Turkish Localization Style Guide

Table of Contents

1 Welcome

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

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

Adhere to these normative references. When more than one solution is possible, consult the other topics in this style guide for guidance.

1. Yazım Kılavuzu (Türk Dil Kurumu Yayınları – Ankara 2009)
2. Türkçe Sözlük (Türk Dil Kurumu Yayınları – Ankara 2009)
3. Güncel Türkçe Sözlük ve Yazım Kılavuzu – TDK Web Sitesi (www.tdk.gov.tr)
4. Türkçe Sözlük ve Yazım Kılavuzu – Dil Derneği Sitesi (http://www.dildernegi.org.tr)

Informative references

These sources may provide supplementary and background information.

1. Ana Yazım Kılavuzu (Ömer Asım Aksoy – Epsilon Yayınevi 2006)
2. Dil Yanlışları (Ömer Asım Aksoy – İnkılap Yayınevi 2008)
3. Türkiye Bilişim Derneği Bilişim Sözlüğü (www.tbd.org.tr)

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.

2.1 Choices that reflect Microsoft voice

Translating Turkish 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 Flexibility

It's important for translators to modify or re-write translated strings so that they are more appropriate and natural to Turkish customers. To do so, try to understand the whole intention of the sentences, paragraphs, and pages, and then re-write just like you are writing the content yourselves. It will make the contents more perfect for Turkish users. Sometimes, you may need to remove any unnecessary content.

English example	Turkish example
If you're sitting next to someone and want to share something like photos or your contact info, you might think to send them in an email or text.	Yan yana oturduğunuz birisiyle fotoğraf veya iletişim bilgilerinizi paylaşmak istiyorsanız, bir e-posta veya mesaj gönderebilirsiniz.
Keep the people you care about front and center.	Değer verdiğiniz kişiler gözünüzün önünde olsun.
Monitor your kids' PC activity. It's not spying, it's parenting.	Çocuklarınızın bilgisayarda neler yaptığını izleyin.

Add new life to your PC with a fully personalized Start screen and a world of apps available from the Windows Store.	Kişiselleştirilmiş Başlangıç ekranı ve Windows Mağazası'ndan alınabilecek pek çok uygulamayla bilgisayarınıza hayat verin.
Become the next big dev	Bir sonraki büyük uygulamanın geliştiricisi olun

Sounding natural is especially important when offering a solution to the user. Re-writing is a better option for these cases. Do not afraid to add words to complete the meaning, and omit words or phrases which make the text unnecessarily longer. Important thing is to capture the main idea, and then express it in Turkish words as you would author.

English example	Turkish example
Keep your browsing more private and shop online with confidence.	İnternette gezinirken gizliliğinizi koruyun ve güvenle alışveriş yapın.
Don't let worry weigh you down—let us help	Güvenlik konusunda endişelenmeyin; yardımcı olabiliriz

2.1.2   Word choice

Terminology

Use approved terminology from [Microsoft language resources](#), for example for key terms, technical terms, and product names.

Short word forms and everyday words

Microsoft voice text written in US English prefers the short, simple words spoken in everyday conversations. In English, shorter words are generally friendlier and less formal. Short words also save space on screen and are easier to read quickly. Precise, well-chosen words add clarity, but it is important to be intentional about using everyday words that customers are accustomed to.

Turkish Microsoft voice can be conveyed through the use of simple, everyday words. Shorter words are easier to read and understand. This may mean using simple, less complicated inflections in Turkish text.

Shortened forms of English words (such as info, or app) are not used in Turkish. This is because shortening words is a not general practice, and there are no defined standards for this purpose. Only a few words listed in formal references have shortened forms. Other than that, shortening words by removing letters confuses people, and should be avoided. It is always better to use shorter synonyms to keep things tidy and clear.

en-US source term	Turkish word	Turkish word usage
PC	bilgisayar	Use PC in Turkish only when both Macs and PCs are mentioned in the text.
manually	kendiniz	Standard translation "el ile" doesn't sound appropriate when addressing the user.
item	klasör, dosya, resim	"Öğe" may look like a word applicable anywhere, but it's not an everyday word. When possible, name the "item" as it is: e.g. file, picture, etc.

