Do	Don't
Start the import wizard.	Покрените чаробњак за увоз.	Покрените чаробњака за увоз.
Add contact	Додајте контакт	Додајте контакта

Plural Formation

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

Source	Do	Don't
Information collection	Прикупљање информација	Прикупљање информације
NTFS file system	NTFS систем датотека	NTFS систем датотеке

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.

Source	Do	Don't
Adjust lightness or exposition using these buttons:	Користите ову дугмад да бисте подесили свјетлину или експозицију:	Подесите свјетлину или експозицију помоћу ових дугмади:

4.1.14 Prepositions

For en-US Microsoft voice, use of prepositions is another way to help convey a casual or conversational tone. Starting or ending a sentence with a preposition is acceptable practice to convey the en-US Microsoft voice. In Serbian Cyrillic (Bosnia and Herzegovina) Microsoft voice, starting a sentence with a preposition depends on the meaning of this sentence. Using a preposition on the end of the sentence is not correct according to grammar rules.

All other rules which refer to prepositions can be found in recommended reference material.

en-US use of prepositions	SR-CYR-BA use of prepositions
Developers can go to the application management site to find the apps for which they are looking.	Програмери могу да покрену сајт за управљање апликацијом да би пронашли апликације које траже.

4.1.15 Pronouns

For en-US Microsoft voice, use of personal pronouns is a powerful way to express all the attributes of the modern voice. The source text is moving away from indirect methods of referring to the user as "user" and instead addressing the user directly through the use of first- and second-person pronouns like "you." Third-person references, such as "user," are avoided as they sound formal and impersonal.

en-US old user reference	en-US new user reference
Users can change when new updates get installed.	You can change when new updates get installed.
This setting provides users with the best display appearance.	Choose one of these schemes or make your own.

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, please keep in mind that spelling out pronouns should generally be avoided (i.e., use *Препоручујемо да инсталирате овај програм* instead of **Ми** препоручујемо да инсталирате овај програм). Other general rules related to pronouns and their usage from general style guide also apply.

4.1.16 Punctuation

All general rules can be found in recommended reference material.

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 the 1 example, the items in the list are incomplete sentences. Each sentence starts with an initial lowercase letter and ends with a comma, or semi-colon, except the last one which ends with fullstop.

Example:

Serbian CYR-BA
У настави се комбинују: - усмени и писмени метод излагања;

- контролни и редовни писмени задаци;
- аудио и видео касете.

Serbian CYR-BA

Три основне функције цртице изгледају овако:

- а) писање полусложеница (ауто-пут),
- б) писање удвојеног презимена (Михајло Полит-Десанчић),
- в) растављање речи на слоге (на-пи-са-ти).

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.

Example:

US English	Serbian CYR-BA
To join the service yourself, click Join.	Кликните на дугме „Придружи се“ да бисте се придружили услузи.

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:

US English	Serbian CYR-BA
If this is correct, click OK.	Ако је то исправно, кликните на дугме „У реду“.

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.

US English	Serbian CYR-BA
Click Save in the File menu.	У менију „Датотека“ изаберите ставку „Сачувај“.

Don't transfer all commas from English sentences.

US English	Serbian CYR-BA
For information on XXX, see "YYY", in ZZZ.	Информације о XXX потражите „YYY” у 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
Ако вам је трећа страна дала налог, она има права да: управља налогом и поништи лозинку.	Ако вам је трећа страна дала налог, она има права да : управља налогом и поништи лозинку.

Dashes and Hyphens

Three different dash characters are used in English: em-dash, en-dash and hyphen.

Serbian CYR uses en dash (–) 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. Hyphen is used in compound words like: ауто-пут, бакар-сулфат, руско-српски речник.

For usage of punctuation marks, please see general spelling rules in *Pravopis srpskoga jezika, Matica srpska, Novi Sad 2010*.

Hyphen

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.

Example:

US English	Serbian CYR-BA
highway	ауто-пут
500th anniversary	500-годишњица
on IBM computers	на IBM-овим рачунарима

En Dash

Serbian CYR uses en dash (–) 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.

For usage of punctuation marks, please see general spelling rules in *Pravopis srpskoga jezika, Matica srpska, Novi Sad 2010*.

Example:

US English	Serbian CYR-BA
Online service—it provides access to large number of resources.	Онлајн услуга – пружа приступ великом броју ресурса.

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

Example:

US English	Serbian CYR-BA
pages 36–78	странице 36–78

Em Dash

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

US English	Serbian CYR-BA
Download now—it's free!	Преузмите одмах – бесплатно!

