

IsiZulu Style Guide

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1 About this style guide

This style guide is intended for the localization professional working on localized products that run on a Microsoft platform. It's 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 isiZulu 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 isiZulu during the localization of your products and services.

The style guide covers guidelines and recommendations for translating the Microsoft voice into isiZulu 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.

Other language considerations covered in this style guide are accessibility, trademarks, geopolitical concerns and specific software considerations.

We welcome your feedback, questions and concerns regarding the style guide. Please send your feedback via [Microsoft Language Portal](#).

1.1 Recommended style references

Unless this style guide or the [Microsoft Language Portal](#) provides alternative instructions, use the orthography, grammar, and terminology in the following publications:

Normative references

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

1. Pan South African Language Board, 2008; Imithetho Yokubhala Nobhalomagana LwesiZulu (*Spelling and Orthography Rules Manual*)
2. Textbook of Zulu Grammar, Clement M. Doke

Microsoft User interface reference

A helpful reference is the [Windows User Experience Interaction Guidelines](#).

2 Microsoft voice

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The design of 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 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 as well as many other languages.

Guidelines

Keep the following guidelines in mind:

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

2.1 Choices that reflect Microsoft voice

Translating isiZulu 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's often used for technical and commercial content.

When you're 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's 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 terminology from the [Microsoft Language Portal](#) where applicable, for example key terms, technical terms, and product names.

Short word forms and everyday words

Microsoft voice text written in US English prefers short, simple words spoken in everyday conversations. In English, shorter words are 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's 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 lightweight 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 avoid 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. Don't switch between <i>PC</i> and <i>computer</i> .
You	Address the user as <i>you</i> , directly or indirectly through the use of first- and second-person pronouns like "you." Avoid third-person references, such as "user," as they sound formal and impersonal. For information on localizing <i>you</i> , see the section Pronouns .

In IsiZulu Microsoft voice avoid using formal words and expressions listed in the table. Use less formal variants provided below.

en-US source term	isiZulu word	isiZulu word usage
Search	Sesha, <i>ukusesha</i>	This term here used when you want search it can be used instead of using the long term "cinga."

2.1.2 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. The following table lists 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>

en-US source	isiZulu word to avoid	isiZulu word/phrase
Search	Cinga	<i>Sesha</i>
Click	Chozoza	<i>qhafaza</i>

2.2 Sample Microsoft voice text

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

2.2.1 Address the user to take action

US English	isiZulu target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	Iphasiwedi ayilungile, ngakho sicela uphinde uzame. Amaphasiwedi anezinhlamvu ezizwelayo.	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.	Lo khiye womkhiqizo awusebenzanga. Sicela uwuhlale bese uphinde uzame.	The user has entered incorrect product key. The message casually and politely asks the user to check it again and try again.
All ready to go	Konke sekulungele ukuqalisa	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	Ungathanda ukuqhubeka?	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.	Nikeza i-PC yakho igama—noma yiliphi igama olifunayo. Uma ufuna ukuguqula umbala wengemuva, cisha ukugqama okuphakame kumasethingi e-PC.	Address the user directly using the second person pronoun to take the necessary action.

2.2.2 Promote a feature

US English	isiZulu 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	Isithombe esiyiphasiwedi siyindlela entsha yokukusiza uvikele i-PC yakho eyisikrini esithintwayo. Ukhetha isithombe — kanye nezimpawu ozozisebenzisa naso —	Promoting a specific feature with the use of em-dash to emphasis the specific requirements to enable the feature which

it—to create a password that’s uniquely yours.	ukuze wakhe iphasiwedi engayakho kuphela.	in this situation is picture password.
Let apps give you personalized content based on your PC’s location, name, account picture, and other domain info.	Vumela ama-app ukuba akunikeze okuqukethwe okwenzelwe wena okusekelwe endaweni ye-PC yakho, igama, isithombe se-akhawunti, kanye nolunye ulwazi lwesizinda.	Promoting the use of apps. Depending on the context of the string you can add familiarity to the text by using everyday words for example, PC.

2.2.3 Provide how-to guidelines

US English	isiZulu target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Ukuze ubuyele emuva bese ulondoloza umsebenzi wakho, qhafaza okuthi Khansela bese uqedela okudinga ukuqedelwa.	Short and clear action using the second person pronoun.
To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.	Ukuze uqinisekise iphasiwedi yakho eyisithombe yamanje, vele ubuke iphinda kudlala bese ulandelela izimpawu eziboniswe esithombeni sakho.	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.