Use of "please" and "sorry"

Use "please" when the user is asked to do something inconvenient, is asked to wait or is inconvenienced by the software.

Example:

en-US source	Turkish target
Your request couldn't be processed. Please try again later. If the problem continues, contact your helpdesk.	İsteğiniz işlenemedi. Lütfen daha sonra yeniden deneyin. Sorun devam ederse yardım masanıza başvurun.

Use "sorry" only in error messages that result in serious problems for the customer (data loss, the customer can't continue to use the computer, the customer must get help from a technical representative), or when a product or service fails. Ensure that it sounds sincere, not flippant or sarcastic.

Note that English uses it more often than Turkish. Do not use "sorry" if it is not needed in the translation.

In Turkish, there are different alternatives for saying sorry. If there is a serious situation, use "özür dileriz". In other cases, "ne yazık ki" or "maalesef" is more suitable. Do not use the literal translation "üzgünüz" which is not a natural phrase in Turkish.

Example:

en-US source	Turkish target
We're sorry, the service isn't available right now.	Maalesef hizmet şu anda kullanılamıyor.
Sorry for the inconvenience.	Bu sorun nedeniyle özür dileriz.

2.1.3   Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. Generally, Turkish old-style words give a rather formal and unnecessarily serious tone to the text. Use everyday versions of them for a less formal and friendlier tone.

en-US source	Turkish word to avoid	Turkish word/phrase
through	suretiyle	aracılığıyla, yoluyla
surely	muhakkak	kesinlikle
to make sure	maksadıyla	amacıyla
so that	dolayısıyla	böylece, bu sayede
quickly	hızlı bir şekilde, ivedilikle	hızla
via	vasıtasıyla	aracılığıyla, yoluyla
possibly	muhtemel	olası
possibility	ihtimal	olasılık
problem, issue, failure	arıza, başarısızlık	sorun, hata

in the end, last	nihayet	son, sonunda
currently	halihazırda	şu anda
in, within	içerisinde	içinde

2.1.4 Word-to-word translation

To achieve a fluent translation, avoid word-for-word translation. If text is translated literally without an overall understanding of the paragraph or page, the tone will sound stiff and unnatural and the result may even be ridiculous. That's why it's paramount to check the source text in the live pages so that you don't just translate a list of strings without context. The text may be split into different sentences if that helps to simplify the translation. Sometimes you can omit descriptors to make the text snappier.

Be careful about word order issues and placeholders in English text. These might require re-structuring of Turkish text.

English text	Correct Turkish translation	Incorrect Turkish translation
Arrange your files—quickly	Dosyalarınızı hızla düzene sokun	Dosyalarınızı düzene sokun—hızla
Find your stuff fast with supercharged Search in Windows 11.	Windows 11'deki olağanüstü Arama özelliğiyle aradıklarınızı hızla bulun.	Windows 11'de tamamen güçlendirilmiş Arama özelliğiyle aradıklarınızı hızla bulun.

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 Focusing on the user action

US English	Turkish target	Explanation
The password isn't correct, so try again. Passwords are case-sensitive.	Parola doğru değil, lütfen yeniden deneyin. Parolalarda	The user has entered an incorrect password so provide the user with a short and

US English	Turkish target	Explanation
	büyük ve küçük harflerin aynı olmadığını unutmayın.	friendly message with the action to try again.
This product key didn't work. Check it and try again.	Bu ürün anahtarı işe yaramadı. Lütfen kontrol edip yeniden deneyin.	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	Her şey hazır	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	Devam etmek istiyor musunuz?	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.	Bilgisayarınıza istediğiniz bir ismi verin. Arka plan rengini değiştirmek isterseniz, Bilgisayar ayarlarında yüksek karşıtlık ayarını kapatın.	Address the user directly using second person pronoun to take the necessary action.