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:

US English	Serbian CYR-BA
Downloading...	Преузимање...

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:

US English	Serbian CYR-BA
Get help with a forgotten password and other problems signing in /title/	Помоћ за заборављену лозинку и друге проблеме приликом пријављивања

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)

Example:

US English	Serbian CYR-BA
Click on "Copy" to copy the source text.	Кликните на „Корипирај“ да бисте копирали изворни текст.

Parentheses

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

Example:

US English	Serbian CYR-BA
(more information)	(више информација)

4.1.17 Sentence fragments

For en-US Microsoft voice, use of sentence fragments help convey a conversational tone. They are used when possible, and are short and to the point.

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

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

en-US source text	SR-CYR-BA long form	SR-CYR-BA sentence fragment
Use the following steps/You can do this in the following way/Here's how	Користите следеће кораке/То можете да урадите на следећи начин.	Ево како.
Take the following actions.	Предузмите следеће радње.	Урадите следеће.
Need help with this step?	Да ли вам је потребна помоћ за овај корак?	Потребна вам је помоћ око овога?

4.1.18 Subjunctive

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

en-US sample	Serbian sample
With several languages installed on your computer, documents can be created on more than one language.	<p>(+) Ако инсталирате више језика на рачунару, можете да правите документе који садрже неколико језика.</p> <p>(–) Са више језика који су инсталирани на вашем рачунару могу да се направе документи који садрже више од једног језика.</p>

4.1.19 Symbols & non-breaking 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.

Symbols like @, #, ™, ®, ©, % are always used in Latin script. Currency symbols \$, £ should not be used in text—instead, use international acronyms in Latin script USD, GBP instead. Percentage symbol % is always written without space, ex. 15,21%. Symbol & should not be used in help files or other material (just in UI as a shortcut key symbol).

Further information can be found in recommended reference materials.

Example:

US English	Serbian CYR-BA
Microsoft Office™	Microsoft Office™

4.1.20 Verbs

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

en-US	SR-CYR-BA
Read	читати, прочитати
Print	штампати, одштампати

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

Source	Do	Don't
Printing document	Штампање документа/Документ се штампа	Штампа документ/Штампа документа
Downloading page	Преузимање странице/Страница се преузима	Преузима страницу

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

Source	Do	Don't
In Windows Live Photo gallery you can view, edit, print, upload and manage your photos and videos.	У програму Windows Live фото-галерија можете да приказујете, уређујете и штампате фотографије и видео записе, као и да их отпратите и управљате њима.	У програму Windows Live фото-галерија можете да прикажете уредите, одштампате, отпратите и управљате фотографијама и видео записима.

4.1.21 Verb Tense

For en-US modern voice, use of verb tense is a way to help convey the clarity of the modern voice. Simple tenses are used. The easiest tense to understand is the simple present, like we use here. Avoid future tense unless you must say that something will really happen in the future and the simple present tense won't do. Use simple past tense when you describe events that already happened.

en-US old use of verb tense	en-US new use of verb tense
After you are finished installing the tool, the icon will appear on your desktop. ["are finished" is in present perfect tense]	After you finish installing the tool, the icon appears on your desktop. ["finish" is in simple present tense]

Advantage should be given to present tense in Serbian Cyrillic (Bosnia and Herzegovina). Use of future tense should be minimized through simplifying the sentence flow and construction. (i.e. use "Када" with finite verb instead of "Након што")

en-US source text	SR-CYR-BA old use of verb tense	SR-CYR-BA new use of verb tense
After you are finished installing the tool, the icon will appear on your desktop.	Пошто сте завршили са инсталирањем алатке, икона ће се појавити на радној површини.	Када завршите са инсталирањем алатке, икона се појављује на радној површини. ["finish" is in simple present tense]
Click Open. A dialog launches.	Кликните на дугме „Отвори“. Покренуће се дијалог.	Кликните на дугме „Отвори“. Покреће се дијалог.
The file could not be opened.	Није било могуће отворити датотеку.	Није могуће отворити датотеку.

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 (Bosnia and Herzegovina), 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 Reference Material" chapter. 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. 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	Serbian CYR-BA
Version 4.2.	Верзија 4.2.

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

Translation of Version Strings

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

Version strings that contain copyright information should always be translated.

Example:

US English	Serbian CYR-BA
© 2023 Microsoft Corporation. All rights reserved.	Please refer to Microsoft Terminology - Globalization Microsoft Learn to check the correct translations "All rights reserved" and "Microsoft Corporation".