2.2.4 Explanatory text and support

US English	isiZulu target	Explanation
The updates are installed, but Windows 10 Setup needs to restart for them to work. After it restarts, we’ll keep going from where we left off.	Izibuyekezo zifakiwe, kodwa i-Windows 10 Setup idinga ukuqala kabusha ukuze zisebenze. Ngemva kokuba isiqale kabusha, sizoqhubeka lapho esigcine khona.	The language is natural, the way people talk. In this case voice is reassuring, letting the user know that we’re doing the work. Use of "we" provides a more personal feel.
If you restart now, you and any other people using this PC could lose unsaved work.	Uma uqala kabusha manje, wena kanye nanoma yibaphi abanye abantu abasebenzisa le PC ningase nilahlekelwe umsebenzi ongalondolozwe.	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.	Le dokhumenti izohanjiswa ngokuzenzekelayo emtapweni nasesikhwameni esifanele ngemva kokuba ulungise izici ezingafanele noma ezingekho.	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.	Kukhona okungalungile okwenzekile! Ayikwazi ukuthola amafayela ehlisiwe okwakha idrayivu ye-USB evuselekayo.	Without complexity and using short sentences inform the user what has happened.

3 Language-specific standards

Information about IsiZulu-specific standards, such as phone number formats, date formats, currency formats, and measurement units are available from the [GoGlobal Developer Center](#).

3.1 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.

3.1.1 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:

Abbreviations are not common in IsiZulu. Abbreviations that are not part of the common Language Lexicon are written out in full when mentioned for the first time in each section, followed by their abbreviations in parentheses.

List of common abbreviations:

Expression	Acceptable abbreviation
Dokotela	Dkt.
Mfundisi	Mfn./Mfu.

Solwazi	Slz.
Nkosazane	Nkz.
Nkosikazi	Nkk.
Mnumzane	Mnz./Mnu.
Nkosana	Nks.
isibonelo	isb.
etcetera, and so forth	njl.
and so forth	njll.

Don't use abbreviated forms of fictitious names that appear elsewhere in the documentation in their full form.

3.1.2 Acronyms

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

Acronyms are rare isiZulu. The words are normally spelt out. The acronyms that have been accepted in isiZulu don't follow the rule of "first letters of a set of other words". A generalization is that acronyms that have become part of the everyday lexicon take an initial upper case with the rest of the letters in lower case, for example:

uMzukazwe – where uM is taken from UMkhandlu
 - zu from wesiZulu
 - kazwe from kazwelonke.

Caution: Don't include a generic term after an acronym or abbreviation if one of the letters in the acronym stands for that term. Even though this might occur in the US-English version, it should be "corrected" in the localized version. The following examples show the redundancy in red for English terms.

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

Unlocalized acronyms

When unlocalized acronyms are translated, they should be first introduced to the reader by writing them out in brackets and then used alone in the subsequent paragraphs.

Examples:

en-US source	isiZulu target
Data Access Objects, DAO	Izinto zokungena emniningwaneni
ActiveX Data Objects, ADO	Izinto zemininingwne ye-ActiveX

3.1.3 Adjectives

In IsiZulu there are very few adjectives, these are words which qualify a substantive and are brought into concordial agreement therewith by the adjectival concords.

en-US source	isiZulu target
the young boy	umfana omncane

The adjective comes after the noun it qualifies.

Possessive adjectives

The frequent use of possessives is a feature of English language. However, in isiZulu, possessive adjectives are handled by following the noun they qualify.

3.1.4 Articles

General considerations

IsiZulu, as an agglutinative language does not have the article standing on its own, it's incorporated as the prefix.

Unlocalized feature names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in English as well as in isiZulu, but for the smooth flowing of the sentence a noun class 5a for all borrowed and non-translated words is prefixed on the word.

Examples:

en-US source	isiZulu target
browser	I-browser
Microsoft Windows 2010	I-Microsoft Windows 2010

Localized feature names

Translated feature names are handled in to fit the structure of the language through prefixes, locative morphemes and so on.

Example:

en-US source	isiZulu target
Computer	ikhompyutha

Articles for English borrowed terms

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

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

The internet may be a helpful reference here.

Check the [Microsoft Language Portal](#) to confirm the user of a new loan word and its proper article to avoid inconsistencies.

