

Serbian (Cyrillic, Serbia) Style Guide

Table of Contents

1	Welcome	4
1.1	Reference material.....	5
2	Microsoft voice	6
2.1	Choices that reflect Microsoft voice	7
2.1.1	Word choice	7
2.1.2	Words and phrases to avoid	9
2.2	Sample Microsoft voice text	12
2.2.1	Address the user to take action	13
2.2.2	Promoting a feature	14
2.2.3	Providing how-to guidelines	14
2.2.4	Explanatory text and providing support	15
3	Inclusive language.....	15
3.1	Avoid gender bias.....	17
3.2	Accessibility.....	19
4	Language-specific standards	20
4.1	Grammar, syntax, and orthographic standards	20
4.1.1	Abbreviations	21
4.1.2	Acronyms	22
4.1.3	Adjectives.....	23
4.1.4	Articles	25
4.1.5	Capitalization	26
4.1.6	Compounds	27
4.1.7	Contractions.....	28
4.1.8	Conjunctions	28
4.1.9	Genitive	29
4.1.10	Localizing colloquialism, idioms, and metaphors	30
4.1.11	Modifiers.....	31
4.1.12	Nouns.....	33
4.1.13	Prepositions	34
4.1.14	Pronouns.....	35
4.1.15	Punctuation.....	36
4.1.16	Sentence fragments	44

4.1.17	Subjunctive.....	44
4.1.18	Symbols & non-breaking spaces	45
4.1.19	Verbs	45
5	Localization considerations.....	46
5.1	Accessibility.....	47
5.2	Applications, products, and features.....	47
5.3	Trademarks	47
5.4	Software considerations	48
5.4.1	Arrow keys	48
5.4.2	Error messages.....	49
5.4.3	Keys	51
5.4.4	Keyboard shortcuts.....	53
5.4.5	Numeric keypad	54
5.4.6	Shortcut keys.....	54
5.5	Voice video considerations	58
5.5.1	English pronunciation	59
5.5.2	Tone	62
5.5.3	Video voice checklist.....	62

1 Welcome



Welcome to the *Microsoft Localization Style Guide* for Serbian (Cyrillic). This guide will help you understand how to localize Serbian (Cyrillic) content in a way that best reflects the Microsoft voice.

Before you dive in:

- Make sure you understand the key tenants of the [Microsoft voice](#).
- Familiarize yourself with the recommended [style references](#) in Serbian (Cyrillic).

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. Речник српскохрватског књижевног и народног језика, vol. I–XVI, Београд, САНУ, 1959-2001
2. Речник српскохрватскога књижевног језика, vol. 1–6, Нови Сад, Матица српска, 1967-1976
3. Пешикан, Митар и сар., Правопис српскога језика, Нови Сад, Матица српска, 2010 or later edition
4. Стевановић, Михаило, Савремени српски језик И, 3. изд., Београд, Научна књига, 1975 or later edition
5. Стевановић, Михаило, Савремени српски језик ИИ, 2. изд., Београд, Научна књига, 1974 or later edition
6. Клајн, Иван, Творба речи у савременом српском језику И, Слагање и префиксација, Београд – Нови Сад, Завод за уџбенике и наставна средства – Институт за српски језик САНУ – Матица српска, 2002
7. Станојчић, Живојин/Поповић, Љубомир, Граматика српскога језика, Београд, Завод за уџбенике и наставна средства, 2002 or later edition
8. Шипка, Милан, Правописни речник српског језика са правописно-граматичким саветником, Прометеј, 2010
9. Пипер, Предраг анд Клајн, Иван, Нормативна граматика српског језика, Нови Сад, Матица српска, 2014

Informative References

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

1. Клајн Иван, Речник језичких недоумица, 3. изд., Београд, Нолит, 1992 or later edition
2. Ивић, Павле и сар., Језички приручник, Београд, Радио-телевизија Београд, 1991
3. Рачунарски речник, Београд, СЕТ, 1999
4. Тасић, Вера/Бауер, Иван, Речник компјутерских термина, 4. изд., Београд, Микро књига, 2001

Microsoft User Interface Reference

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

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 Serbian (Cyrillic) 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 Pronouns .

If applicable and in accordance with Serbian (Cyrillic) 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	Serbian (Cyrillic) word	Serbian (Cyrillic) 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/notebook/таблет рачунар	When the word does not need to be inflected, feel free to omit the usual "рачунар"
URL/IP	URL/IP адреса	When the word does not need to be inflected, feel free to omit the usual "адреса"

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>

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

en-US source	Serbian (Cyrillic) word to avoid	Serbian (Cyrillic) word/phrase
be able to	имати прилику/бити у могућности	моћи
locate	лоцирати	пронаћи

convenient	погодно	згодно
require	захтевати	потребно (је да)
also	такође	и...
next/subsequent	наредно	следеће
make sure/ensure	уверити се	проверити

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

en-US source	Serbian (Cyrillic) word to avoid	Serbian (Cyrillic) word/phrase
categorize, group	угрупњавати	груписати, категорисати (категоризовати)
start	бутовати, стартовати	покренути

Use everyday words when you can and avoid words you wouldn't use in everyday conversation. Imagine you're looking over a friend's shoulder and explaining how to accomplish the task.

en-US source	Do	Don't
Follow these steps to change your password.	Урадите ово да бисте променили лозинку.	Користите ову процедуру / овај поступак за промену лозинке. Пратите следеће кораке да бисте променили лозинку.
Word can't complete this action because too many files are open.	Отворено је превише датотека па Word не може да обави ову радњу.	Радња не може бити извршена..

