
Odia Localization Style Guide

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1 Welcome



Welcome to the *Microsoft Localization Style Guide* for Odia. This guide will help you understand how to localize Odia 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 Odia.

1.1 Reference material

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

Normative References

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. Sarbasara Byakarana; Ed—Narayana Mahapatra, Sridhara Das, Red. 2001
2. Purnachandra Odia Bhasakosa; Ed. Gopal Chandra Praharaj, 1931-40
3. Sabdatatwabodha Abhidhana; Ed. Gopinath Nandasarma; Red. 1995
4. Oriya Bhashakosha; Ed. Girish Chandra Misra & group of Editors, 1997-2006
5. Oxford English—Oriya Dictionary, Ed. K.M. Pattanaik, B.K. Tripathy; 2004
6. Modern Oriya grammar and Composition; Dr. Kishore Chandra dash and Jay krushna mishra, 2006
7. A Synchronic grammar of Oriya, Bijay prashad Mahapatra, CIIL, 2007

Informative References

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

1. Evolution of Oriya Language and Script; K.B. Tripathy (1956)
2. The People, Language and Culture of Orissa; Suniti Kumar Chatterji (Arta Vallabha Mahanty Memorial Lecture) 1966
3. Controlled Historical Reconstruction of Oriya, Assamese, Bengali and Hindi
4. Matrubhasa Oriya, Bijaya Prasad Mahapatra, 2001
5. Ray, Jayanta :A REVIEW OF TERMINOLOGICAL WORK BEING DONE IN INDIAN LANGUAGES Term banks for tomorrow's world: Translating and the Computer4. Proceedings of a conference ... 11-12 November 1982, ed. Barbara Snell. (London: Aslib, 1983)

Microsoft User Interface Reference

A helpful reference is the Windows User Experience Interaction Guidelines, available for download at <https://docs.microsoft.com/en-us/windows/apps/desktop/>

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 Odia 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 [Microsoft Terminology - Globalization | Microsoft Learn](#), for example for key terms, technical terms, and product names.

Glossaries

[Microsoft Terminology - Globalization | Microsoft Learn](#)

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 .

en-US source term	or-IN word	or-IN word usage
...is in process	...ପ୍ରକ୍ରିୟାରେ ଅଛି	ପ୍ରକ୍ରିୟାରେ
...is retrying	... ପୁନଃ ପ୍ରୟାସ କରୁଛି	...ପୁନଃଚେଷ୍ଟା କରୁଛି

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>

en-US source	or-IN old word/phrase	or-IN new word/phrase
Select	ଚାଲୁନ କରନ୍ତୁ	ଚାଲୁନ
Furthermore	ଏହା ବ୍ୟାଦିତ	ଏହା ସହିତ
therefore	ଡେଣ୍ଟ୍ରାକରି	ଏଥୁପାଇଁ

2.1.3 Transliteration

Microsoft voice emphasizes using terms which people use in daily life even if they used in transliteration form. Since these days some of the English words are most commonly used and if there is no simple and easy to understand local language words for respective language then English words (TRANSLITERATION) should be used

Technical words should be TRANSLITERATED (if there is no correct word in the regional language). Ideally Keeping English should be less as Transliteration should be used, a list could be prepared and discussed. So the objective of language translation should be to make the product user interface easy to use and represent the local language to its core strength, hence using Transliteration form is quite acceptable, provided these terms must be used in daily life by target users. Some of the examples of such terms are:

Source	Translation	Transliteration
wallet	ପର୍ବ	ଖାଲେଟ୍
cloud	ମେଘ	କ୍ଲାଉଡ୍
device	ଉପକରଣ	ଡିଭାଇସ୍
Client	ଗ୍ରାହକ	କ୍ଲାଇସ୍ଟ୍

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	Odia target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	ପାସ୍‌ওର୍ଡଟି ସଠିକ୍ ନାହିଁ, ତେଣୁ ପୁନଃ ପ୍ରୟାସ କରନ୍ତୁ । ପାସ୍‌ଓର୍ଡରୁଡ଼ିକ କେସ୍-ସେନସିଟିଭ୍ ଅଛନ୍ତି ।	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.	ଏହି ଉପାଦ କୀ କାର୍ଯ୍ୟ କରୁ ନାହିଁ । ଦୟାକରି ଏହା ଯାଞ୍ଚ କରନ୍ତୁ ଏବଂ ପୁନଃ ଚେଷ୍ଟା କରନ୍ତୁ ।	The user has entered incorrect product key. The message casually and politely asks the user to check it and try again.
All ready to go	ସବୁକିଛି ପ୍ରସ୍ତୁତ ଅଛି	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	ଆପଣ ଜାରି ରଖିବାକୁ ଚାହିଁବେ କି?	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.	ଆପଣଙ୍କ ପିରିକୁ ଏକ ନାମ ଦିଅନ୍ତୁ – ଆପଣ ଇଛା ମୁତାବକ ଯେକୌଣସି ଏକ ନାମ । ଯଦି ଆପଣ ପୃଷ୍ଠାମିର ରଙ୍ଗ ବଦଳାଇବାକୁ ଚାହୁଁଛୁ, ତେବେ ପିରି ସେଟିଂରସରେ ଉଚ୍ଚ କଣ୍ଠାଷ୍ଟ ଥିଲୁ କରିଦିଅନ୍ତୁ ।	Address the user directly using second person pronoun to take the necessary action.
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2.2.2 Promoting a feature

US English	Odia 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.	ଆପଣଙ୍କର ଚର୍ଚିନ ପିରିକୁ ସ୍ଵରକ୍ଷିତ ରଖିବା ପାଇଁ ଛବି ପାସଖାର୍ଡ, ଏକ ନୂଆ ଉପାୟ । ଆପଣଙ୍କ ନିଜର ଏକ ଅସ୍ତିତ୍ବୀୟ ପାସଖାର୍ଡ ବନାଇବା ପାଇଁ ଆପଣ ଛବି – ଏବଂ ତାହା ସହିତ ବ୍ୟବହାର ସଂକେତକୁ ବାହିତ ।	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.	ଧରନ୍ତୁ ଆପଣଙ୍କେସନ୍ ଆପଣଙ୍କ ପିରି ର ପ୍ଲାନ, ନାମ, ଏକାଉଷ୍ଣ ଛବି, ଏବଂ ଅନ୍ୟ ଡୋମେନ୍ ସୂଚନା ଉପରେ ଆଧାରିତ ହୋଇ ଆପଣଙ୍କୁ ବ୍ୟକ୍ତିଗତ ତଥ୍ୟ ପ୍ରଦାନ କରେ ।	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	Odia target	Explanation
To go back and save your work, click Cancel and finish what you need to.	ପଛକୁ ଯାଇ ନିଜର କାର୍ଯ୍ୟକୁ ସଞ୍ଚୟ କରିବା ପାଇଁ, କ୍ୟାନ୍ସେଲ କ୍ଲିକ କରନ୍ତୁ ଓ ଆପଣ ସମ୍ପୂର୍ଣ୍ଣ କରିବାକୁ ଚାହୁଁଥିବା କାର୍ଯ୍ୟଟି କରନ୍ତୁ ।	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.	ଆପଣଙ୍କର ବର୍ତ୍ତମାନର ଛବି ପାସଖାର୍ଡକୁ ସିନିଶ୍ଚିତ କରିବା ପାଇଁ, ପୁନଃ ପ୍ରଦର୍ଶନକୁ ଦେଖନ୍ତୁ	Voice is simple and natural. The user isn't overloaded with information; we tell them only what they need to know to make a decision.
It's time to enter the product key. When you connect to the Internet, we'll activate Windows for you.	ଡକ୍ଟ୍ରାକ୍ କି ପ୍ରବିଷ୍ଟ କରିବାର ସମୟ ହୋଇଯାଇଛି । ଯେତେବେଳେ ଆପଣ ଲକ୍ଷଣରେ ସହିତ ସଂଯୋଜନରେ ଆସନ୍ତି, ଆମେ ଆପଣଙ୍କ ପାଇଁ ଓଣ୍ଡୋୱେଜ୍(Windows) ସକ୍ରାଇସ୍ କରିଦେବୁ ।	Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter the product key.

2.2.4 Explanatory text and providing support

US English	Odia target	Explanation
The updates are installed, but Windows Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	ଏହି ଅଦ୍ୟତନଗୁଡ଼ିକ ପ୍ରବିଷ୍ଟ ହୋଇଗଲା, କିନ୍ତୁ ଓଣ୍ଡୋୱେଜ୍(Windows)-ଟେଷ୍ଟେରଥାପ ଏଗୁଡ଼ିକୁ କର୍ଯ୍ୟକାରୀ କରିବା ପାଇଁ ପୁନଃ ପ୍ରାରମ୍ଭ ଆବଶ୍ୟକ କରୁଛି । ଏହା ପୁନଃପ୍ରାରମ୍ଭ ହେବା ପରେ, ଆମେ ଯେଉଁଠିରୁ ଛାଇଥିଲୁ ସେଠୁ ପୁଣି ଆରମ୍ଭ କରିବୁ ।	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.	ଯଦି ଆପଣ ଏବେ ପୁନଃପ୍ରାରମ୍ଭ କରିବ, ତେବେ ଆପଣ ଓ ଏହି ପିଣ୍ଡିକୁ ବ୍ୟବହାର କରୁଥିବା ଅନ୍ୟ ବ୍ୟକ୍ତି ମନେ ଅସଂଗ୍ରହିତ କାର୍ଯ୍ୟ ହରେଇ ପାରନ୍ତି ।	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.	ଆପଣ ଅବୈଧ କିମ୍ବା ହରାଇଥିବା ଗୁଣଧର୍ମସମୂହ ସଠିକ୍ କରିବା ପରେ ଏହି ଉକ୍ତୁମେଣ୍ଟ୍ ସତଃସ୍ଵତ ଭାବରେ ସଠିକ୍ ଲାଇଟ୍‌ରେଟ୍‌ରୀ ଏବଂ ଫୋଲ୍‌ଡରକୁ ମୁଢ଼ିବା.	Voice talks to the user informatively and directly on the action that will be taken.
Something bad happened! Unable to locate downloaded files	କିଛି ଭୂଲ ହୋଇଛି! ଆପଣଙ୍କର ବୁଝଯୋଗ୍ୟ USBସୃଷ୍ଟି କରିବାକୁ ଡାଉନଲୋଡ୍ ହୋଇଥିବା ଫାଇଲ୍‌ଗୁଡ଼ିକ ଚିହ୍ନଟ କରିବାକୁ ଅସମାର୍ଯ୍ୟ ।	Without complexity and using short sentences inform the user what has happened.

to create your bootable USB flash drive.		
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3 Inclusive language

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

General guidelines

Comply with local language laws.