Examples:

en-US source	isiZulu target
Microsoft	I-Microsoft
Browser	I-browser
Firefox	I-Firefox

3.1.5 Capitalization

As the general rule, words at the beginning of a sentence are capitalized, pronouns (names of people, surnames, places, languages, months, names of God and gods, days of the week, organizations, headings and titles, books in the bible etc.).

English Source	Do (+)	Don't (-)
Always use WL taskbar	Njalo-nje sebenzisa i- <i>taskbar</i> i- WL	Njalo-nje sebenzisa i- <i>taskbar</i> i- wl (no capping)
Please change your password every Monday	Siza ushintshe iphaswedi yakho njalo ngo Msombuluko	Siza ushintshe iphaswedi yakho njalo ngo msombuluko (no capping)
This product was made in China	Lo mkhiqizo wenziwe e Shayina	Lo mkhiqizo wenziwa Eshayina (incorrect capping)
This application is made for Windows	Le aplikesheni yenzelwe i- Windows	Le aplikesheni yenzelwe i- windows (no capping)
Hotmail	Hotmail	hotmail (no capping)

3.1.6 Compounds

Compounds should be understandable and clear to the user. Avoid overly long or complex compounds. Keep in mind that unintuitive compounds can cause intelligibility and usability issues.

One way of forming compounds is by combining different parts of speeches:

noun + noun = iphepha + indaba = iphephandaba
 noun + adjective + injongo + enkulu = unjongonkulu
 verb + verb + bona + bulawa + mabonwabulawe
 verb + noun + shaya + inkomo + maShayankomo

The other way is by employing formatives such as no-, ma-, & no- to form pronouns like:

No + lunga = Nokulunga
 So + abantu = Sobantu
 Ma + Gcabashe = MaGcabashe

3.1.7 Contractions

For en-US Microsoft voice, contractions help convey a conversational tone and used whenever possible.

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

If the isiZulu Microsoft voice can be conveyed through the use of contractions, then this section is applicable. Contractions are mostly used in an informal situation, and can be also used in a formal situation of a conversation between native isiZulu speaker and another native isiZulu speaker.

en-US source text	isiZulu long form	isiZulu contracted form
Don't	musa uku	<i>mus'uku</i>

3.1.8 Gender

Sex gender is not a grammatical feature in IsiZulu, nevertheless there are several ways of conveying gender in the nouns.

Examples:

Common	Feminine	Masculine
Inkomo	inkomazi	inkunzi
Inja	injakazi	ichalaha

3.1.9 Genitive

The possessive is word which qualifies a noun. In IsiZulu the possessive is a little word that conforms to concordial agreement, i.e. the prefix of a noun class determines the form that the possessive assumes.

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

3.1.10 Localizing colloquialism, idioms, and metaphors

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

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

- Don't attempt to replace the source colloquialism with an isiZulu colloquialism that fits the same meaning of the particular context unless it's a perfect and natural fit for that context.
- Translate the *intended* meaning of the colloquialism in the source text (not the literal translation of 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.

3.1.11 Nouns

General considerations

In IsiZulu the noun is composed of two formatives, the stem and the prefix, and it's the governing element in the sentence, the form of the noun prefix deciding what shall be the forms of the pronouns, and the adjectival, relative, possessive and verbal concords when other parts of speech are brought into relationship with the noun.

Examples:

en-US source	isiZulu target
Singular	Umntu uyakwazi ukwenza omunye angazizwa ekhululekile .
Plural	Abantu bayakwazi ukwenza abanye bangazizwa bekhululekile .

Plural formation

Nouns are categorized in classes; noun classes indicate the singular and plural form, the first class is in singular form and the next is its plural form:

(+) Noun classes:

Umuntu
 Abantu
 Umuthi
 Imithi
 Iqanda
 Ikhumpyutha
 Amaqanda, amakhompyutha njll

3.1.12 Prepositions

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

For the Microsoft voice, use of prepositions is another way to help convey a casual or conversational tone. Starting or ending a sentence with a preposition is acceptable practice in conveying Microsoft voice.

In Zulu there are no prepositions. The idea of the so called proportions in English is incorporated into the verb or as an adverb or locatives.