<p>AutoRecover saves more than your files. It also saves your workspace (if it can).</p>	<p>Аутоматско спасавање не спасава само датотеке. Ова опција штеди и радни простор (ако је то могуће).</p>	<p>Додатна корист од опције Аутоматско спасавање јесте да се неки аспекти програма могу опоравити када се програм поново покрене након што дође до неочекиваног прекида у раду.</p>
--	--	---

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

2.2 Sample Microsoft voice text

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

In the process, the translator should NOT:

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

On the contrary:

- The translation should effortlessly follow the EN text. Just think in terms of natural speech.
- Equivalent Serbian (Cyrillic) expressions should be used to render sayings/expressions.
- Terminology should be adhered to at all times so as to maintain the link with the UI items the particular help context is elaborating on. Don't reinvent commands etc. in order to express them differently.

- Use the TM as much as possible. This is not a contradiction in terms. The Serbian (Cyrillic) text already has appropriate register and tone for the biggest part.

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

2.2.1 Address the user to take action

US English	Serbian (Cyrillic) target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	Лозинка није исправна, па пробајте поново. У лозинкама се разликују мала и велика слова.	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.	Ова шифра производа не функционише. Проверите је и пробајте поново.	The user has entered an incorrect product key. The message casually and politely asks the user to check it and try again.
All ready to go	Све је спремно	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	Желите ли да наставите?	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.	Дајте рачунару име – које год желите. Ако желите да промените боју позадине, искључите високи контраст у поставкама рачунара.	Address the user directly using second person pronoun to take the necessary action.
To go back and save your work, click Cancel and finish what you need to.	Да бисте се вратили и сачували оно што радите, кликните на дугме „Откажи“ и завршите то што треба.	A message in Windows that informs the user about the required steps to save their work

2.2.2 Promoting a feature

US English	Serbian (Cyrillic) 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.	Лозинка у виду слике је нов начин који вам помаже да заштитите додирни екран рачунара. Ви бирате слику и покрете које користите уз њу да бисте направили лозинку која је само ваша.	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 вам апликације пруже персонализовани садржај на основу локације рачунара, имена, слике налога и других информација о домену.	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	Serbian (Cyrillic) target	Explanation
To go back and save your work, select Cancel and finish what you need to.	Да бисте се вратили и сачували оно што радите, изаберите дугме „Откажи“ и завршите то што 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 лозинку у виду слике, погледајте снимак и пратите примере покрета приказане 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. When you connect to the Internet,	Време је да унесете шифру производа. Када се повежете са интернетом, активираћемо вам Windows.	Speak to the user directly and naturally using second person pronoun

we'll activate Windows for you.		"you" on clear actions to enter the product key.
---------------------------------	--	--

2.2.4 Explanatory text and providing support

US English	Serbian (Cyrillic) target	Explanation
If you restart now, you and any other people using this PC could lose unsaved work.	Ако одмах поново покренете рачунар, ви и друге особе које користе овај рачунар можете да изгубите несачуване документе.	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 се аутоматски преместити 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 вести! Није могуће пронаћи преузете датотеке да бисте припремили USB флеш диска којег се може покренути рачунар.	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	
primary/subordinate	master/slave	примарно/секундарно	надређено/подређено
perimeter network	demilitarized zone (DMZ)	периметарска мрежа	демитаризована зона (ДМЗ)
expert	guru	стручњак	гуру

meeting	pow wow	састанак	индијанско пау-вау окупљање
colleagues; everyone; all	guys; ladies and gentlemen	колегијум; колектив; свако; сви	момци/девојке; даме и господа
parent	mother or father	родитељ	мајка или отац

3.1 Avoid gender bias

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

The following table contains examples of gender-biased words or compounds that should be avoided in Serbian (Cyrillic, Serbia) and the alternative that should be used to promote gender inclusivity. It is more likely that, in Serbian, there will be a need to use gendered nouns (for example, представник or представница продаје). This can be an issue in general cases since it can jeopardize the comprehension of the meaning and is space consuming. Avoid this by using neutral language as much as possible or by rewriting the sentence in plural. If the person is known and their gender is known, the appropriate gendered noun/form can be used (for example Поштована Јелена/потпредседнице, but never use the title 'госпођица' if referring to a female person).

Use this	Not this
Target examples	
Једночасовни рад особе, радни сат	Једночасовни рад човека
Особа (лице) које врши дужност	Вршитељка дужности (в. д.); вршилац дужности
Особа (лице) које спроводи обуку	Тренер; тренерка (или тренерица)

When presenting generalization, use plural noun forms (for example, људи, особе, појединци, лица, etc.).

Don't use gendered pronouns (она, њу/њој, он, њега/њему, etc.) in generic references. Instead:

- Rewrite to use the second or third person plural (*ви, они, безлично 'се'*).
- Rewrite the sentence to have a plural noun and pronoun.
- Use determiners instead of a pronoun (for example, *овај/дати документ* instead of *његов документ*).
- Refer to a person's role (*читалац, запослени, купац, or клијент*, for example). In this case, avoid using the gender distinction in some cases (for example, there is a gender distinction between *клијент/клијенткиња*, whereas there is only one form for *купац*).
- Use *особа* or *појединац, лице*.