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

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

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

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

Don't use profane or derogatory terms.

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

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

Use this	Not this	Use this	Not this
English examples		Target examples	
primary/subordinate	master/slave	ପ୍ରାଥମିକ/ଅଧିନୟମ	ମାଲିକ/ଦାସ
perimeter network	demilitarized zone (DMZ)	ପେରିମିଟର ନେଟ୍‌ସାର୍କ୍ (DMZ)	ବିମୁଦ୍ରୀକରଣ ଜୋର୍ (DMZ)
stop responding	hang	ପ୍ରତିକ୍ରିୟା ଦେବା ବନ୍ଦ କରନ୍ତୁ	ହୁଲି ଯିବା
expert	guru	ବିଶେଷଜ୍ଞ	ଶୁଭ୍ର
meeting	pow wow	ମିଟିଂ	ପାଓ ଖୋ
colleagues; everyone; all	guys; ladies and gentlemen	ସହକର୍ମୀ; ସମସ୍ତେ; ସମସ୍ତ	ମୁବକ; ମହିଳା ଏବଂ ସଜ୍ଜନ
lunch and learn; learning session	brown bag session	ମଧ୍ୟାହ୍ନ ଭୋଜନ କରନ୍ତୁ ଏବଂ ଶିଖନ୍ତୁ; ଶିକ୍ଷଣ ଅଧିବେଶନ	ପ୍ରାଉନ୍ ବ୍ୟାଗ ଅଧିବେଶନ
parent	mother or father	ପିତାମାତା	ମାତା କିମ୍ବା ପିତା

3.1 Avoid gender bias

Use gender-neutral alternatives for common terms. Avoid the use of compounds containing gender-specific terms (ପ୍ରତ୍ୟେକ, ସ୍ତ୍ରୀ, ଛତ୍ରୀଦି).

The table below contains examples of gender-biased words or compounds that should be avoided in Odia and the alternative that should be used to promote gender inclusivity.

Use this	Not this	Comments
Target examples		
ଛାତ୍ର	ବାଲକ ଛାତ୍ର / ବାଲିକା ଛାତ୍ର	Gender-specific terms for 'student', should not be used. Instead, some gender-neutral terms which are widely used in Odia, can be of great help in that respect. To diminish the disparity among the genders is a warm welcome in our overall society.

ଇଞ୍ଜିନିୟର	ପୁରୁଷ ଇଞ୍ଜିନିୟର / ମହିଳା ଇଞ୍ଜିନିୟର	Any person should not be confined only by his/her gender, so considering this, we should use the translation for 'engineer' irrespective of mentioning the gender alone.
ତ୍ରାକତ୍ର	ମହିଳା ତ୍ରାକତ୍ର / / ପୁରୁଷ ତ୍ରାକତ୍ର	No designation should be addressed on the basis of gender. Rather, it implies some derogatory approach. So gender-neutral term for 'Driver' is always better to be used.
କବି	ମହିଳା କବି / ପୁରୁଷ କବି	Any person's literary capability should not be judged by his/her gender, his/her embodiment of work should be celebrated purely based on merits.

When presenting generalization, use plural noun forms (for example, ଲୋକ, ବ୍ୟକ୍ତି, ଶିତ୍ର, ଲଭ୍ୟ/ଦୀ).

Use this	Not this	Comments
Target examples		
ଲୋକମାନେ	ଲୋକ	There are no gender-specific pronouns in Odia. When addressing the mass people, the plural form should be used.
ଛାତ୍ରମାନେ	ଛାତ୍ର	There are no gender-specific pronouns in Odia. When addressing the mass people, the plural form should be used.

Gender-specific pronouns are not used in Odia.

- For *he/she*, 'ସେ' is used.
- For *him/her*, 'ତାଙ୍କୁ' is used.

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 ଏକ ଅକ୍ଷମତା କିମ୍ବା ଯେକୌଣସି ରୋଗରେ ପାଇଥିବ. Don't mention a disability unless it's relevant.

Use this	Not this	Use this	Not this
English examples		Target examples	
person with a disability	handicapped	ଅକ୍ଷମତା ଥିବା ବ୍ୟକ୍ତି	ଭିନ୍ନକମ୍ ବ୍ୟକ୍ତି ବିବ୍ୟାଙ୍ଗ
person without a disability	normal person; healthy person	ଅକ୍ଷମତା ନଥିବା ବ୍ୟକ୍ତି	ସାଧାରଣ ବ୍ୟକ୍ତି; ସୁଖ ବ୍ୟକ୍ତି

Use generic verbs that apply to all input methods and devices. In procedures and instructions, avoid verbs that don't make sense with alternative input methods used for accessibility.

Use this	Not this	Use this	Not this
English examples		Target examples	
Select	Click	ଚିହ୍ନ କରନ୍ତୁ	କ୍ଲିକ୍ କରନ୍ତୁ

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 ଏବଂ, ସହିତ ଏବଂ ସମ୍ପଦରେ. 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 Odia.

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:

The following table lists common Odia expressions and their associated, acceptable abbreviations.

Odia example	Acceptable abbreviation
(+) ଉଦ୍‌ଧରଣ	(+) ଉ.ଦ୍ଧରଣ
(+) ବିଶେଷ୍ୟ	(+) ବି.

Additional guidelines:

- Use a non-breaking space (CTRL+SHIFT+SPACEBAR) in any abbreviation.
- If non-breaking spaces cannot be used (in Help files, for example) it is also acceptable to write these abbreviations without a space to avoid having one letter move to the beginning of the next line.

First letter of the word with a (.) indicates an abbreviated form in the Odia language. Sometimes, first two letters or both first letter and last letter is used in Odia.

List of common abbreviations:

Expression	Acceptable Abbreviation
ବିଶେଷ୍ୟ	(+) ବି.
କ୍ରୀଯା	(+) କ୍ରୀ.
ବିଶେଷଣ	(+) ବିଶେଷଣ
କ୍ରୀଯା ବିଶେଷଣ	(+) କ୍ରୀ.ବିଶେଷଣ
ଅବ୍ୟୟ	(+) ଅ.
ଉପପଦ	(+) ଉପ.
ଉପସର୍ଗ	(+) ଉପସର୍ଗ
ସ୍ଵରବର୍ଣ୍ଣ	(+) ସ୍ଵ.ବର୍ଣ୍ଣ
ତାରିଖ	(+) ତାରିଖ
ପୂର୍ବ	(+) ପୂର୍ବ
ଦକ୍ଷିଣ	(+) ଦକ୍ଷିଣ
ଉତ୍ତର	(+) ଉତ୍ତର
ପୁଣିକିଳି	(+) ପୁଣିକିଳି
ସ୍ଥାଲିଙ୍କ	(+) ସ୍ଥାଲିଙ୍କ
ବୈଦେଶିକ	(+) ବୈଦେଶିକ
ଦ୍ରାବିଡ଼	(+) ଦ୍ରାବିଡ଼
ଡେଲଗୁ	(+) ଡେଲଗୁ

Expression	Acceptable Abbreviation
ତାମିଲ	(+) ଟେ.
ଦେଶ	(+) ଡା.
ସଂସ୍କୃତ	(+) ସେ.
ଗ୍ରାମ	(+) ସଂ.
ଜିଲ୍ଲା	(+) ଜିଲ୍.
ପ୍ରଦେଶ	(+) ପ୍ରି.
ପୂର୍ଣ୍ଣମା	(+) ପ୍ର.
ଚଙ୍କା	(+) ପ୍ରୁ.
ପଇସା	(+) ପ୍ରୁ.
ଡକ୍ଟର	(+) ଡ୍ର.
ନମ୍ବର	(+) ଏଲ୍.
କିଲୋମିଟର	(+) କ୍ର.
ଗ୍ରାମ	(+) ନଂ
ଉତ୍ତର ପ୍ରାଥମିକ	(+) କି.ମି.
ପୃଷ୍ଠା	(+) ପ୍ରା.
ପ୍ରାଇଭେଟ ଲିମିଟେଡ୍	(+) ଉ.ପ୍ରା.
କମ୍ପ୍ୟୁନ୍ଟୁନ୍ଟୁ	(+) ପ୍ରୋ.
କ୍ରମିକ ନମ୍ବର	(+) ପ୍ରା.କ୍ର.
ଇନଫରମେସନ୍ ଟେକ୍ନୋଲୋଜି	(+) କେକ୍.
	(+) କ୍ର.ନଂ.
	(+) ଆଇ.ଟି.

Don't abbreviate such words as:

Expression (Eng)	Odia (Full)
Pound	ପାଉସ୍ଟ୍
Degree	ଡିଗ୍ରୀ
Ruble	ରୂବେଲ୍
Yuan	ସ୍ମୁଆନ୍
Yen	ୟେନ୍

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).