5.3 Trademarks

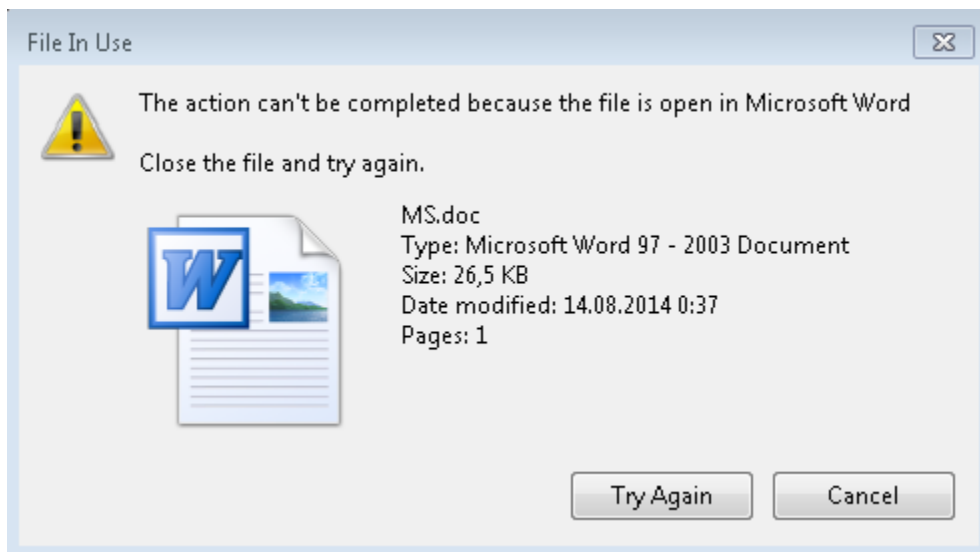
Trademarked names and the name Microsoft Corporation shouldn't be localized unless local laws require translation and an approved translated form of the trademark is available. A list of Microsoft trademarks is available for your reference at the following location: <https://www.microsoft.com/en-us/legal/intellectualproperty/trademarks>

5.4 Software considerations

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

5.4.1 Error messages

Here is an example:



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	SR-CYR-BA
Oops, that can't be blank...	Ух, не може да остане празно...
Not enough memory to process this command.	Нема довољно меморије за обраду ове команде.

Serbian Style in Error Messages

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

Standard Phrases in Error Messages

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

Source	SR-CYR-BA	English example	Serbian example
Cannot... Could not...	Није могуће...	Cannot save the file because it is used by another program.	Није могуће сачувати датотеку јер је користи неки други програм.
Failed to... Failure of...	Није успјело...	Failed to open document.	Отварање документа није успјело.
Cannot find...	Није могуће пронаћи...	Cannot find requested file Could not find requested file	Није могуће пронаћи тражену датотеку.
Unable to find... Unable to locate...	Није могуће пронаћи...	Unable to find requested file Unable to locate requested file	Није могуће пронаћи тражену датотеку.
Not enough memory	Нема довољно меморије	There is not enough memory (or disk space) to save the document.	Нема довољно меморије (или простора на диску) за чување овог документа.

Insufficient memory There is not enough memory There is not enough memory available			
...is not available ... in unavailable	Није доступно	The requested protocol is not available.	Тражени протокол није доступан.

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."

en-US	SR-CYR-BA
Cannot open %s	Није могуће отворити датотеку %s
The %s property cannot be found for the Favorite.	Није могуће пронаћи својство %s за ову омиљену локацију.

5.4.2 Keys

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

Example: Тастер Enter, комбинација тастера Shift+F10

Key names should be translated in accordance with the Microsoft Glossaries. While working with Microsoft software, you use keys, key combinations and key sequences.

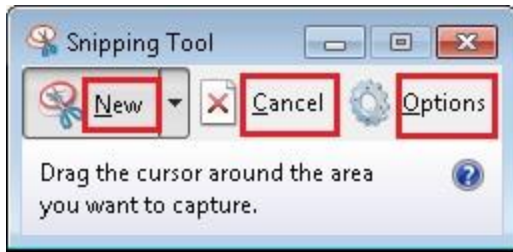
Localized keys:

English	Translation on its own	Translation in a key combination with plus sign
Down Arrow	стрелица надоље	Стрелица надоље
Left Arrow	стрелица наљево	Стрелица наљево
Numpad 5	тастер 5 на нумеричкој тастатури	Num 5
Numpad +	тастер + на нумеричкој тастатури	Num +
Right Arrow	стрелица надесно	Стрелица надесно
Space	размак	Размак
Spacebar	размакница	Размакница
Tab	табулатор	Tab
Up Arrow	стрелица нагоре	Стрелица нагоре

Other keys are not localized and are used in Latin script.