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.	Корисници са одговарајућим правима могу да постављају лозинке других корисника.	Ако корисник има одговарајућа права, он може да постави лозинке других корисника.
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.	Девелоперима је потребан приступ серверима у њиховом окружењу за програмирање, али им није потребан приступ серверима у услузи Azure.	Девелоперу је потребан приступ серверима у његовом окружењу за програмирање, али му није потребан приступ серверима у услузи Azure.
When the author opens the document	When the author opens her document	Када аутори отворе дати документ ...	Када ауторка отвори њен документ.
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.	Да бисте некога позвали, изаберите име особе, изаберите опцију „Позови број“, а затим одаберите број који желите да позовете.	Да бисте некога позвали, изаберите његов/њен број, изаберите опцију Позови број, а затим изаберите његов/њен број.

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.

Example:

en-US source	Serbian target
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 „Одсутан/Одсутна“.

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

en-US source	Serbian target
Dear OneDrive user,	Поштовани кориснице услуге OneDrive,
Dear USER_NAME_PLACEHOLDER,	Поштовани/а USER_NAME_PLACEHOLDER,

When you're writing about a real person, use the pronouns that the person prefers, whether it's *он*, *она*, *они/оне*, or another pronoun. It's OK to use gendered pronouns (like *он*, *она*, *његов*, and *њен*) 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 *везан/везана за колица*, *болује од*, *ометен/ометена*. 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	особа са инвалидитетом	инвалид, хендикепирани, особа са посебним потребама
person without a disability	normal person; healthy person	особа без инвалидитета	нормална особа; здрава особа

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	Изаберите	Кликните

Keep paragraphs short and sentence structure simple—aim for one verb per sentence. Read text aloud and imagine it spoken by a screen reader.

Spell out words like *и*, *плус*, and *отприлике*. Screen readers can misread text that uses special characters like the ampersand (&), plus sign (+), and tilde (~).

4 Language-specific standards

This part of the style guide contains information and guidelines specific to Serbian (Cyrillic).

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.;

List of common abbreviations:

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

Expression	Acceptable Abbreviation
metar	м
kilometar	км
centimetar	цм
milimetar	мм
gram	г
kilogram	кг
litar	л

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

Expression	Acceptable Abbreviation
KB	кВ (килобајт)
kb	кб (килобит)
MB	МВ

Expression	Acceptable Abbreviation
MiB	МиВ (мебибајт)
bit	bit
bit/s	bit/s

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

Expression	Acceptable Abbreviation
sekund	с
minut	МИН
čas	ч

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

4.1.2 Acronyms

Acronyms are words made up of the initial letters of major parts of a compound term. Some well-known examples are WYSIWYG (What You See Is What You Get), DNS (Domain Name Server) or HTML (Hypertext Markup Language).

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

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

Example:

en-US source	Serbian (Cyrillic) target
Error in XML	Грешка у XML-у

Unlocalized Acronyms

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

Examples:

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

4.1.3 Adjectives

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

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

Examples

en-US source	Serbian (Cyrillic) target
New	Ново
Unknown	Непознато

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

Examples:

en-US source	Serbian (Cyrillic) target
Upload updated photo or video.	Отпремите ажурирану фотографију, односно видео запис.
New product or feature integration	Интегрисање новог производа или функције

Possessive Adjectives

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

en-US source	Serbian (Cyrillic) target
Select Discard to discard your changes and edit the latest version.	(+) Изаберите команду „Одбаци“ да бисте одбацили измене и уредите последњу верзију. (–) Изаберите команду „Одбаци“ да бисте одбацили ваше измене и уредите последњу верзију.
In order to continue using this product, you must renew your subscription.	(+) Да бисте могли и даље да користите овај производ, морате да обновите претплату. (–) Да бисте могли и даље да користите овај производ, морате да обновите вашу претплату.
In order for your subscription to work properly, your computer's clock must be set to the correct date. Please set your clock before continuing.	(+) Да би претплата исправно функционисала, сат на <u>вашем</u> рачунару мора бити тачно подешен. Подесите сат пре него што наставите. (–) Да би ваша претплата исправно функционисала, сат на вашем рачунару мора бити тачно подешен. Подесите ваш сат пре него што наставите.
According to our records, your last attempt to download the license failed. Select Next to download your license now.	(+) Према нашој евиденцији, последњи покушај преузимања лиценце није успео. Изаберите дугме „Следеће“ да бисте преузели своју лиценцу одмах. (–) Према нашој евиденцији, ваш последњи покушај преузимања лиценце није успео.

en-US source	Serbian (Cyrillic) target
	Изаберите дугме „Следеће“ да бисте преузели вашу лиценцу одмах.
Write your letter	(+) Напишите писмо (-) Напишите ваше писмо (-) Напишите своје писмо
Compose your document	(+) Саставите документ (-) Саставите ваш документ (-) Саставите свој документ

The Serbian (Cyrillic) grammar prescribes that the possessive pronoun свој should be used instead of ваш when the subject of sentence matches the object.

en-US source	Serbian (Cyrillic) target
Click the button below to locate your list of recipients.	(+) Кликните на дугме у наставку да бисте лоцирали своју листу прималаца. (-) Кликните на дугме у наставку да бисте лоцирали вашу листу прималаца.
Please enter your authentication information.	(+) Унесите своје податке за потврду идентитета. (-) Унесите ваше податке за потврду идентитета.
Preview your letters	(+) Прегледајте своја писма (-) Прегледајте ваша писма (-) Прегледајте писма

4.1.4 Articles

General Considerations

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

en-US source	Serbian (Cyrillic) target
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 the same way and we do not use quotation marks.