Localized Acronyms

The acronym or abbreviation are used in a content or text for the first instance, the words which comprises the same are spelled out/ transliterated and their English version also kept in the bracket. When the acronym occurs in the text later, only the spell out form of the acronym is kept. For better understanding of the target user and reader the meaning of the words comprises the acronym are also given.

List of common acronyms:

- | | |
|---------------|-----------------------------------|
| (+) ଓ.ସା.୬ | ଓଡ଼ିଶା ସାହିତ୍ୟ ଏକାଡେମୀ |
| (+) ଭ.ପ୍ରା. | ଉତ୍ତର ପ୍ରାଥମିକ |
| (+) ନି.ପ୍ରା. | ନିମ୍ନ ପ୍ରାଥମିକ |
| (+) ପ୍ର.ପ୍ର.ସ | ପ୍ରଜାତନ୍ତ୍ର ପ୍ରଚାର ସମିତି |
| (+) ଲୋ.ସେ.ସ | ଲୋକ ସେବକ ସମାଜ |
| (+) ଭାଜପା | ଭାରତୀୟ ଜନତା ପାର୍ଟି |
| (+) ମା.କ.ପା | ମାର୍ଜନବାଦୀ କମ୍ଯୁନିଷ୍ଟ ପାର୍ଟି |
| (+) ଲ.ସା.ଗୁ | ଲକ୍ଷିଷ୍ଟ ସାଧାରଣ ଗୁଣିତକ |
| (+) ଗ.ସା.ଗୁ | ଗରିଷ୍ଠ ସାଧାରଣ ଗୁଣନୀୟକ |
| (+) ଓ.ଭା.ପ୍ର. | ଓଡ଼ିଆ ଭାଷା ପ୍ରତିଷ୍ଠାନ |
| (+) ଓକାକ୍ | ଓଡ଼ିଶା କମ୍ପ୍ୟୁଟର ଆପ୍ଲିକେସନ ସେଣ୍ଟର |
| (+) ବି.ଜେ.ଡି | ବିଦ୍ୱାଜ ଜନତା ଦଳ |
| (+) ଓ.ୟୁ.୬.ଟି | ଓଡ଼ିଶା କୃଷି ଓ ବୈଷ୍ଣୋକ ବିଦ୍ୟାଳୟ |

Unlocalized Acronyms

Many abbreviations and acronyms are standardized and remain untranslated. They are only followed by their full spelling in English if the acronym needs to be explained to the speakers of a different language. In other cases, where the acronym is rather common, adding the fully spelled-out form will only confuse users. In these cases, the acronym can be used on its own.

The following list contains examples of acronyms and abbreviations that are considered commonly understood; these acronyms and abbreviations should not be localized or spelled out in full in English:

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

If you are unsure what an acronym or abbreviation stands for or refers to, please contact the linguist responsible for this style guide.

4.1.3 Adjectives

Odia adjectives are words that describe or modify another person or object in the sentence i.e., adjectives highlight some of the properties of a person or object. In Odia, adjectives usually precede the nouns but follow the pronouns. Here are some examples:

(+) ଖରାପ ପିଲା. Here ଖରାପ is an adjective.

(+) ଭଲ ପିଲା. Here ଭଲ is an adjective.

Possessive adjectives

The frequent use of possessives is a feature of English language. However in Odia, possessive adjectives are handled this way:

Subject pronoun	Possessive adjective
ମୁଁ	ମୋର
ତୁ	ତୁମର
ଆମେ	ଆମ୍ବେ
ତୁମେ	ତୁମ୍ବେ

Example:

(+) That's **my** folder. (ତାହା ମୋର ଫୋଲ୍ଡର ଅଟେ) "ମୋର" is an adjective which shows that I am the owner of the folder.

(+) What is **your** phone number? (ତାହା ଆପଣଙ୍କର ଫୋନ୍ ନମ୍ବର ଅଟେ?) Here the possessive adjective "ଆପଣଙ୍କର" is used to modify the noun phrase "ଫୋନ୍ ନମ୍ବର"

4.1.4 Articles

General considerations

Many error messages in English vary regarding the use of articles, demonstrative and possessive pronouns. Please be consistent in how you deal with such variation in Odia.

There is exactly no articles in Odia language.

There are two demonstrative pronouns: e-this and se-that, which occur with inanimate nouns. The other variants of these pronouns are e/ehi/se/sei.

Possessive pronouns are like this- mu, tumara, Tara, eha, amar

English example	Odia example	Explanation
File already exists	(+) ଫାଇଲ୍ ପୂର୍ବରୁ ଅଛି	In complete sentences, use determiners consistently even if the US string does not.
The file already exists		
This file already exists		
Not enough memory to complete this operation.	(+) ଏହି ବ୍ୟବସ୍ଥାକୁ ସମ୍ପୂର୍ଣ୍ଣ କରିବା ପାଇଁ ଯଥେଷ୍ଟମେମୋରି ନାହିଁ ।	No need to use a demonstrative construction, unless it is important in context.
Windows cannot start your system. If the problem persists, contact your network administrator.	(+) Windows ଆପଣଙ୍କ ସିଷ୍ଟମକୁ ପ୍ରାରମ୍ଭ କରିପାରୁନାହିଁ । ଯଦି ଏହି ଅସୁରିଧା ରହୁଛି ନିଜର ନେଟ୍‌ଓର୍କ୍ ପ୍ରଶାସକଙ୍କୁ ସମ୍ପର୍କ କରନ୍ତୁ ।	Avoid using possessive marker "your" unless ownership is important in context.

Unlocalized Feature Names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language. For instance, attaching a genitive "s" to trademarked product names is not feasible as it could be interpreted as a modification of such names. Additions to a product or component name are either added with a hyphen or a periphrastic construction needs to be used. For example, instead of expressing a possessive relationship by using the genitive marker "s" in English, a periphrastic construction should be used:

Example:

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

Product names and unlocalized feature names should also be treated as proper nouns in Odia:

English example	Odia example
Mail shares your Internet Connection settings with Microsoft Edge	(+) Mail ଆପଣଙ୍କ ଇନ୍ଟରନ୍‌ଟ କାନ୍ଫିଗ୍ୟୁରେସନ୍ ସଂଯୋଜନ ସେଚିଂସମ୍ବୁଦ୍ଧ ମହିତ ଅଂଶୀଦାର କରନ୍ତୁ ।
Website addresses will be sent to Microsoft	(+) ଓସିବାଇର୍ ଠିକଣା Microsoft କୁ ପ୍ରେରଣ ହେବ ।

Localized Feature Names

By contrast, translated feature names are used with a definite or indefinite article as they are not treated as proper names.

Example:

English example	Odia example
Hide the Windows Update when it is minimized	(+) ଏହା ମିନିମାଇଜ୍ ହେବା ବେଳେ Windows Update ଲୁକ୍ଷାୟିତ କରନ୍ତୁ ।
Check for updates in your installed Windows Media Player's language	(+) ଆପଣଙ୍କ ଅଦ୍ୟତିତ Windows Media Player' ର ଭାଷାରେ ଅଦ୍ୟତନସମ୍ବୁଦ୍ଧ ପାଇଁ ଯାଅ କରନ୍ତୁ

Articles for English Borrowed Terms

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

- Motivation: Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of Odia language?
- Analogy: Is there an equivalent Odia term whose article could be used?

- Frequency: Is the term used in other technical documentation? If so, what article is used most often?

The internet may be a helpful reference here.

Please always consult [Microsoft Terminology - Globalization | Microsoft Learn](#) to confirm the user of a new loan word and its proper article to avoid inconsistencies.

The article "the" is used in English in front of some words. In Odia, the article is not used. See example below:

Example: (+) The Homepage => ମୂଳପୃଷ୍ଠା

4.1.5 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.

Noun and verb compounds are a frequent word formation strategy in English. Product user interfaces, online help, and documentation contain a number of such examples. However, not all languages use compounding to create complex word meanings.

In Odia, a Compound noun is not merely a juxtaposition of two independent words, but is a construction of different words with underlying semantic structure. Structurally, most of the compounds are of two types; subordinate constructions where one of the constituents is a modifier of the other and basically endocentric constructions. The second type of compound is a coordinate construction. The Odia words fall into three etymological types: Tatasom, tadbhava and desaja.

୧) ତସମ ଶବ୍ଦ ସହିତ ତସମ ଶବ୍ଦର ମିଳନରେ ଯେଉଁ ସମାସ ହୁଏ, ତାହା ପ୍ରାୟ ସଂସ୍କୃତ ସମାସ ଭକ୍ତି, ଯଥା- ନୀଳୋପୂଳ, ପାତାମ୍ବର, ପୁଷ୍ପଧର୍ମା.

୨) ତସମ ଶବ୍ଦ ସହିତ ଅନ୍ୟ ଶବ୍ଦର ମିଳନରେ ଯେଉଁ ସମାସ ହୁଏ ଅର୍ଥାତ ତସମ ସହିତ(ଡଦଭବ, ଦେଶଜ ଓ ବୈଦେଶିକ) ଏସବୁର ମିଳନ ଘଟି ସମାସ ଉପରେ ହେଲେ ତାହା ମିଶ୍ର, ଯଥା ନୀଳକଳ୍ପ, ଘନକାଳିଆ, ଚାନ୍ଦବଦନ.

୩) ସମସ୍ୟମାନ ପଦ ମାନଙ୍କ ମଧ୍ୟରେ କେହି ତସମ ହୋଇନଥିଲେ, ତାହା ବିଶ୍ୱାସ ଓଡ଼ିଆ ସମାସ, ଯଥା- ଘରବୁଡା, ପୋଡାହାଣ୍ଟି, ନାଳିକଳ୍ପ କଳାମାଣିକ.