Source text expression	IsiZulu expression
Are you sure you want to exit the wizard	Uqinisekile ukuthi ufuna ukuphuma (verb) kule wizadi
Insert or draw a table into the document	Faka noma udwebe ithebula kudokhumenti (adverb)

3.1.13 Pronouns

There are three types of pronouns in IsiZulu, namely, Absolute, Demonstrative, Quantitative and Qualificative.

Absolute: This indicates a certain noun, it does not describe, or limit it but it's rather a 'concord' converted into a complete word. Abantu = bona, (bona banamanga)

Demonstrative: There are three positional types of demonstratives, 'this or these,' 'that or those, and that "yonder and those yonder"

- Ngiyabathanda laba
- Ngiyabathanda labo
- Ngiyabathanda labaya

Quantitative: There are three main types of quantitative pronouns, all, only, and the numeral roots with a special pronominal prefix in each case. -nke, -dwa, -bili, thathu, ne, hlanu njll.

- Wonke umuntu uyahamba
- Ufuna ukudla yedwa
- Bakhuluma bobabili

Qualificative pronouns: there is no inherent change in the adjective, relative or numerative to form qualificative pronouns.

- Adjective: Omkhulu ufikile
- Relative: Ngifuna lo obomvu
- Enumerative: Ufuna ziphi?

3.1.14 Punctuation

Punctuations follow the same rules as of English, detailed as follows

Comma

It's principally used for separating items in lists, clauses, actions etc. A comma separates:

A subordinate clause in the main clause

Example: Emveni kwezinsuku ezimbili, abukho nobuncane ubungcono bezinyo kuSikhuni

Two independent clauses that have been put together

Example: Intombazane iyapheka, umfana ulele

Various verbs following one another in a sentence

Example: Uyavuka, agqoke, adle bese eya esikoleni

The list of nouns following one another

Example: Endlini kwakukhona isitambu, inyama, amadombolo kanye nokunye ukudla

The designations, if it's after a name

Example: UKhuluse, uThishanhloko wakwaPhakelingqondo, nguyena owavula isikole.

Colon

Use colons to indicate that lists of items will follow below, separate chapters and verses in the Bible

Example: Ecclesiastes 2:4

Don't overuse colons.

Dashes and hyphens

Three different dash characters are used in English:

Hyphen

The hyphen is used to divide words between syllables, to link parts of a compound word, and to connect the parts of an inverted or imperative verb form.

Example: Nkosazane Dlamini-Zuma

En dash

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.

Em dash

The em dash should only be used to emphasize an isolated element or introduce an element that's not essential to the meaning conveyed by the sentence. When a speaker trails away from a certain idea and eventually comes back.

Example: Uthe uMongameli Zuma – ngenkathi ethula iNkulumo yeSizwe – asiqikelele ukuba sisebenzise ugesi ngokucophelela.

Ellipses (suspension points)

This means that certain words have been omitted in a sentence. Ellipses can be used in a two-way conversation where the speaker interrupts the one who is talking. When the sentence is incomplete, ellipses can be used.

Example: Lala sithandwa ... uphumule.

Period

These are found at the end of a sentence and in abbreviated words.

Example: USokhulu wayeyindoda efuye kakhulu.

Quotation marks

Quotation marks are used when referring to words that have been quoted, and for quotes within quotes.

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

Example: UJesu washumayela wathi; “onezindlebe zokuzwa makezwe.”

Parentheses

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

They are used to give an explanation about the words outside them.

Example: Umdlndla (ugqozi, ufuqufuqu, usikisiki, isasasa)

3.1.15 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.

IsiZulu Microsoft voice can be conveyed through the use of sentence fragments, see the example below.

US English source text	isiZulu long form	isiZulu sentence fragment
Click these buttons	Qhafaza nanka amabhathini	<i>Yenza nakhu</i> – Instead of using the long term word in IsiZulu we can use sentence fragment that make things simple and easy to apply.

3.1.16 Subjunctive

The subjunctive in IsiZulu is employed as follows:

After conjunctions, ‘ukuba,’ ‘ukuthi’ and ‘ukuze’ following verbs of intending, desiring, liking, etc.

In certain consecutive verb construction.

After certain conjunctions, notably, ‘anduba,’ ‘funa,’ ‘qede’ etc.

In the formation of compound tenses after certain deficient verbs such as '-buye,' '-mane,' '-simze,' etc.

Example: Kuhle ukuba ahambe ngoba isikhathi sesifikile

4 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 isiZulu, 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.

4.1 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.