Example:

en-US source	Serbian (Cyrillic) target
Microsoft Teams	Microsoft Teams
In OneDrive you can...	У услузи OneDrive можете да...

Localized Feature Names

Translated feature names are handled in the following way:

- when parts of product and feature names are localized, only the first word of the localized product or feature name should be capitalized.
- when localized product names are used without the unlocalizable part, quotation marks should be used.

Examples:

en-US source	Serbian (Cyrillic) target
Microsoft Teams Advanced Management	Microsoft Teams напредно управљање
Microsoft Teams classes	Microsoft Teams разреди
Bing comes with many useful enhancements. Mail lets you check your e-mail directly from your browser in a snap.	Услуга Bing је опремљена мноштвом корисних побољшања. Апликација „Пошта“ вам омогућава да за трен ока проверите е-пошту директно у прегледачу.

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 (Cyrillic) texts.

en-US source	Serbian (Cyrillic) target
Move Down...	(+) Премести надоле... (-) Премести Надоле...
AutoArchive	(+) Аутоматско архивирање (-) АутоАрхивирање

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

en-US source	Serbian (Cyrillic) target
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 Internet) + headword.
2. Please note that compounds containing the term "Web" should be written without the hyphen (e.g., веб страница, веб локација, веб апликације, etc.)
3. acronym + headword.

Example:

en-US source	Serbian (Cyrillic) target
Web page	(+) веб страница (-) страница на вебу
Internet connection	(+) интернет веза (-) веза са интернетом
Word document	(+) Word документ (-) Документ програма Word
HTML file	(+) HTML датотека (-) датотека HTML
RAM memory	(+) RAM меморија (-) Меморија RAM

4.1.7 Contractions

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

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

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

en-US source text	Serbian (Cyrillic) contracted form
Uploads are limited to 15 GB. Got something smaller?	Величина датотека за отпремање је ограничена на 15 GB. Је л' може нешто мање?

4.1.8 Conjunctions

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

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

Examples:

en-US source text	Serbian (Cyrillic) old use of conjunctions	Serbian (Cyrillic) 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.	А можете и да се обратите администратору.

4.1.9 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), too long genitive constructions should be avoided. They should be translated as this:

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

en-US source	Serbian (Cyrillic) target
Title font color	Боја фонта наслова
User name	Корисничко име
Power BI Add-in for PowerPoint	програмски додаток Power BI за PowerPoint

Avoid genitive constructions such as од стране. They imply literal translation.

en-US source	Serbian (Cyrillic) target
Powered by	(+) Обезбеђује (-) Обезбеђено 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.

Example:

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

4.1.10 Localizing colloquialism, idioms, and metaphors

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

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

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

Examples:

en-US source	Serbian (Cyrillic) target
We've hit a snag...	Нешто је запело...
Uploads are limited to 105 GB. Got something smaller?	Величина датотека за отпремање је ограничена на 15 GB. Је л' може нешто мање?
Bummer...	Смарање...
Working on it... Please bear with us.	Радимо на томе... Издржите!

4.1.11 Modifiers

In Serbian (Cyrillic) 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 the most common UI elements and corresponding translation patterns if UI element in question is "Insert":

en-US source	Serbian (Cyrillic) target	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 ...

en-US source	Serbian (Cyrillic) target	Part of speech	Select/click/in translation:
Pane	Окно	Noun (or gerund)	У окну Уметање ...
Section	Одељак	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 the product in question. Generally speaking, confusion mainly appears among programs and services. Check if there is an installation file. In cases where you can use an .exe file to install a product on your local computer, correct modifier is most likely program/application. If you can use a product on the Web, but you cannot install it locally, the most likely correct modifier is service. Also, services usually do not have version or edition labels (Windows **11**, Office **365**).

Here are several common examples:

Product	Modifier	Comment
Windows	оперативни систем	Windows is always OS!
Microsoft Office	систем	Old modifier was „програмски пакет“, as it mainly consists out of various programs such as Word, PowerPoint etc. However, in the meantime, Microsoft Office got its cloud-based mirror. Modifier "system" better reflects new Microsoft Office features.
Creative Commons Add-in for Microsoft Office	програмски додатак	Add-in is installed locally, but it is not used as a separate program. Rather, it enhances existing program functions.
Microsoft Teams	услуга	Collaboration service for teams and individual users, integrated with the Office applications.
Outlook.com	услуга	Web-based e-mail service.
Outlook 2021	програм	Standalone email client.

Product	Modifier	Comment
Microsoft Edge	програм	Web browser is a program that is installed locally.

4.1.12 Nouns

General Considerations

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

Example:

en-US source	Serbian (Cyrillic) target	Tip
News is installed and ready to use.	(+) Апликација „Вести“ је инсталирана и спремна за употребу. (-) Вест 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 sense.
Start Call	(+) Покретање програма „Позив“ (-) Упућивање позива.	In this case, translator might ignore capital letter due to its wide usage in titles and make a logical, but incorrect conclusion.

Inflection

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

Example:

en-US source	Serbian (Cyrillic) target
Start the import wizard.	(+) Покрените чаробњак за увоз. (-) Покрените чаробњака за увоз.
Add contact.	(+) Додајте контакт.

en-US source	Serbian (Cyrillic) target
	(-) Додајте контакта.