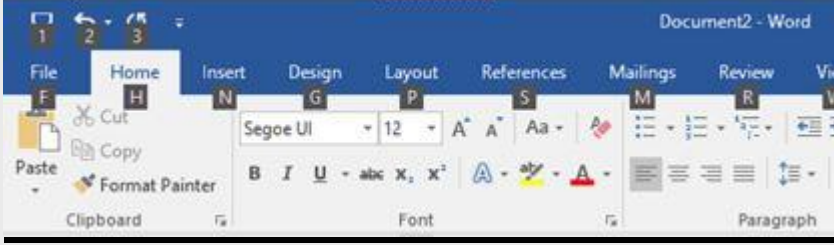
5.4.3 Keyboard shortcuts

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.



Keyboard shortcuts special options	Usage: Is it allowed?	Notes
Characters with downstrokes can be used as keyboard shortcuts	yes	These characters should be used only when no other characters are available. For example, avoid following letters: μ , j , ϕ , ι , \hbar , ρ , γ .
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 shortcut	no	
A punctuation sign, appearing between brackets after item name, can be used as keyboard shortcut	no	
Duplicate keyboard shortcuts are allowed when no other characters are 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.</p> <p>In UI localization, the key tip is the last character present in the strings after the “^” haracter.</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.</p> <p>Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.</p>

5.4.4 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.

For example: *стрелица нагоре, надолје, налијево и надесно.*

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	SR-CYR-BA Command	SR-CYR-BA Shortcut key
General Windows Shortcut keys			
Help window	F1	Прозор за помоћ	F1
Context-sensitive Help	Shift+F1	Помоћ прилагођена контексту	Shift+F1
Display pop-up menu	Shift+F10	Прикажи искачући мени	Shift+F10
Cancel	Esc	Откажи	Esc
Activate\Deactivate menu bar mode	F10	Активирај/деактивирај режим искачуће траке са менијима	F10
Switch to the next primary application	Alt+Tab	Пређи на сљедећу примарну апликацију	Alt+Tab
Display next window	Alt+Esc	Прикажи сљедећи прозор	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	Прикажи искачући мени за прозор	Alt+Spacebar

Display pop-up menu for the active child window	Alt+-	Прикажи искачући мени за активни помоћни прозор	Alt+-
Display property sheet for current selection	Alt+Enter	Прикажи листу са својствима за тренутну селекцију	Alt+Enter
Close active application window	Alt+F4	Затвори прозор активне апликације	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	Пређи на сљедећи прозор унутар апликације (усклађене за рад без одређеног режима)	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	Сними слику активног прозора у међуспремник	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	Сними слику радне површине у међуспремник	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	Приступи дугмету „Старт“ на траци са алаткама	Ctrl+Esc
Display next child window	Ctrl+F6	Прикажи сљедећи помоћни прозор	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	Прикажи сљедеће окно на картици	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Покрени Менаџер задатака и покретање система	Ctrl+Shift+Esc
File Menu			
File New	Ctrl+N	Датотека Ново	Ctrl+N
File Open	Ctrl+O	Датотека Отвори	Ctrl+O
File Close	Ctrl+F4	Датотека Затвори	Ctrl+F4
File Save	Ctrl+S	Датотека Сачувај	Ctrl+S

File Save as	F12	Датотека Сачувај као	F12
File Print Preview	Ctrl+F2	Датотека Преглед пре штампања	Ctrl+F2
File Print	Ctrl+P	Датотека Одштампaj	Ctrl+P
File Exit	Alt+F4	Датотека Излаз	Alt+F4
Edit Menu			
Edit Undo	Ctrl+Z	Уређивање Опозови радњу	Ctrl+Z
Edit Repeat	Ctrl+Y	Уређивање Понови	Ctrl+Y
Edit Cut	Ctrl+X	Уређивање Исеци	Ctrl+X
Edit Copy	Ctrl+C	Уређивање Копирај	Ctrl+C
Edit Paste	Ctrl+V	Уређивање Налепи	Ctrl+V
Edit Delete	Ctrl+Backspace	Уређивање Избриши	Ctrl+Backspace
Edit Select All	Ctrl+A	Уређивање Изабери све	Ctrl+A
Edit Find	Ctrl+F	Уређивање Пронађи	Ctrl+F
Edit Replace	Ctrl+H	Уређивање Замјени	Ctrl+H
Edit Go To	Ctrl+G	Уређивање Иди на	Ctrl+G
Help Menu			
Help	F1	Помоћ	F1
Font Format			
Italic	Ctrl+I	Курзив	Ctrl+I
Bold	Ctrl+B	Подебљано	Ctrl+B
Underlined\Word underline	Ctrl+U	Подвучено/Подвлачење ријечи	Ctrl+U
Large caps	Ctrl+Shift+A	Велика слова	Ctrl+Shift+A