The other types of compounds are listed below-

The various types of modifications are-

1. Modified by noun in accusative case. When compounded the case marker is deleted.

Example:

machha-ku dhara-fish to catching, machhadhara-fish catching.

2. Modified by a base with pai-for.

Example:

khaiba pai tela- eating for oil

3. Modified by a base with instrumental case marker-dwara or –re.

Example:

Machin re buna-machine woven

4. Ablative case marker-ru.

Ex.bilata ru feranta-foreign from return

5. Genitive case marker-ra

Example:

phala ra rasa- fruit of juice

6. Words joining two parts in forming a compound are deleted

Example:

Suna tiari hara- gold made chain

The other type of compounds is coordinate compound as the bases are joined by o/au

Example:

poka o joka-worm and leech

When the bases of a compound lose their independent meanings and refer to a new meaning called idiomatic compounds. Example: akasa-sky-ganga-river=akasaganga-milky-way

Generally, compounds should be understandable and clear to the user. Overly long or complex compounds should be avoided by verbally expressing the relationship among the various compound components. Keep in mind that unintuitive compounds are ultimately an intelligibility and usability issue.

English examples	Odia example
Internet Accounts	(+) ଇନ୍ଟରନେଟ୍ ଆକାଉଣ୍ଡସ୍
Logon script processing	(+) ଲଗଅନ୍ ସ୍କ୍ରିପ୍ ପ୍ରକ୍ରିୟାକରଣ
Internet News Server Name	(+) ଇନ୍ଟରନେଟ୍ ସମ୍ବାଦ ସର୍ଭର ନାମ

This section contains the following topics:

- Compounds with Product or Component Names
 - Compounds with Acronyms, Abbreviations or Numerals

Compounds with Product or Component Names

The compounds below contain both, product and component names. The product names are marked in red. Product names are usually trademarked and, therefore, must remain unchanged. Additions to a product or component name are added with a hyphen or, if that is not appropriate, you need to create a periphrastic construction.

English example	Odia example
Windows password	(+) Windows ପାସ୍‌ସ୍ଵାର୍ଡ୍
Microsoft Word document	(+) Microsoft Word ଲିଖିତ ପ୍ରମାଣପତ୍ର
Microsoft SQL Server Database	(+) Microsoft SQL Server ଡାଟାବେସ୍
Microsoft Dynamics product family	(+) Microsoft Dynamics ଉପାଦ ପରିବାର

Compounds with Acronyms, Abbreviations or Numerals

The compounds below contain either an abbreviation or a numeral followed by a component name. The Odia example below shows how such constructions should be translated.

English example	Odia example
USB drive	(+) USB ଡ୍ରାଇଭ୍
3D Maps	(+) 3D ମାନଚିତ୍ର
24-bit color value	(+) 24 ବିଟ୍ ରଙ୍ଗ ମାନ
absolute URL	(+) ସଂପୂର୍ଣ୍ଣ URL

4.1.6 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.

en-US old use of conjunctions	en-US new use of conjunctions	
As <product> gains features, there is a risk that older content may not display correctly.	But because of these features older content may not display correctly.	
en-US source text	or-IN old use of conjunctions	or-IN new use of conjunctions
While data are saved on storage, it is not possible to add a new reader.	ଡାଟା ଷ୍ଟୋରେଜରେ ସଞ୍ଚୟ କରାଯାଉଥିବା ବେଳେ, ଏକ ମୁଢନ ପାଠକ ଯୋଡ଼ିବାକୁ ଏହା ସମ୍ଭବ ନୁହେଁ ।	ଯେତେବେଳେ ଡାଟା ଷ୍ଟୋରେଜରେ ସଞ୍ଚୟ କରାଯାଉଥିବା ବେଳେ, ଏକ ମୁଢନ ପାଠକ ଯୋଡ଼ିବାକୁ ଏହା ସମ୍ଭବ ନୁହେଁ ।
While the document is open, it is not possible to create a copy.	ଡକ୍ଟ୍ରୁମେଣ୍ଟ ଖୋଲା ରହିଥିବା ଯୋଗୁଁ କପି କରିବା ସମ୍ଭବ ନୁହେଁ ।	ଡକ୍ଟ୍ରୁମେଣ୍ଟ ଖୋଲା ରହିଥିବା ବେଳେ, କପି କରିବା ସମ୍ଭବ ନୁହେଁ ।
While your computer is being updated, you can keep working.	ଆପଣଙ୍କର କମ୍ପ୍ୟୁଟର ଅଧ୍ୟତନ କରୁଥିବା ସମୟରେ ଆପଣ କାର୍ଯ୍ୟ ଜାରି ରଖିପାରିବେ ।	ଆପଣଙ୍କର କମ୍ପ୍ୟୁଟର ଅଧ୍ୟତନ ହେଉଥିବା ବେଳେ, ଆପଣ କାର୍ଯ୍ୟ ଜାରି ରଖି ପାରିବେ ।

4.1.7 Gender

In Odia, gender is not grammatical. Moreover, only animate subjects in Odia distinguish gender. Gender is indicated by sex and it is distinguished in these different ways either with some qualifying terms, or using different words or by using suffix as elaborated.

You should always recognize your audience's sensitivity to male and female stereotypes. Instead of stressing gender differences or reinforcing stereotypical distinctions between men and women, use language that is as neutral as possible. The neutral approach also applies to the localization of scenarios, comparisons, examples, illustrations, and metaphors.

Create a balance when assigning roles and functions to men and women (active vs. passive roles, leading vs. secondary roles, technical vs. non-technical professions, and so on). Scenarios, pictures, metaphors, and comparisons should be based on areas and attributes common to both genders.

Instead of using phrases which mention the two genders separately, use a general term that includes both genders such as "people," "users," or "persons."

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. In cases where a reference to a single person is impossible to avoid, do not use "he or she," "him or her," or "his or hers." The language in Microsoft products should sound natural, as if part of a spoken conversation. Also, generally avoid the use of slashes to combine both genders (although sometimes exceptions are made—see table below).

Use the following strategies to avoid the use of overtly gender-based expressions:

Linguistic method	Example	Context
Use a neutral noun	(+) ବ୍ୟକ୍ତି,ନେତା, ଗୋଷ୍ଠୀ ନେତୃତ୍ବ,ଦକ୍ଷ,କର୍ମଚାରୀ,ବ୍ୟବହାରକାରୀ	Concept descriptions, explanations
Combined both genders by one common word	(+) ଏସ୍	Only in exceptional cases such as License Terms, sometimes in tables (headers or column/row titles, for example)

Rephrasing Recommendations

Odia language doesn't distinguish gender on noun and pronouns. In Odia, there is no grammatical gender, Odia has only lexical gender.

For example-

1) Noun-Buddha (ବୁଦ୍ଧ) -budhhi (ବୁଦ୍ଧୀ), Abhinetaa (ଅଭିନେତା)-Abhinetri (ଅଭିନେତ୍ରୀ), Sikhyaka-sikhyayitri (ଶିକ୍ଷକ-ଶିକ୍ଷୟିତ୍ରୀ), (Lexically gender is changed)

2) Adjective-Sundara-sundari, ସୁନ୍ଦର- ସୁନ୍ଦରୀ

The nouns that have lexical gender don't change in pronoun. Pronouns don't change in gender.

- A custom dictionary can only be used by the user who created it.
- A custom dictionary can only be used by the person who created it.
- (+) ଗୋଟିଏ କଣ୍ଠମ ଡିକ୍ଷନାରୀ ଉପଭୋକ୍ତା ଦ୍ୱାରା ବ୍ୟବହୃତ ହୋଇପାରିବ କେବଳ ଯିଏ ଏହାକୁ ସୃଷ୍ଟି କରିଛି ।
- (+) ଗୋଟିଏ କଣ୍ଠମ ଡିକ୍ଷନାରୀ ସେହି ବ୍ୟକ୍ତି ଦ୍ୱାରା ବ୍ୟବହୃତ ହୋଇପାରିବ କେବଳ ଯିଏ ଏହାକୁ ସୃଷ୍ଟି କରିଛି ।

- All users who use this feature.
- All who use this feature.
- (+) ସମସ୍ତ ଉପଭୋକ୍ତା ଯେଉଁମାନେ ଏହି ପିଚରକୁ ବ୍ୟବହାର କରୁଛନ୍ତି ।
- (+) ସମେଷ୍ଟ ଯେଉଁମାନେ ଏହି ପିଚରକୁ ବ୍ୟବହାର କରୁଛନ୍ତି ।

- Even if you are not a statistician, Microsoft Excel offers you...
- Even if you understand little about statistics, Microsoft Excel offers you...
- (+) ଯଦିଓ ଆପଣ ଜଣେ ପରିସଂଖ୍ୟାନବିଭ ମୁହଁତ, ମାଇକ୍ରୋସଫ୍ଟ ଏବଳ ଆପଣଙ୍କୁ ସୁଯୋଗ ଦେଉଛି... ।
- (+) ଯଦି ଆପଣ ଅଛ କିଛି ପରିସଂଖ୍ୟାନ ବୁଝିପାରୁଛନ୍ତି, ମାଇକ୍ରୋସଫ୍ଟ ଏବଳ ଆପଣଙ୍କୁ ସୁଯୋଗ ଦେଉଛି... ।

- Some of the best snapshots could be made because the photographer...
- Some of the best snapshots could be made because the person who took the photo...
- (+) କେତେକ ଭଲ ଛାଯାଚିତ୍ର ପ୍ରସ୍ତୁତ ହୋଇପାରିବ କାରଣ ଫଣୋଗ୍ରାଫର... ।
- (+) କେତେକ ଭଲ ଛାଯାଚିତ୍ର ପ୍ରସ୍ତୁତ ହୋଇପାରିବ କାରଣ ସେହି ବ୍ୟକ୍ତି ଯିଏକି ଫଣୋ ନେଉଛନ୍ତି... ।

- If you have fun, your friends and relatives will be...
- If one is having fun, friends and relatives will be...
- (+) ଯଦି ଆପଣ କୌତୁକିଆ ଅଚନ୍ତି, ଆପଣଙ୍କର ସାଙ୍ଗ ଓ ସମ୍ପର୍କୀୟମାନେ ହେବେ... ।
- (+) ଯଦି ଜଣେ କୌତୁକିଆ ଅଚନ୍ତି, ସାଙ୍ଗ ଓ ସମ୍ପର୍କୀୟମାନେ ହେବେ... ।

- Create an appealing and secure shopping environment for your customers.
- Create an appealing and secure shopping environment for your clientele.