Plural Formation

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

Example:

en-US source	Serbian (Cyrillic) target
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.

Example:

en-US source	Serbian (Cyrillic) target
Adjust lightness or exposition using these buttons:	(+) Користите ову дугмад да бисте подесили светлину или експозицију: (-) Подесите светлину или експозицију помоћу ових дугмади:

4.1.13 Prepositions

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

Examples:

en-US source	Serbian (Cyrillic) target	Comment
Account information	(+) Информације о налогу (-) Информације налога	Translation is not clear enough if we omit preposition.
Divide the amount with the number from this filed	(+) Поделите износ бројем у овом пољу. (-) Поделите износ са бројем у овом пољу.	Literal transfer of prepositions often leads to incorrect formulation.

Important!

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

4.1.14 Pronouns

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

Example:

en-US source	Serbian (Cyrillic) target
In order to use this feature, both you and your contact must have compatible web cameras installed on your computer.	(+) Да бисте могли да користите ову функцију, неопходно је да и ви и контакт имате инсталиране компатибилне веб камере на својим рачунарима. (-) Да бисте могли да користите ову функцију, неопходно је да и Ви и Ваш контакт имате инсталиране компатибилне веб камере на својим рачунарима.

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

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

en-US source	Serbian (Cyrillic) target
Select the file that you want, right click the file, and then select Delete to delete that file.	(+) Изаберите жељену датотеку, кликните десним тастером миша на њу, а затим изаберите ставку „Избриши“ да бисте је избрисали. (–) Изаберите жељену датотеку, кликните десним тастером миша на датотеку, а затим изаберите ставку „Избриши“ да бисте избрисали датотеку.

The usage of pronouns works similarly in Serbian (Cyrillic) in terms that indirect reference to users should not be used. Try to avoid impersonal constructions as much as possible to achieve fluency and a 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).

Please find the examples for Serbian (Cyrillic) provided in the table below:

Serbian (Cyrillic) old user reference	Serbian (Cyrillic) new user reference
Корисници могу да промене време када се нове исправке инсталирају.	Можете да промените време када се нове исправке инсталирају.
Ова поставка обезбеђује корисницима најбољи доживљај приказа.	Ова поставка вам обезбеђује најбољи доживљај приказа.

4.1.15 Punctuation

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

Bulleted Lists

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

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

Example (A):

У настави се комбинују:

- усмени и писмени метод излагања. Усмени је чешћи и боље веже пажњу ученика;
- контролни и редовни писмени задаци;
- аудио и видео касете;
- графоскопи и дијапројектори.

Example (B):

Три основне функције цртице изгледају овако:

- а) писање полусложеница (ауто-сервис),
- б) писање удвојеног презимена (Весна Јањевић-Поповић),
- в) растављање речи на слоге (на-пи-са-ти), на крају ретка и другде, нпр. у речницима који дају све речи растављене на слоге.

Example (C):

Цртица се, за разлику од црте, увек пише без белина:

- У полусложеницама, у којима је истовремено и спојни и раздвојни знак, некад више једно, некад више друго (спомен-плоча, ауто-сервис, ауто-кућа, ауто-превозник), мада изостаје у спојевима када ауто значи само-, а не самоходни, тј. када не значи аутомобилски (аутобиографија, аутопортрет, аутосугестија).
- У удвојеним презименима, која су последица новијег непатријархалног времена, цртица се редовно пише (Нада Поповић-Перишић, Весна Јањевић-Поповић).
- Пише се и при растављању речи на слоге, на крају реда и, нарочито, у речницима који све речи растављају на слоге како би се то растављање олакшало педантним корисницима речника, односно правописа (на-пи-са-ти, рас-ту-ри-ти).

Example (D):

За следеће енглеске термине постоје ова решења:

- promotion mix—промотивна мешавина
- marketing mix—маркетиншка мешавина
- Public Relations—односи с јавношћу
- full service agency—агенција која пружа комплетну услугу
- copywriter—писац реклама
- press clipping—прес клипинг
- business-to-business advertising—узајамно оглашавање међу фирмама

In Serbian Cyrillic, alphabetical order follows Serbian Cyrillic alphabet: **а), б), в), г), д),** etc.

Comma

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

en-US source	Serbian (Cyrillic) target
To join the service yourself, select Join.	(+) Изаберите дугме „Придружи се“ да бисте се придружили услузи. (-) Изаберите дугме „Придружи се“, да бисте се придружили услузи.
To check the spelling of a document, press F7.	(+) Притисните тастер F7 да бисте проверили правопис у документу. (-) Притисните тастер F7, да бисте проверили правопис у документу.
Cannot post instructions because a worksheet is not active.	(+) Није могуће објавити упутства јер радни лист није активан. (-) Није могуће објавити упутства, јер радни лист није активан.

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

en-US source	Serbian (Cyrillic) target
To export all subfolders, select the check box.	(+) Да бисте извезли све потфасцикле, потврдите избор у пољу за потврду. (-) Да бисте извезли све потфасцикле изаберите поље за потврду.
If this is correct, select OK.	(+) Ако је то исправно, изаберите дугме „У реду“. (-) Ако је то исправно изаберите дугме „У реду“.
To reduce the amount of space needed for the PivotTable report, change some of the row and column fields to page fields.	(+) Да бисте смањили простор неопходан за извештај изведене табеле, промените нека од поља реда или табеле у поља странице. (-) Да бисте смањили простор неопходан за извештај изведене табеле промените нека од поља реда или табеле у поља странице.
Since you have chosen not to synchronize this folder, Outlook will remove it from the	(+) Пошто сте одлучили да не синхронизујете ову фасциклу, Outlook ће је

en-US source	Serbian (Cyrillic) target
quick synchronization group(s) that it belongs to.	уклонити из група за брзу синхронизацију којима припада. (-) Пошто сте одлучили да не синхронизујете ову фасциклу Outlook ће је уклонити из група за брзу синхронизацију којима припада.