General accessibility information can be found at <http://www.microsoft.com/enable/education/>.

4.2 Applications, products, and features

Product and application names are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (for example, IntelliSense™). Before translating any application, product, or feature name, verify that it's in fact translatable and not protected in any way. This information can be obtained [here](#).

Version numbers

Version numbers always contain a period (for example, Version 4.2). Note punctuation examples of "Version 8.1":

US English	isiZulu target
Version 8.1	Inguqulo 8.1

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

4.3 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 [here](#).

4.4 Geopolitical concerns

Part of the cultural adaptation of the US-product to a specific market is the resolution of geopolitical issues. While the US-product is designed and developed with neutrality and a global audience in mind, the localized product should respond to the particular situation that applies within the target country/region.

Sensitive issues or issues that might potentially be offensive to the users in the target country/region may occur in any of the following:

- Maps
- Flags
- Country/region, city and language names
- Art and graphics
- Cultural content, such as encyclopedia content and other text where historical or political references are present

Some issues are easy to verify and resolve. The localizer should have the most current information available. Maps and other graphical representations of countries/regions should be checked for accuracy and existing political restrictions. Country/region, city, and language names change on a regular basis and should be checked, even if previously approved.

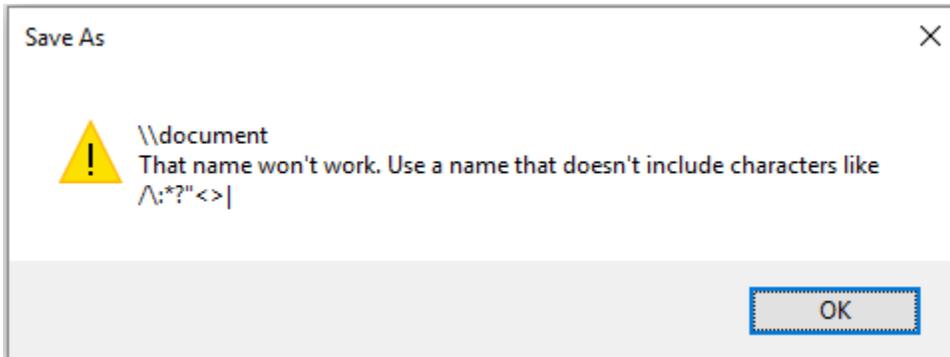
A thorough understanding of the culture of the target market is required for checking the appropriateness of cultural content, clip art and other visual representations of religious symbols, and body and hand gestures.

4.5 Software considerations

This section refers to all menus, menu items, commands, buttons, check boxes, and other UI elements that should be consistently translated in the localized product.

4.5.1 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 restarting 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 isiZulu translation
Oops, that can't be blank...	Hawu, lokho akukwazi ukungabi nalutho...
Not enough memory to process this command.	Asikho isikhala esanele sokucubungula lo myalo.

IsiZulu style in error messages

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

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

These phrases commonly occur in error messages. When you translate 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.

Examples:

English	Translation	Example
Can't ... Could not ...	Ayikwazanga...	Ayikwazanga ukuvula ifayela
Failed to ... Failure of ...	Ayiphumelelanga uku...	Ayiphumelelanga ukuvula ifayela
Can't find ... Could not find ... Unable to find ... Unable to locate ...	Ayikwazanga uku...	Ayikwazanga ukuthola ifayela
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	Ayenele imemori	Ayenele imemori kule disk
... is not available ... is unavailable	...ayitholakali	Inthanethi ayitholakali

Error messages containing placeholders

When localizing error messages containing placeholders, try to anticipate 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.

Examples:

%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>."

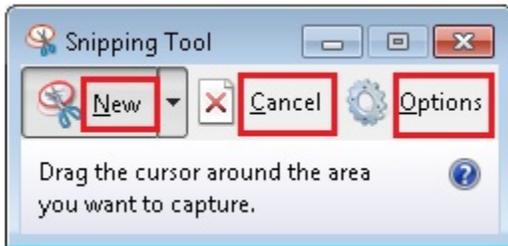
"INI file "%1!-.200s!" section" means "INI file "<string>" section."