- (+) ଆପଣଙ୍କର ଗ୍ରାହକମାନଙ୍କ ପାଇଁ ହୃଦୟଗ୍ରାହୀ ଓ ସୁରକ୍ଷିତ କିଶାବିକା ପରିବେଶ ସୃଷ୍ଟି କରନ୍ତୁ ।
- (+) ଆପଣଙ୍କର ଗ୍ରାହକମାନଙ୍କ ପାଇଁ ହୃଦୟଗ୍ରାହୀ ଓ ସୁରକ୍ଷିତ କିଶାବିକା ପରିବେଶ ସୃଷ୍ଟି କରନ୍ତୁ ।

4.1.8 Genitive

There are six cases in Odia: nominative, accusative, genitive, instrumental, ablative and locative.

Genitive- -ro

(+) Ex.-ଆଜର,ମାନଙ୍କର, ତାଙ୍କର (in plural, honorific)

The Genitive is adjectival in function and is realized as -ro in singular and as -nko/-nko-ro in plural. The noun in genitive case is always in collocation with other nouns and generally means "possession." The oblique base of the pronouns serves as the base for all other cases and function as genitive in isolation.

The oblique base for the pronouns is

1st singular-mo:

2nd singular-to

3rd singular-ta

1st plural-amo

2nd plural-tume

3rd plural-se-mano-nko

Examples of the genitive pronouns in adjective position,

(+) 1-ei-ta mo ghoro

This is my house

However, the oblique base may also take the case marker to emphasize the relation,

2-ei-ta mo: - ro ghoro (tumoro nuhe) this is my house (not yours)

Some examples. Of sombadho-

(+) ୧-ଜନ୍ୟକଳନକ ସମ୍ବନ୍ଧ-ଗାଇର ବାହୁଦୀ, ବାହୁଙ୍କ ଚଷମା।

(+) ୨-ସେବ୍ୟସେବକ ସମ୍ବନ୍ଧ- ପ୍ରତ୍ୱଙ୍କ ଭୃତ୍ୟ

(+) ୩-ଆଧାର ଆଧୋୟ ସମ୍ବନ୍ଧ- ପ୍ରତ୍ୱଙ୍କ ଭୃତ୍ୟ

(+) ୪-ଅଙ୍ଗାଙ୍ଗୀ ଭାବ ସମ୍ବନ୍ଧ- ଗଛର ପଡ଼

(+) ୫- କାର୍ଯ୍ୟକାରଣ ସମ୍ବନ୍ଧ- ପାପର ଫଳ, ନିର୍ମାଣ ପରିହାସ

(+) ୬-ପରସର୍ଗ ସମ୍ବନ୍ଧ- ପିତାଙ୍କ ବିନା।

(+) ୭-ରୂପକ ସମ୍ବନ୍ଧ- ଜ୍ଞାନର ଆଲୋକ

(+) ୮-ବ୍ୟାପ୍ତି ସମ୍ବନ୍ଧ- ବୁଲ ଘଣ୍ଟାର କାମ

(+) ୯-ବିଧେୟ ସମ୍ବନ୍ଧ- ମୁଁ ତାଙ୍କୁ ସେଠିକି ଯାଇଥୁବାର ଦେଖୁଥିଲି

(+) ୧୦-ବିଶେଷଣ ସମ୍ବନ୍ଧ- ଗୁଣର ପିଲା।

(+) ୧୧-ନିର୍ଦ୍ଦେଶ ସମ୍ବନ୍ଧ- ଉପେନ୍ଦ୍ରଭଙ୍ଗ ପରବର୍ତ୍ତୀ କବିମାନଙ୍କର ଅନୁକରଣୀୟ

(+) ୧୨-ନିମିତ୍ତାର୍ଥ ସମ୍ବନ୍ଧ- ଅର୍ଥର ନିମିତ୍ତ, ପୁଣ୍ୟର ନିମିତ୍ତ

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

Example: Microsoft Office Word = It is protocol to write as "Microsoft Office Word," not as Microsoft Office Word's.

Convention 2 Lifeless materials like umbrella, table, etc. do not come under the principle.

Example: The leg of the table = It is protocol to write as "The leg of the Table," not as Table's leg. The localization of the above example is "ଟେବୁଲର ଗୋଡ଼," not as "ଟେବୁଲ'ର ଗୋଡ଼." Another example: The hand of the umbrella = It is protocol to write as "The hand of the umbrella," not as "Umbrella's hand." The localization of the particular source is "ଉଡାର ମୁଁ," not as "ଉଡା'ର ମୁଁ."

4.1.9 Localizing colloquialism, idioms, and metaphors

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

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

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

4.1.10 Modifiers

Modifiers are words, phrases, or clauses that provide description in sentences. Modifiers allow writers to take the picture that they have in their heads and transfer it accurately to the heads of their readers. In Odia, adverbs and adjectives prototypically function as modifiers, but they also have other functions. Moreover, other constituents can function as modifiers as the following examples show:

(1) Adjectives modifiers:

(+) The file selected is either too big or too small

(ମନୋନିତ ଫାଇଲ ବହୁତ ବଡ଼ କିମ୍ବା ବହୁତ ଛୋଟ ଅଛି)

(2) Adverbs modifiers:

(+) Windows automatically archived this message.

(Windows ସ୍ଵତଃପୂର୍ବରେ ଏହି ବାର୍ତ୍ତା ସଂରୂପିତ ହୋଇଛି।)

Without modifiers, sentences would be no fun to read. Carefully chosen, well-placed modifiers allow you to depict situations with as much accuracy as words will allow.

4.1.11 Nouns

General considerations

Many languages differentiate between different noun classes based on features such as animacy, shape, gender, and so on. English loan words must be integrated into the noun class system of your language. When faced with an English loan word not previously used in Microsoft products, consider the following options:

- **Motivation:** Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of your language? Yes, but not always in Odia.
- **Analogy:** Is there an equivalent Odia term that could be used to justify the noun class the noun gets assigned to?
Yes in Odia analogy refers to partial similarity and it is noun.
- **Frequency:** Is the term used in other technical documentation? If so, what noun class is it assigned to most often? The Internet may be a helpful reference here.

English example	Odia example
Delete it from server.	(+) Server ରୁ ଏହାକୁ ଡିଲିଟ୍ କରନ୍ତୁ ।
Enter a password to log into the server	(+) Server କୁ ପ୍ରଦେଶ କରିବା ପାଇଁ ଗୋଟିଏ ପାସ୍‌ୱୋର୍ଡ ଲଗ୍ କରନ୍ତୁ
DNS cannot resolve the server IP address	(+) DNS ଠିକଣାକୁ ସମାଧାନ କରିପାରିବ ନାହିଁ server IP
Verify the name of the server's certificate	(+) Server ପ୍ରମାଣପତ୍ରର ନାମ ଯାଞ୍ଚ କରନ୍ତୁ

Inflection

The examples below show how English loanwords inflect for number in Odia.

English example	Odia example
Clients	(+) କ୍ଲାଇନ୍ସେ
Websites	(+) ଓେବସାଇଟ୍
Downloads	(+) ଡାଉନଲୋଡ୍

English example	Odia example
Proxys	(+) ପ୍ରୋକ୍ସିସ୍
Administrators	(+) ଆଡମିନିଷ୍ଟ୍ରେଟର୍ସ

Plural Formation

In Odia, the plural is generally formed from the singular noun by adding suffixes.

Example: (+) ଫାଇଲ୍‌ଗୁଡ଼ିକ, ବ୍ୟବହାରକାରୀଗଣ, ଫୋଲ୍‌ଡ୍ରାଫ୍‌ଗୁଡ଼ିକ

4.1.12 Prepositions

Be aware of proper preposition use in translations. Many translators, influenced by the English language, omit a preposition 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.

en-US old use of prepositions	en-US new use of prepositions
Developers can go to the application management site to find the apps for which they are looking.	Developers can go to the application management site to find the apps they are looking for.

en-US source text	or-IN old use of prepositions	or-IN new use of prepositions
Developers can go to the application management site to find the apps for which they are looking.	ଡେଭଲପରକାରୀ, ସେମାନେ ଚାହୁଁଥିବା ଆୟୁକେସନ୍‌ଗୁଡ଼ିକ ସନ୍ଧାନ କରିବାକୁ ଆୟୁକେସନ୍ ପରିଚାଳନା ସାଇରକ୍ବୁ ଯାଇ ପାରିବେ ।	ଡେଭଲପରକାରୀଗଣ ସେମାନେ ଆବଶ୍ୟକ କରୁଥିବା ଆୟୁକେସନ୍‌ଗୁଡ଼ିକ ପାଇଁ ଆୟୁକେସନ୍ ପରିଚାଳନା ସାଇରକ୍ବୁ ଯାଇ ପାରିବେ ।

4.1.13 Pronouns

Odia language has a distinctive "Script" which cannot be easily confused with any other Indian languages. So, a text written in Odia script can very well be recognized as Odia text to a person who knows the script/ language. Some of the marked features of Odia language is found in its pronouns and verbs which easily tell that the language is nothing but Odia. For example, ଆପଣ, ଆପଣଙ୍କର, ଆସମାନେ, ଆସମାନଙ୍କର, ତମେ, ସେମାନେetc. are very common and well-known Odia pronominal forms. Similarly, ଖାଉଛି, ଯାଉଛନ୍ତି, କରିଛନ୍ତି, ଶୁଣିଥୁଲି, ଘିରି, ଦେଖୁବ, ଆଣିଆନ୍ତି, ଆସିଆନ୍ତେ etc. are very known Odia verb form types.