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

en-US source	Serbian (Cyrillic) target
Select Save in the File menu.	(+) У менију „Датотека“ изаберите ставку „Сачувај“ (-) Изаберите ставку „Сачувај“ у менију „Датотека“ (-) У менију „Датотека“, изаберите ставку „Сачувај“

Don't transfer all commas from English sentences.

en-US source	Serbian (Cyrillic) target
For information on XXX, see "YYY," in ZZZ.	(+) За информације о XXX погледајте „YYY“ у ZZZ. (-) За информације о XXX, погледајте „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 на ваш налог и може да: управља налогом, поништи лозинку,	Ако вам је трећа страна дала налог, она има права на ваш налог и може да : Управља налогом, поништи лозинку,

Right	Wrong
обустави или откаже ваш налог; прикаже податке о коришћењу налога и профилу, укључујући податке о томе када и како се користи ваш налог; и прочита или складишти садржај у вашем налогу, укључујући електронску комуникацију, листе контаката и друге информације.	обустави или откаже ваш налог ; Прикаже податке о коришћењу налога и профилу, укључујући податке о томе када и како се користи ваш налог ; И прочита или складишти садржај у вашем налогу, укључујући електронску комуникацију, листе контаката и друге информације.

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

en-US source	en-US source	Serbian (Cyrillic) target	Serbian (Cyrillic) target
To	Press	Да бисте:	Притисните комбинацију тастера:
Copy text	CTRL+C	Копирали текст	CTRL+C
Paste text	CTRL+V	Налепили текст	CTRL+V

Dashes and Hyphens

Three different dash characters are used in English:

Hyphen

(U+002D) (ALT+045)

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

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

Examples:

ауто-сервис (car service)

(+) ауто-сервис (car service)

(+) 25-годишњи, 8-битни (special kind of abbreviations)

(+) ММФ-а, ММФ-ом (acronym declination)

(+) 322-88-63 (phone number)

Important: Cyrillic declination of acronyms in Latin script requires hyphenation.

For example: ID, ID-a, ID-ом etc.

En Dash

(U+2013) (ALT+150)

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

Example:

Замените код – као што је приказано у претходном примеру.

The en dash is also used in number ranges, such as those specifying page numbers. No spaces are used around the en dash in this case, except the in case where the linguistic units connected by the dash (or one of them) consist of more than one word e.g.

Examples:

1999–2000.

стр. 11–23

Београд–Јагодина

Београд – Нови Сад

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

Em Dash

(U+2014) (ALT+151)

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

Example:

en-US source	Serbian (Cyrillic) target
Download now — it's free!	(+) Преузмите одмах – бесплатно! (-) 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:

en-US source	Serbian (Cyrillic) target
Downloading ...	(+) Преузимање је у току... (-) Преузимање је у току...

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

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

Period

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

Example:

English	Serbian (Cyrillic)
Get help with a forgotten password and other problems signing in /title/	(+) Помоћ за заборављену лозинку и друге проблеме приликом пријављивања (-) 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 (Cyrillic) (curly) quotation marks (opening quotation mark: **ALT+0132**; closing quotation mark: **ALT+0147**), except in rare cases of inner quotation when single quotation marks are used (both single quotation marks: **ALT+0146**)

Parentheses

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

4.1.16 Sentence fragments

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

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

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

en-US source text	Serbian (Cyrillic) long form	Serbian (Cyrillic) 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?

4.1.17 Subjunctive

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

Right	Wrong
Ако инсталирате више језика на рачунару, можете да правите документе који садрже неколико језика.	Са више језика који су инсталирани на вашем рачунару могу да се направе документи који садрже више од једног језика.

4.1.18 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.

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.

4.1.19 Verbs

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

US English source text	Serbian (Cyrillic)
Read	Читати, прочитати
Print	Штампати, одштампати

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

US English source text	Serbian (Cyrillic)
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.

US English source text	Serbian (Cyrillic)
In Microsoft Photos you can view, edit, print, upload and manage your photos and videos.	<p>(+) У програму Microsoft фотографије можете да приказујете, уређујете и штампате фотографије и видео записе, као и да их отпремате и управљате њима.</p> <p>(-) У програму Microsoft фотографије можете да прикажете, уредите, одштампате, отпремите и управљате фотографијама и видео записима.</p>

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 (Cyrillic), 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 the [Reference Material](#) section. 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.

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 (Cyrillic) target
Microsoft Teams 1.4.00.35564	Microsoft Teams 1.4.00.35564

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.

Refer to [Build desktop apps for Windows | Microsoft Docs](#) for a detailed explanation of the Windows user interface guidelines (English). When referring to a command in a menu first indicate the menu name and afterwards the command name.