Small caps	Ctrl+Shift+K	Мала слова	Ctrl+Shift+K
Paragraph Format			
Centered	Ctrl+E	Центрирано	Ctrl+E
Left aligned	Ctrl+L	Поравнато лијево	Ctrl+L
Right aligned	Ctrl+R	Поравнато десно	Ctrl+R
Justified	Ctrl+J	Обострано поравнато	Ctrl+J

5.5 Voice video considerations

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

Successful Techniques for Voicing Video Content

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

5.5.1 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

5.5.2 Tone

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

Tone refers to a writer's attitude toward the reader and the subject matter. Tone creates a personality and affects the audience's reaction to what is being said. For example, you would use a different tone to write an executive summary (formal) than you would to write a letter to your cousin (very casual). You should adopt the tone according to audience profile.

Target audience	Appropriate tone
IT pros and developers	Information and tone used will be technical and not marketing. The primary purpose of a text for the technical user is to inform. Technical correctness and functionality is the key. Pages with technical content, aiming at more specialized users, may indeed make an extensive use of field terms,

	acronyms, technical jargon, etc. It is not unusual to leave terms in English or in parentheses, especially in the case of products that are highly technical (such as SQL, Exchange, and Visual Studio).
Business Decision Makers	Information and tone used, will be marketing and more business focused. The purpose of a text directed towards the business decision makers is to influence them to make decisions for their business. Technical abbreviations, contractions, and acronyms should be either avoided or explained. Some technology concepts and names that would be understood by technical users might have to be explained. Restrict field terms and jargon to very specialized topics.
Information workers	Tone should be informative, factual and inspiring. It should not be colloquial. Technical abbreviations, contractions, and acronyms should be either avoided or explained. Some technology concepts and names that would be understood by technical users may have to be explained. Restrict field terms and jargon to very specialized topics.
Home PC Users	Tone should be informative, factual and inspiring. May be colloquial when dealing with games and other entertainment products. Everything should be translated. Technical or field terms should be either avoided or explained.

5.5.3 English pronunciation

General rules

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/.

If unsure about a correct Serbian phonetic transcription, please 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*.

Microsoft must be pronounced the Serbian way, as Majkrosoft.

If numbers are involved, pronounce them in Serbian.

Example	Phonetics	Comment
SecurID	/sikjur aj di/	
Release Pack	/riliz pak/	
Digest	/dajdžest/	
Microsoft Windows Server 2003	/majkrosoft vindouz server/	Numbers are pronounced the Serbian way. Microsoft is pronounced the Serbian way.
Outlook Web Access	/autluk veb akses/	
InfoPath	/infopat/	
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.

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.

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.

Example	Phonetics	Comment
ICMP	/aj si em pi/	The English way
XP	/iks pe/	e.g. Windows XP, Office XP, 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	/h t t p get/	The Serbian way
HTTP GET	/ha te te pe get/	The Serbian way
Rqc.exe	/er qu 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

CD-ROM	/ce de rom/	The Serbian way
OWA	/o duplo ve a/	The Serbian way
Exceptions		
IIS	/aj aj es/	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.

"www" should be pronounced as /duplo ve duplo ve duplo ve/.

The "dot" should be omitted, but can also be read out. If read out, then it must be pronounced as /tačka/.

Example	Phonetics
http://www.microsoft.com/	/duplo ve duplo ve duplo ve majkrosoft tačka kom/

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.

For usage of punctuation marks, please see general spelling rules in *Pravopis srpskoga jezika, Matica srpska, Novi Sad 2010*.

Special characters

Pronounce special characters such as / \ ¢ < > + - using the translations approved in [Microsoft Terminology - Globalization | Microsoft Learn](#). E.g. \ will be pronounced "обрнута коса црта."