Though Bangla and Assamese are two neighboring languages of Odia and are its sister languages too, Odia language due to its own flavor, cannot be confused with the neighboring or any of the other Indian languages. But we can say that there is intelligibility between Bangla and Odia language which in no way create any hindrance in recognizing Odia as a separate and distinct language.

Example: (+) ଆପଣ, ଆପଣଙ୍କର, ଆସମାନେ, ଆସମାନଙ୍କର, ତମେ, ସେମାନେ

4.1.14 Punctuation

Bulleted lists

In Odia, the sign of bulleted lists is the same as in English.

Comma

" ; " used as a separator when several names or items are written consecutively and also short pauses.

The comma perhaps the most versatile of the punctuation marks indicates the smallest interruption in continuity of thought or sentence structure. There are a few rules governing its use that have become almost obligatory. Aside from these, the use of comma is mainly a matter of good judgement.

Colon

In Odia, the sign of colon is the same as in English.

" :" is usually used after an interjection or exclamation to indicate strong feeling.

Example: (+) Microsoft ଅନୁମୋଦନ କରୁଛି ଯେ ଉପଭୋକ୍ତା ଗଣ 1280 x 1024 କିମ୍ବା 1280 x 800 ର ଏକ ସର୍ବନିମ୍ନ ସ୍ତରର ରିଜୋଲ୍ୟୁସନ ଚର୍ଚ ଅନ୍ କରନ୍ତୁ:

Dashes and Hyphens

Three different dash characters are used in English:

Hyphen

The hyphen (-) is used to divide words between syllables, to link parts of a compound word, and to connect the parts of an inverted or imperative verb form. In Odia, the sign of hyphen is the same as that in English.

Example: (+) ଇ-ମେଲ୍, ଡ୍ରାଫ୍-ଡାଉନ୍

En Dash

The n-dash (–) [Alt+0150] is used to structure the sentence – to indicate a clause which sums up the previous clauses – and to divide it in a clearer way. It is used as a minus sign (space before numeral: 225 – 17), for negative values (no space before numeral, e.g. –9 °C) and number ranges (e.g. page numbers; 1–10).

Em Dash

Em dash is not used in standard form of writings.

Ellipses (Suspension Points)

The use of ellipses is identical, not specific, no protocol exists for its use. When writings such as story, novel and other literature remained incomplete in one edition or chapter, and it is expected to be published in the next version, at the end of the said writing, it is written as Continue (କ୍ରମଶ୍ୟ...).

Example: (+) ଆଇକନ୍ ପରିବର୍ତ୍ତନ କରନ୍ତୁ...

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

It is not used in every case, only when the writings are remained incomplete, and the ruminants are expected to be placed later in the next page or chapter or edition or version that should be used with words like continue/so on... (କ୍ରମଶ୍ୟ/ଏହିପରି...). In exceptional cases, when space factor exists and there is lots of contents to be included,

ellipses (...) are used. The above should be kept in mind while using ellipses, but its use is specific.

Example:

US English	Odia target	Comment
Continue....	କ୍ରମଶଃ...	When writings such as story, novel and other literature remained incomplete in one edition or chapter

Period

A punctuation mark (.) indicating a full stop, placed at the end of declarative sentences and other statements thought to be complete, and after many abbreviations.

Example: (+) ମୋତେ ପୁନର୍ବାର ଏହି ପ୍ରୋଗ୍ରାମ୍ ପାଇଁ ସତର୍କତା ଦେଖାନ୍ତୁ ନାହିଁ.

Going around, way around, going around in a circle, circuit," and with regard to time, "cycle or period of time," referred in rhetoric to a group of words organically related in grammar and sense.

Odia has its own full stop mark: (ି). A punctuation mark (ି) indicating a full stop, placed at the end of declarative sentences and other statements thought to be complete.

General rule of full stop

Rule#1: Always use the local version of (ି) between adjoining messages, e.g., where a string comprises two sentences or phrases.

Rule#2: Usual practice is to end a long sentence or punctuated sentence with a local version full stop. For translation purpose, it is advisable to exactly follow English and just replace full stop with its local version wherever it occurs.

Full stop instruction by design types

Punctuation should generally be used according to normal English grammar. This means that any full sentence, whether it contains full or reduced grammar, should have a final full-stop (or any punctuation).

Sentence fragments: headers, button names, menu items, and other text that is not a complete sentence should not have a full-stop/exclamation mark/question mark (except some TTS strings and single-word past-tense strings/sentences in Tizen noti-pops).

Strings with the design type "NPBODY" should never have a full-stop even if they are a full sentence.

Full stop location with parentheses

The full stop should belong inside parenthesis when they are used to enclose an independent sentence. When enclosed matter comes at the end of an including sentence, the period should be placed outside the parentheses.

Quotation Marks

Please follow the following basic rules for the use of quotation marks in Odia.

In Odia, quotation marks or inverted commas (informally referred to as quotes and speech mark) are punctuation marks used in Odia writing style.

In Odia, there are two quotation marks. One is single inverted ('... ') commas or another one double inverted commas ("... ").

In Odia, it is called ଉତ୍ତ୍ରୁତି ଚିହ୍ନ/udhruti chinnha/. They come as a pair of opening and closing marks in either of two styles: single ('....') or double ("...")

" ... ", '...' =these are two types of mark.

"..." used to denote either speech or a quotation.

'...' Used to denote either speech or a quotation.

Parentheses

Parentheses or brackets are used to enclose an independent sentence, the period belongs inside. When enclosed matter comes at the end of an including sentence, the period should be placed outside the parentheses or brackets:

Example: florelli instead on rewriting the paragraph. (I had encountered this intransigence on another occasion.)

4.1.15 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.

en-US long form	en-US sentence fragment	
Use the following steps.	Here's how	
en-US source text	or-IN long form	or-IN sentence fragment
For more information, visit:	ଅଧ୍ୟକ୍ସ ସୁଚନା ପାଇଁ, ଭ୍ରମଣ କରନ୍ତୁ:	ଅଧ୍ୟକ୍ସ ସୁଚନା ଏଠାରେ ରହିଛି:
Select the account which...	ସେହି ଏକାଉଷ୍ଣକୁ ଚିନ୍ତନ କରନ୍ତୁ ଯାହା...	ସେହି ଏକାଉଷ୍ଣ ଚିନ୍ତନ କରନ୍ତୁ ଯାହା..
Select the object you want to change.	ଆପଣ ପରିବର୍ତ୍ତନ କରିବାକୁ ଚାହୁଁଥିବା ଅବଜେଳ୍କ ଚିନ୍ତନ କରନ୍ତୁ ।	ପରିବର୍ତ୍ତନ ପାଇଁ ଅବଜେଳ୍କ ଚିନ୍ତନ କରନ୍ତୁ ।

4.1.16 Subjunctive

In general, the subjunctive is a verb mood that is used to express an action or state of being in the context of the speaker's reaction to it. Frequently, sentences that contain a subjunctive verb are used to express doubt, uncertainty, denial, desire/wish, commands, reactions or a strong emotional attitude to the clause containing the subjunctive verb.

In Odia, Subjunctive mood also specifically associated with the past tense + hoithante (ହୋଇଥାନ୍ତେ) ।

Example: (+) If my father was a teacher, he would teach me. (ଯଦି ମୋ ବାପା ଜଣେ ଶିକ୍ଷକ ହୋଇଥାନ୍ତେ ତେବେ ସେ ମୋତେ ପଠା ପଡ଼ାଇଥାନ୍ତେ ।)

4.1.17 Symbols & non-breaking spaces

A symbol is something such as an object, picture, written word, sound, or particular mark that represents something else by association, resemblance, or convention.

Example:

Symbol	Meaning of the symbol
😊	ହସ୍ତ
☀️	ସୂର୍ଯ୍ୟ
❤️	ପ୍ରେମ
=D>	ଡାଳି ମାରିବା
♀	ପୁରୁଷ
♪	ସଙ୍ଗୀତ

The non-breaking space is also known as a hard space or fixed space. In HTML non-breaking space is created by replacing the space with " "

Example: (+) &nbs‌ଲୋଡ଼ କରୁଛି...

4.1.18 Verbs

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

Sometimes an English verb can be used as loan word in the target language. Such loan words usually follow the syntactic and morphological rules of the target language. For the sake of exposition, let us assume that the verbs in red below are not translated in Odia.

Example:

English example	Odia examples	Odia examples	Odia examples
chat	(+) ଚାଟ କରିବା	(+) ଚାଟ କଲି	(+) ଚାଟ କରୁଛି
crawl	(+) କ୍ରଳ କରୁଛି	(+) କ୍ରଳ କରିବା	(+) କ୍ରଳ କରିବା
debug	(+) ଡିବର୍ଗ କରିବା	(+) ଡିବର୍ଗ କରିବା	(+) ଡିବର୍ଗ କରିବା

Continuous operations are usually expressed in English with a gerund, which should be translated into Odia.

Example: Send—Sending (ପ୍ରେରଣ – ପ୍ରେରଣ କରୁଛି), Edit—Editing (ସଂପାଦନ – ସଂପାଦନ କରୁଛି), Delete—Deleting (ବିଲୋପ – ବିଲୋପ କରୁଛି).