English source	Serbian (Cyrillic) target
Menu command	У менију „XXX“ изаберите команду „YYY“
OK	Кликните на дугме У реду
Command button	Кликните на дугме/везу „XXX“
Toolbar button with attached command	Кликните на дугме „XXX“ на траци са алаткама
Option button	Изаберите опцију „XXX“
Check box	Потврдите избор „XXX“
Check box in group	У оквиру „YYY“ потврдите избор „XXX“
Option in list	У листи „XXX“ изаберите опцију „YYY“
Type in text box	Унесите текст
Push key	Притисните тастер XXX
Click button/symbol/icon	Кликните на дугме/симбол/икону
Move to another document window	Преместите у други прозор документа
Drag	Превуците

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.

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

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 for the program to keep running. The messages can prompt the user to take action or inform the user of an error that requires rebooting the computer.

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

English term	Correct Serbian (Cyrillic) translation
If this problem persists, contact your administrator.	Ако не можете да решите проблем, обратите се администратору.
Not enough memory to process this command.	Нема довољно меморије за овај захтев.

Serbian (Cyrillic) Style in Error Messages

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

Standard Phrases in Error Messages

The phrases 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	Serbian (Cyrillic)	English example	Serbian (Cyrillic) example
Cannot ... Could not ...	Није могуће... Не могуће...	Cannot save the file because it is used by another program.	Није могуће сачувати датотеку јер је користи неки други програм.

English	Serbian (Cyrillic)	English example	Serbian (Cyrillic) example
Failed to ... Failure of ...	Није успело...	Failed to open document.	Отварање документа није успело.
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	Није могуће пронаћи...	Cannot find requested file Could not find requested file Unable to find requested file Unable to locate requested file	Није могуће пронаћи тражену датотеку
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	Нема довољно меморије	There is not enough memory (or disk space) to save this document.	Нема довољно меморије (или простора на диску) за чување овог документа.
... is not available ... is 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".

English source	Serbian (Cyrillic) target
Cannot open %s	Није могуће отворити датотеку %s.
The %s property can't be found for the Offline Favorite.	Није могуће пронаћи својство %s за ову омиљену ванмрежну ставку.

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 Serbian (Cyrillic), unlocalized key names and combinations are written in initial capital letters. The localized key names (for example, размакница/стрелица налево/стрелица надесно) are not capitalized in running text.

Example: Тастер Enter, Комбинација тастера Shift+F10

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

1. Key combination KEY1+KEY2

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

2. Key sequence KEY1, KEY2

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

English Key Name	Serbian (Cyrillic) Key Name
Alt	Alt
Backspace	Backspace
Break	Break
Caps Lock	Caps Lock
Ctrl	Control/Ctrl
Delete	Delete
Down Arrow	стрелица надоле
End	End
Enter	Enter
Esc	Esc
Home	Home
Insert	Insert
Left Arrow	стрелица налево
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	стрелица надесно
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	размакница
Tab	табулатор
Up Arrow	стрелица нагоре

English Key Name	Serbian (Cyrillic) Key Name
Windows key	Windows тастер
Print screen	Print screen
Menu key	тастер менија

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 (Alt+N)

Cancel (Alt+C)

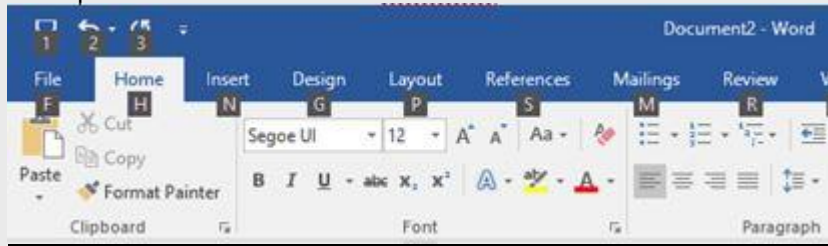
Options (Alt+O)

Additional notes: All Serbian Cyrillic characters are extended characters and may cause technical problems. Therefore, this section does not apply to Serbian Cyrillic. If you localize a piece of software into Cyrillic version of Serbian, please double check technical possibilities and requirements before you localize keyboard shortcuts.

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 “^” character.</p>

Example: In UI localization Home`H



shortcut key

A subtype of keyboard shortcut. A key that the user types to perform a common action without having to go through the UI. Shortcut keys are not available for every command.

Example: Ctrl+N, Ctrl+V

In keyboard shortcuts, most shortcut keys are used with the Ctrl key.

Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.

5.4.5 Numeric keypad

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

For example: Тастер Del на нумеричкој тастатури.

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	Serbian (Cyrillic) Command	Serbian (Cyrillic) 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 траке са менијима	F10
Switch to the next primary application	Alt+Tab	Пређи на следећу примарну апликацију	Alt+Tab
Display next window	Alt+Esc	Прикажи следећи 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 лист са својствима за тренутну селекцију	Alt+Enter
Close active application window	Alt+F4	Затвори активан прозор апликације	Alt+F4
Switch to next window within (modeless-	Alt+F6	Пређи на следећи прозор унутар апликације (усклађене за рад без одређеног режима)	Alt+F6

US Command	US English Shortcut Key	Serbian (Cyrillic) Command	Serbian (Cyrillic) Shortcut key
compliant) application			
Capture active window image to the Clipboard	Alt+Prnt Scrn	Сними алику активног прозора у оставу	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	Сними слику радне површине у оставу	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 следећи помоћни прозор	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	Прикажи следеће 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 Одштампај	Ctrl+P
File Exit	Alt+F4	Датотека Излаз	Alt+F4