4.5.2 Keys

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

4.5.3 Keyboard shortcuts

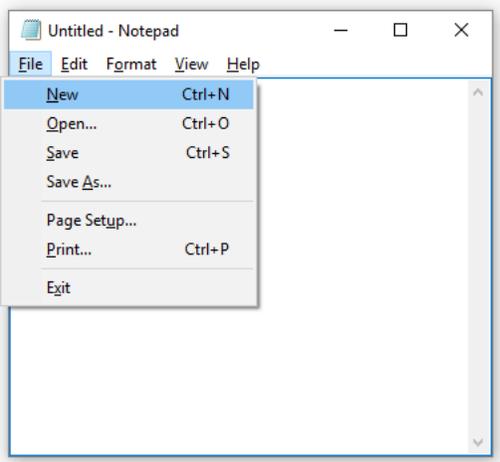
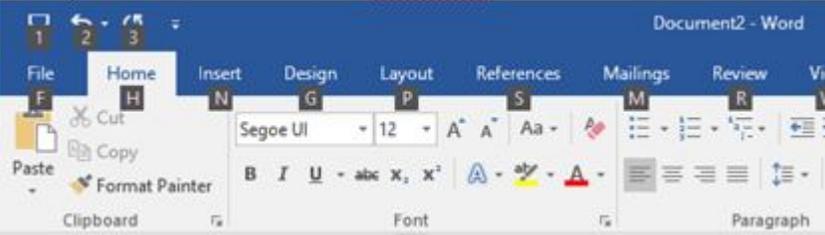
Sometimes, there are underlined or highlighted letters in menu options, commands or dialog boxes. These letters refer to keyboard shortcuts (also known as access keys) that allow you to run commands, perform tasks, etc., more quickly.



Keyboard shortcuts special options	Usage: is it allowed?
"Slim characters," such as I, l, t, r, f can be used as keyboard shortcuts	Yes
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	Yes
Extended characters can be used as keyboard shortcuts	Yes
An additional letter, appearing between brackets after item name, can be used as a keyboard shortcut	Yes
A number, appearing between brackets after item name, can be used as a keyboard shortcut	Yes
A punctuation sign, appearing between brackets after item name, can be used	Yes

as a keyboard shortcut	
Duplicate keyboard shortcuts are allowed when no other character is available	Yes
No keyboard shortcut is assigned when no more characters are available (minor options only)	Yes

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

Term	Usage
<p>access key</p>	<p>A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly.</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>
<p>key tip</p>	<p>The letter or number that appears in the ribbon when the Alt key is pressed. In UI localization, the key tip is the last character present in the strings after the “&” character.</p> <p>Example: In UI localization Home`H</p> 

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>
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4.5.4 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.

4.5.5 Numeric keypad

Avoid distinguishing numeric keypad keys from the other keys, unless it's required by a given application. If it's not obvious which keys need to be pressed, provide necessary explanations.

4.5.6 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes that 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	isiZulu command	isiZulu shortcut key
General Windows shortcut keys			
Help window	F1	I-Help Window	F1
Context-sensitive Help	Shift+F1	I-Context-sensitive Help	Shift+F1

US command	US English shortcut key	isiZulu command	isiZulu shortcut key
Display pop-up menu	Shift+F10	Veza i-pop-up menu	Shift+F10
Cancel	Esc	Khansela	Esc
Activate\Deactivate menu bar mode	F10	Qalisa/Khawula ukusebenza kwesimo se-menu bar	F10
Switch to the next primary application	Alt+Tab	Shintshela kwi-application enkulu elandelayo	Alt+Tab
Display next window	Alt+Esc	Veza i-window elandelayo	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	Veza i-pop-up menu ye-window	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	Veza i-pop-up menu ye-child window esebenzayo njengamanje	Alt+-
Display property sheet for current selection	Alt+Enter	Veza i-property sheet yalokhu okukhethiwe	Alt+Enter
Close active application window	Alt+F4	Vala i-application window esebenzayo njengamanje	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	Shintshela kwi-window esondelene ne-application (modeless-compliant)	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	Thumba isithombe se-Clipboard kwi-window esebenzayo njengamanje	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	Thumba isithombe se-desktop kwi-Clipboard	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	Thola inkinobho ka-Start kwi-taskbar	Ctrl+Esc
Display next child window	Ctrl+F6	Veza i-child window elandelayo	Ctrl+F6