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

5.1 Accessibility

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

Hardware and software components engage a flexible, customizable user interface, alternative input and output methods, and greater exposure of screen elements. Some accessible products and services may not be available in Odia-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.

There are no specific rules for Odia regarding trademarking of the applications, product, and features.

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	Odia target
WCAG 6.2	WCAG 6.2

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

Translation of Version Strings

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

Version strings that contain copyright information should always be translated.

Example:

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

5.3 Trademarks

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

5.4 Software considerations

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

5.4.1 Arrow keys

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

5.4.2 Error messages

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

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

English Term	Correct Odia translation
Something went wrong.	କିଛି ଭୁଲ ହୋଇଛି।
Not enough memory to process this command.	ଏହି ନିର୍ଦ୍ଦେଶ ପ୍ରକ୍ରିୟାରତ କରିବାକୁ ପର୍ଯ୍ୟାୟ ମେମୋରୀ ନାହିଁ ।

Odia 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.

In Odia language, there is not a specific style for error messages. Main principles for translation are clarity, comprehensibility, and consistency.

Example:

English	Translation
Can't rename "Pictures" because a file or folder with that name already exists	(+) "ଛବି" ପୁନଃନାମ କରିପାରିବ ନାହିଁ କାରଣ ଏକ ଫାଇଲ୍ କିମ୍ବା ଫୋଲ୍ଡର ସେହି ନାମର ପୂର୍ବରୁ ବିଦ୍ୟମାନ ରହିଛି

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.

The following table provides US-English examples of inconsistent error messages and their corresponding, standardized Odia:

English phrase	English example	Odia example
Cannot Could not	File could not be found File cannot be found	(+) ଫାଇଲ୍ ଖୋଲିହେବ ନାହିଁ
Failed to... Failure of...	Failed to connect Failure to connect	(+) ସମ୍ପର୍କ ପାପନ କରିବାରେ ବିପାଳ ହେଲା
Cannot find... Could not find... Unable to find... Unable to locate...	Cannot find driver software Could not find driver software Unable to find driver software Unable to locate driver software	(+) ଡ୍ରାଇଭର ସଫ୍ଟୱେର ଖୋଜିପାରୁ ନାହିଁ
	Not enough memory Insufficient memory There is not enough memory There is not enough memory available	(+) ଯଥେଷ୍ଟ ମୋମୋରି ନାହିଁ
... is not available ... is unavailable	The command is not available The command is unavailable	(+) ନିର୍ଦ୍ଦେଶ ମିଳୁ ନାହିଁ

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."

Error messages contain placeholder text that will be filled in by the operating system when the message is shown to users. The following table provides examples of error messages with placeholder text, and the final error messages that users will see:

Placeholders in English error messages	Final error message text that users will see
%d minute(s) remaining	3 minute(s) remaining
Dialing %s...	Dialing business phone
The disk in drive %c: cannot be formatted.	The disk in drive C: cannot be formatted.

When localizing error messages containing placeholders, find out what text will replace the placeholder when the user sees the error message. This process is necessary because you must ensure the resulting sentence will be grammatically correct when the placeholder is replaced with a word or phrase. Most source strings have instructions that detail what text will replace the placeholder.

In Odia, the numeral place holders typically precede the noun.

English examples	Odia examples
in %d days	(+) %d ଦିନରେ
%d minutes	(+) %d ମିନିଟ୍‌ରେ

The letters and symbols used in placeholder text convey a specific meaning. Please refer to the following table for examples of placeholder text and corresponding error message text that users will see.

Placeholder text	Error message text that users will see
%d, %ld, %u, and %lu	Number (such as 3 or 512)
%c	Letter (such as "f" or "s")
%s	String (such as "Click here to continue.")
"Checking Web %1!d! of %2!d!"	"Checking Web <number> of <number>"
"INI file "%1!-.200s!" section"	"INI file "<string>" section"

If your language has agreement between adjectives and nouns, and the noun is a placeholder, it can be important to know what exact string will be in the placeholder, so that a preceding adjective can be inflected accordingly. The wording of most source strings has already been adjusted to avoid such localization issues and a syntactic construction has been chosen in which a placeholder is not modified by an adjective. However, be mindful of such issues when localizing software. In some languages there is also agreement between a noun subject and the verb. If your language has syntactic agreement, try to reword the translation to avoid a potentially ungrammatical sentence.

English example	Message User will see	Odia example
Replace invalid %s?	Replace invalid data? Replace invalid file?	(+) ଅବେଳା କରିବାକାରୀ କରିବାକାରୀ ?
%s already exists	File already exists Name already exists	(+) ଫାଇଲ୍ ପୂର୍ବରୁ ରହିଛି ନାମ ପୂର୍ବରୁ ରହିଛି
%s is now set as your personal contact.	Regina is now set as your personal contact Mr. Kim is now set as your personal contact	(+) ଆପଣଙ୍କର ବ୍ୟକ୍ତିଗତ ଠିକଣାରେ %s ବର୍ତ୍ତମାନ ସେଇ ହୋଇଛନ୍ତି ।

English example	Message User will see	Odia example
%s stopped working and was closed	The application stopped working and was closed The program stopped working and was closed	(+) %s କାର্য୍ୟ କରିବା ବନ୍ଦ କରିଛି ଏବଂ ବନ୍ଦ ହୋଇଯାଇଛି

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).

Names of the keys appearing on keyboard should not be translated.

Key Names

English Key Name	Odia Key Name
Alt	Alt
Backspace	Backspace
Break	Break
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete
Down Arrow	ନିମ୍ନ ତୀର
End	End
Enter	Enter
Esc	Escape
Home	Home

English Key Name	Odia Key Name
Insert	Insert
Left Arrow	ବାମ ତୀର
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	ଡାହାଣ ତୀର
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	ସେସବାର
Tab	Tab
Up Arrow	ଉପର ତୀର
Windows key	Windows କୀ
Menu Key	ମେନ୍‌ଯୁ କୀ
Print Screen	Print Screen

5.4.4 Keyboard shortcuts

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

Examples:

New

Cancel
Options

"Keyboard shortcuts" are a combination of keys such as ALT+F or Ctrl+S that move the focus to a menu, command, or control, without using the mouse.

Odia is the Language spoken in Orissa and in parts of Northern Andhra Pradesh and West Bengal.

Odia follows InScript keyboard. Odia has a lot of influence from Bengali as well as from Dravidian languages. This makes it unique and characteristic. Odia is supported by several phonetic editors, transliteration software, and text editors.

Odia is supported by several mail websites such as oriyamail.com, search engine such as oriyanet.com and several other websites.

ODIA INSCRIPT KEYBOARD:



Suggestion: Not to Localize

- Even if localized, it would not be consistent with other Indic languages.
- It has a lot of transliteration support in the native search engines, text editors and mail websites that keyboard is not much used except for desktop publishing company purposes.

Soft keyboards are used alternatively for cases of transliteration complexity problems.

The following table lists special options for keyboard shortcuts in US-English interfaces and describes whether each option is allowed in Odia:

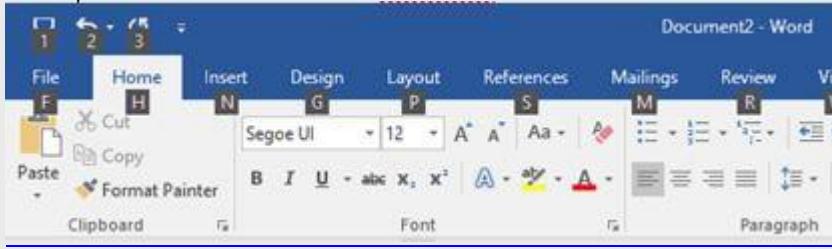
Keyboard shortcuts special options	Usage: Is it allowed?	Notes
"Slim characters," such as l, l, t, r, f can be used as keyboard shortcuts	Yes	But Odia characters cannot be termed as "slim" compared to the Roman ones.
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	No	Odia characters are written not simply with down stroke but having a kind of downward movement.
Extended characters can be used as keyboard shortcuts	No	Odia conjuncts which are combinations of two consonants cannot be used as keyboard shortcuts. We are not considering Odia simple letters (e.g. ଙ,ଙ୍କ etc.) as extension of some other simple letters.
An additional letter, appearing between brackets after item name, can be used as keyboard shortcuts	No	Such additional letters, if at all occur, cannot be used as keyboard shortcuts.
A number, appearing between brackets after item name, can be used as keyboard shortcut	Yes	Numbers can be used as keyboard shortcuts.
A punctuation sign, appearing between brackets after item name, can be used as keyboard shortcut	No	Punctuation marks are not needed to be used as keyboard shortcuts as there are many clear and simple letters which can be used for that purpose.
Duplicate keyboard shortcuts are allowed when no other character is available	Yes	It can be allowed. With the instruction from MS.
No keyboard shortcut is assigned when no more characters are available (minor options only)	No	No, it cannot be assigned.

Additional notes: The following table lists the keyboard shortcuts that are permissible in Odia. Please note that only single stroke characters can be used. In Odia, there are

only 19 (nineteen) single stroke characters, so numbers are also allowed to be used as keyboard shortcut.

Keyboard shortcut character	Preferred or allowed?	Case-sensitive?
ବ, ହ୍ର, ଗ, ଦ, ଜ୍, ତ୍, ପ, ର, କ୍, ତ୍, ଚ୍, ଟ୍, ଯ୍, ମ୍, ନ୍, ବ୍, ଲ୍, ସ୍, ଯ୍	Preferred	False
0, 1, 2, 3, 4, 5, 6, 7, 8, 9	Allowed	False

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	A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly. Example: F in Alt+F Example in UI localization: H&ome In keyboard shortcuts, most access keys are used with the Alt key.
key tip	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. 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.