US Command	US English Shortcut Key	Serbian (Cyrillic) Command	Serbian (Cyrillic) Shortcut key
Edit Menu			
Edit Undo	Ctrl+Z	Уређивање Опозови радњу	Ctrl+Z/Y (depends on user keyboard)
Edit Repeat	Ctrl+Y	Уређивање Понови	Ctrl+Y/Z (depends on user keyboard)
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 Замени	Ctrl+H
Edit Go To	Ctrl+B	Уређивање Иди на	Ctrl+G
Help Menu			
Help	F1	Помоћ	F1
Font Format			
Italic	Ctrl+I	Курзив	Ctrl+I
Bold	Ctrl+G	Подебљано	Ctrl+B
Underlined\Word underline	Ctrl+U	Подвучено\Подвлачење речи	Ctrl+U
Large caps	Ctrl+Shift+A	Велика слова	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	Мала слова	Ctrl+Shift+K
Paragraph Format			

US Command	US English Shortcut Key	Serbian (Cyrillic) Command	Serbian (Cyrillic) Shortcut key
Centered	Ctrl+E	Центрирано	Ctrl+E
Left aligned	Ctrl+L	Поравнато лево	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/accents in voiceover.

Successful Techniques for Voicing Video Content

- Focus on the intent. Show the best way to achieve the most common task and stick to it.
- Show empathy. Understand and acknowledge the viewer's situation.
- Use SEO (Search Engine Optimization). Include search phrases in the title, description, and headers so that people can easily find the topic.
- Talk to the customer as if (s)he is next to you, watching you explain the content.
- Record a scratch audio file. Check for length, pace and clarity.
- Try and keep translations as short as possible. For instance, avoid using semi-colons and split your sentence in two instead. Avoid bullet points and partial sentences, which are difficult to "read".
- Try and read translations out loud. If something sounds bad to your ear, chances are it won't sound great in front of a microphone.
- Whenever possible and as for all types of translations, it is recommended you should gain some product experience before translating, particularly when the text deals with complex instructions. A good example would be interacting with the system by trying the task scenarios defined in the text.

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

Phonetic Transcription of Names

If unsure about a correct Serbian (Cyrillic) phonetic transcription, please check Твртко Прћић, Нови транскрипциони речник енглеских личних имена, Прометеј, Нови Сад

1998 or later edition. General rules for transcription of foreign names in Serbian (Cyrillic):
Правопис српскога језика, Матица српска, Нови Сад 2010.

Pacing

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


5.5.1 English pronunciation

General Rules

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

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

en-US example	Phonetics	Explanation/Context/Product
SecurID	/сикјур ај ди/	
Release Pack	/рилиз пак/	
Digest	/дајџест/	
Microsoft Windows Server 2022	/мајкрософт виндоуз сервер две хиљаде свадесет два/	Numbers are pronounced the Serbian way. Microsoft is pronounced the Serbian way.
Outlook Web Access	/аутлук веб аксес/	
Exchange Server	/икшчејнџ сервер/	
Program Files	/програм фајлс/	
SecurNAT	/сикјур нат/	
ECHO_REQUEST	/еко риквест/	

proxy	/прокси/	
.NET	/дот нет/	.NET is considered a product name; do not say /тачка нет/
Skype	/скајп/ 	English terms and product names left unlocalized in target material should be pronounced the English way, with a pronunciation that follows rules for Serbian phonetic transcription.

Acronyms and Abbreviations

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

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

en-US example	Phonetics
RADIUS	/радијус/
RAS	/рас/
ISA	/иса/
LAN	/лан/
WAN	/ван/
WAP	/вап/
MAPI	/мапи/
POP	/поп/
URL	/урл/

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

en-US example	Phonetics	Explanation/Context/Product
ICMP	/aj си ем пи/	The English way
XPS	/икс пе ес/	The Serbian way
TCP/IP	/ти си пи ај пи/	The English way
TCP/IP	/т ц п и п/	The Serbian way
HTTP GET	/х т т п гет/	The Serbian way
HTTP GET	/ха те те пе гет/	The Serbian way
Rqс.exe	/ер ку це тачка егзе/	The Serbian way
XML	/икс ем ел/	The Serbian way
HTML	/ха те ем ел/	The Serbian way
SQL	/ес ку ел/	The Serbian way
OWA	/о дупло ве а/	The Serbian way
IIS	/aj ај ес/	EXCEPTION! Considered a product name, to be pronounced the English way

URLs

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

en-US example	Phonetics	Explanation/Context/Product
http://www.microsoft.com/sr-latn-rs/	/дупло ве дупло ве дупло ве тачка мајкрософт тачка ком коса црта ср цртица латн цртица рс/	Domain extension .com could be pronounced either as /ком/ or /цом/

Punctuation Marks

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

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

Special Characters

Pronounce special characters such as / \ ¢ < > + - using the translations approved in the Language Portal, e.g., “\” will be pronounced as obrnuta kosa crta.

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.

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

If unsure about a correct word accent, please check, in the following order, Речник српскога језика, Матица српска, Нови Сад 2007, Речник српскохрватскога књижевног и народног језика САНУ, књ. 1-18, САНУ, Београд, 1959-2010, Правопис српскохрватскога књижевног језика са правописним речником, Матица српска – Матица хрватска, Нови Сад – Загреб, 1960, or Речник српскохрватскога књижевног језика, књ. 1-6, Матица српска, Нови Сад, 1967-1976.

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