US command	US English shortcut key	isiZulu command	isiZulu shortcut key
Display next tabbed pane	Ctrl+Tab	Veza i-pane elandelayo	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	I-Qalisa i-Task Manager kanye nokuqaliswa kokusebenza kohlelo	Ctrl+Shift+Esc
File menu			
File New	Ctrl+N	Ifayela entsha	Ctrl+N
File Open	Ctrl+O	Ukuvulwa kwefayela	Ctrl+O
File Close	Ctrl+F4	Ukuvalwa kwefayela	Ctrl+F4
File Save	Ctrl+S	Ukugcinwa kwefayela	Ctrl+S
File Save as	F12	Ukugcinwa kwefayela njenge	F12
File Print Preview	Ctrl+F2	Ukubhekisiswa kwefayela ngaphambi kokuphrinta	Ctrl+F2
File Print	Ctrl+P	Ukuphrintwa kwefayela	Ctrl+P
File Exit	Alt+F4	Ukuphuma kwifayela	Alt+F4
Edit menu			
Edit Undo	Ctrl+Z	Edit Undo	Ctrl+Z
Edit Repeat	Ctrl+Y	Edit Repeat	Ctrl+Y
Edit Cut	Ctrl+X	Edit Cut	Ctrl+X
Edit Copy	Ctrl+C	Edit Copy	Ctrl+C
Edit Paste	Ctrl+V	Edit Paste	Ctrl+V
Edit Delete	Ctrl+Backspace	Edit Delete	Ctrl+Backspace
Edit Select All	Ctrl+A	Edit Select All	Ctrl+A
Edit Find	Ctrl+F	Edit Find	Ctrl+F
Edit Replace	Ctrl+H	Edit Replace	Ctrl+H

US command	US English shortcut key	isiZulu command	isiZulu shortcut key
Edit Go To	Ctrl+G	Edit Go To	Ctrl+G
Help menu			
Help	F1	Help	F1
Font format			
Italic	Ctrl+I	Okuwutsheku	Ctrl+I
Bold	Ctrl+B	Okugqanyisiwe	Ctrl+B
Underlined\Word underline	Ctrl+U	Okudwetshelwe/igama elidwetshelwe	Ctrl+U
Large caps	Ctrl+Shift+A	Ngosonhlavukazi	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	Ngamagama amancane	Ctrl+Shift+K
Paragraph format			
Centered	Ctrl+E	Ephakathi nendawo	Ctrl+E
Left aligned	Ctrl+L	Engakwesokunxele	Ctrl+L
Right aligned	Ctrl+R	Engakwesokudla	Ctrl+R
Justified	Ctrl+J	Justified	Ctrl+J

4.5.7 English pronunciation

General rules

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

Example	Phonetics	Comment
SecurID	[sɪ'kjuəɹ aɪ di:]	Pronounced as 'secure ID'
.NET	[dot net]	Pronounced as 'dot net'
Skype	[skaɪp]	Product names are always pronounced the way they are pronounced in the source.

Acronyms and abbreviations

Acronyms are pronounced like real words, adapted to the local pronunciation: Other abbreviations are pronounced letter by letter.

Example	Phonetics	Comment
RADIUS	['reɪ di əs]	Pronounced as the word radius
RAS	[reɪs]	Pronounced as 'ras'
ISA	[ɪsə]	Pronounced as 'isa'
LAN	[læn]	Pronounced as 'learn'
WAN	[wæn]	Pronounced as 'one'
WAP	[wæp]	Pronounced as 'wap'
MAPI	[mæpɪ]	Pronounced as 'mapi'
POP	[pɒp]	Pronounced as 'pop'
URL	[pɒp]	Pronounced letter by letter

Other abbreviations are pronounced letter by letter.

Example	Phonetics	Comment
ICMP	[aɪ.c.m]	pronounced letter by letter
IP	[aɪ.p]	pronounced letter by letter
TCP/IP	[t.c.p/aɪ.p]	pronounced letter by letter

XML	(x.m.l)	pronounced letter by letter
HTML	(h.t.m.l)	pronounced letter by letter
OWA	(ou.w.a)	pronounced letter by letter
SQL	(s.q.l)	pronounced letter by letter

URLS

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

"www" should be pronounced.

The "dot" should be omitted, but can also be read out. If you read it out, then it must be pronounced the isiZulu way.

Example	Phonetics
http://www.microsoft.com/	www.maicrosoft.com/

Punctuation marks

Most punctuation marks are naturally implied by the sound of voice, for example, ? ! : ; ,

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

Special characters

Pronounce special characters such as / \ ~ < > + - using the isiZulu approved translations.

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