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	Odia Command	Odia Shortcut key
General Windows Shortcut keys			
Help window	F1	ସହାୟତା ଖିଣ୍ଡେ	F1
Context-sensitive Help	Shift+F1	ପାଠ୍ୟ-ସେନ୍ସିଟିଭ ସହାୟତା	Shift+F1
Display pop-up menu	Shift+F10	ପପ-ଆପ ମୋର୍ଯ୍ୟ ପ୍ରଦର୍ଶନ	Shift+F10
Cancel	Esc	ବାତିଲ୍	Esc
Activate\Deactivate menu bar mode	F10	ମୋର୍ଯ୍ୟ ଦଣ୍ଡିକା ମୋଡ୍ ସକ୍ରିୟ/ନୀତିୟ କରନ୍ତୁ	F10
Switch to the next primary application	Alt+Tab	ପରବର୍ତ୍ତୀ ପ୍ରାଥମିକ ଆପ୍ଲିକେସନ୍‌କୁ ସୁଲଭ କରନ୍ତୁ	Alt+Tab
Display next window	Alt+Esc	ପରବର୍ତ୍ତୀ ଖିଣ୍ଡେ ପ୍ରଦର୍ଶନ କରନ୍ତୁ	Alt+Esc

US Command	US English Shortcut Key	Odia Command	Odia Shortcut key
Display pop-up menu for the window	Alt+Spacebar	ଓଡ଼ିଆ ପାଇଁ ପଡ଼-ଅପ ମୋନ୍ୟ ପ୍ରଦର୍ଶନ କରନ୍ତୁ	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	ସକ୍ରିୟ ଶିଶୁ ଓଡ଼ିଆ ପାଇଁ ପପ-ଅପ ମୋନ୍ୟ ପ୍ରଦର୍ଶନ କରନ୍ତୁ	Alt+-
Display property sheet for current selection	Alt+Enter	ବର୍ତ୍ତମାନ ଚଯନ ପାଇଁ ଗୁଣଧର୍ମ ସିର ପ୍ରଦର୍ଶନ କରନ୍ତୁ	Alt+Enter
Close active application window	Alt+F4	ସକ୍ରିୟ ଆପ୍ଲିକେସନ୍ ଓଡ଼ିଆ ବିଷ କରନ୍ତୁ	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	ଆପ୍ଲିକେସନ୍ (ମୋଡ଼ଲେସ-ଅନୁସରଣ)ସହିତ ପରବର୍ତ୍ତୀ ଓଡ଼ିଆକୁ ସ୍ଥଳର କରନ୍ତୁ	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	କିପବୋର୍ଡକୁ ସକ୍ରିୟ ଓଡ଼ିଆ ପ୍ରତିକର୍ଷିତ କ୍ୟାପଚର କରନ୍ତୁ	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	କିପବୋର୍ଡକୁ ଡେସକପ୍ ପ୍ରତିକର୍ଷିତ କ୍ୟାପଚର କରନ୍ତୁ	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	ଚାର୍କଦର୍ଶିକାରେ ଆରମ୍ଭ ବର୍ଗ ପ୍ରବେଶ କରନ୍ତୁ	Ctrl+Esc
Display next child window	Ctrl+F6	ପରବର୍ତ୍ତୀ ଶିଶୁ ଓଡ଼ିଆ ପ୍ରଦର୍ଶନ କରନ୍ତୁ	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	ପରବର୍ତ୍ତୀ ଚ୍ୟାବ ହୋଇଥିବା ପ୍ର୍ୟାନ୍ ପ୍ରଦର୍ଶନ କରନ୍ତୁ	Ctrl+Tab

US Command	US English Shortcut Key	Odia Command	Odia Shortcut key
Launch Task Manager and system initialization	Ctrl+Shift+Esc	ଚାଷ୍ଟ ପରିଚାଳକ ଏବଂ ସିଷ୍ଟମ ପ୍ରାରମ୍ଭିକରଣ ଉତ୍ସାହନ କରନ୍ତୁ	Ctrl+Shift+Esc
File Menu			
File New	Ctrl+N	ଫାଇଲ ନୂଡ଼ନ	Ctrl+N
File Open	Ctrl+O	ଫାଇଲ ଖୋଲନ୍ତୁ	Ctrl+O
File Close	Ctrl+F4	ଫାଇଲ ବନ୍ଦ କରନ୍ତୁ	Ctrl+F4
File Save	Ctrl+S	ଫାଇଲ ସଞ୍ଚୟ କରନ୍ତୁ	Ctrl+S
File Save as	F12	ଭାବରେ ଫାଇଲ ସଞ୍ଚୟ କରନ୍ତୁ	F12
File Print Preview	Ctrl+F2	ଫାଇଲ ମୃଦ୍ଦଶ ପୂର୍ବାବଲୋକନ	Ctrl+F2
File Print	Ctrl+P	ଫାଇଲପ୍ରିଣ୍ଟ	Ctrl+P
File Exit	Alt+F4	ଫାଇଲ ଛାନ	Alt+F4
Edit Menu			
Edit Undo	Ctrl+Z	ପୂର୍ବବଢ଼ ସମ୍ପାଦନ କରନ୍ତୁ	Ctrl+Z
Edit Repeat	Ctrl+Y	ପୁନଃରାଚୁତି ସମ୍ପାଦନ କରନ୍ତୁ	Ctrl+Y
Edit Cut	Ctrl+X	ଛେଦନ ସମ୍ପାଦନ	Ctrl+X
Edit Copy	Ctrl+C	କପି ସମ୍ପାଦନ କରନ୍ତୁ	Ctrl+C
Edit Paste	Ctrl+V	ପେଣ୍ଟ ସମ୍ପାଦନ କରନ୍ତୁ	Ctrl+V
Edit Delete	Ctrl+Backspace	ବିଲୋପ ସମ୍ପାଦନ କରନ୍ତୁ	Ctrl+Backspace
Edit Select All	Ctrl+A	ସମସ୍ତ ଚିତ୍ରନ ସମ୍ପାଦନ କରନ୍ତୁ	Ctrl+A
Edit Find	Ctrl+F	ସନ୍ଧାନ ସମ୍ପାଦନ କରନ୍ତୁ	Ctrl+F

US Command	US English Shortcut Key	Odia Command	Odia Shortcut key
Edit Replace	Ctrl+H	ପ୍ରତ୍ୟାବର୍ତ୍ତ ସମ୍ପାଦନ କରନ୍ତୁ	Ctrl+H
Edit Go To	Ctrl+B	ଯିବାକୁ ସମ୍ପାଦନ କରନ୍ତୁ	Ctrl+B
Help Menu			
Help	F1	ସହାୟତା	F1
Font Format			
Italic	Ctrl+I	ଇଟାଲିକ୍	Ctrl+I
Bold	Ctrl+G	ବୋଲ୍ଡ	Ctrl+G
Underlined\Word underline	Ctrl+U	ରେଖାଙ୍କିତ\ଶବ୍ଦ ରେଖାଙ୍କିତ	Ctrl+U
Large caps	Ctrl+Shift+A	Large caps	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	Small caps	Ctrl+Shift+K
Paragraph Format			
Centered	Ctrl+E	କେନ୍ଦ୍ରୀୟ	Ctrl+E
Left aligned	Ctrl+L	ବାମ ଶ୍ରେଣୀବନ୍ଧ	Ctrl+L
Right aligned	Ctrl+R	ଡାହାଣ ଶ୍ରେଣୀବନ୍ଧ	Ctrl+R
Justified	Ctrl+J	ଉପୟୁକ୍ତ	Ctrl+J

5.5 Voice video considerations

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

Successful Techniques for Voicing Video Content

- Focus on the intent. Show the best way to achieve the most common task and stick to it.

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

5.5.1 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 some common term (such as "server") the local pronunciation should be used. Moreover, pronunciation can be adapted to the Odia phonetic system if the original pronunciation sounds very awkward in Odia.

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

Acronyms and Abbreviations

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

Example	Phonetics
RADIUS	ରାଡିସୁସ
RAS	ରେସ
ISA	ଆଇସଏସଏ
LAN	ଲେନ୍
WAN	ଓନ୍

WAP	ଓପ୍
MAPI	ମାପି
POP	ପପ
URL	ସ୍ଥାରେଲ୍

Other abbreviations are pronounced letter by letter.

Example	Phonetics
ICMP	ଆଇସିଏମପ
IP	ଆପି
TCP/IP	ଟିସିପି/ଆଇପି
XML	ଏକ୍ସିଏମ୍‌ଏଲ୍
HTML	ଏଚ୍‌ଟିୟେମ୍‌ଏଲ୍
OWA	ଓଡ଼ବ୍ୟା
SQL	ଏକ୍ସିଏଲ୍

URLs

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

"www" should be pronounced as ଡବ୍ ଡବ୍ ଡବ୍

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

Example	Phonetics
http://www.microsoft.com/en-in	ଡବ୍ ଡବ୍ ଡବ୍ ଡବ୍ ତର୍ ମାଇକ୍ରୋସଫ୍ଟ ତର୍ କମ୍

Punctuation Marks

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

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

Special Characters

Pronounce special characters such as / \ ^ < > + - using the Odia translations approved in [Microsoft Terminology - Globalization | Microsoft Learn](#).

5.5.2 Tone

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

Tone should be formal. Please always keep in mind that target user audience and address the intended user with the appropriate tone and level of grammar & formality, as well as reading level. It should be easy to understand.

Example:

English	Translation
You are now connected to the Internet.	(+) ବର୍ତ୍ତମାନ ଆପଣ ଇଣ୍ଡିନେଟ୍ ସହ ସଂସ୍ଥକ ହେଲେ ।

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