2.2.2 Explanatory text and providing support

US English	Turkish 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.	Güncelleştirmeler yüklendi, ancak etkin olmaları için Windows Kurulumu'nun bilgisayarı yeniden başlatması gerekiyor. Yeniden başlatma tamamlandığında kaldığımız yerden devam edeceğiz.	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	Bilgisayarı şimdi yeniden başlatırsanız, siz ve bu bilgisayarı kullanan başka kişiler	Voice is clear and natural informing the user

US English	Turkish target	Explanation
using this PC could lose unsaved work.	kaydetmediğiniz çalışmaları kaybedebilirsiniz.	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.	Geçersiz veya eksik özellikleri değiştirmenizin ardından bu belge otomatik olarak doğru kitaplığa ve klasöre taşınır.	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.	Bir sorun var! Başlatılabilir USB flash sürücünüzü oluşturmak için indirilen dosyalar bulunamıyor.	Without complexity and using short sentences inform the user what has happened.

2.2.3   Promoting a feature

US English	Turkish 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.	Resimli parolalar, dokunmatik ekranlı bilgisayarınızı korumak için yeni bir yol sağlar. Kendinize özel bir parola oluşturmak için istediğiniz resmi ve bununla kullanılacak hareketleri seçebilirsiniz.	Promoting a specific feature which in this case is picture password. Em-dash cannot be used for emphasis in Turkish, so it is left out. Alternatively, parentheses can be used instead of em-dashes.
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	Uygulamalar bilgisayarınızın konumuna, adınıza, hesap resminize veya etki alanı bilgilerinize göre özel içerikler sunar.	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.

US English	Turkish target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Geriye dönüp çalışmanızı kaydetmek için İptal'e tıklayın ve yapmak istediklerinizi tamamlayın.	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.	Resimli parolanızı onaylamak için yeniden gösterimi izleyin ve örnek hareketleri resminizde uygulayın.	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.	Artık ürün anahtarını girebilirsiniz. İnternet'e bağlandığınızda Windows'u etkinleştireceğiz.	Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter the product key.

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. For example, in the Turkish context, the world "zenci" for "black" should be avoided. "Siyahi" can be preferred. Any term with references to color or race should be handled diligently.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
expert	quru	uzman	usta
block	blacklist	engelleme	kara listeye alma
colleagues; everyone; all; guys	guys; ladies and gentlemen	iş arkadaşları; ekip arkadaşları; ekip; herkes	kadınlar, erkekler; hanımlar, beyler
historically underrepresented	minority	geçmişte yeterince temsil edilmemiş	azınlık
parent	mother or father	ebeveyn	anne veya baba
go halves	go Dutch	yarı yarıya ödemek	Alman usülü ödemek

3.1 Avoid gender bias

Use gender-neutral alternatives for common terms. Avoid the use of compounds containing gender-specific terms.

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

Use this	Not this	Comments
Target examples		
insanlık	insanoğlu	"Oğul" is a gendered concept, a gender-inclusive translation should be preferred.
bilim insanı	bilim adamı, bilim kadını	"Adam/kadın" is a gendered concept, a gender-inclusive translation should be preferred.
iş insanı	iş adamı, iş kadını	"Adam/kadın" is a gendered concept, a gender-inclusive translation should be preferred.
kişi; birey; insan	adam	"Adam" is a gendered concept, a gender-inclusive translation should be preferred.
kadın	bayan	"Bayan" is a gender-biased word, a more inclusive translation should be preferred.
erkek	adam	"Adam" is a gender-biased word, a more inclusive translation should be preferred.
olgun (insan); doğru şekilde; düzgün biçimde; gerektiği gibi	baba (adam); adam gibi; adamakıllı	Adjectives with a gender reference should be avoided, inclusive ones should be preferred.
eş; partner; sevgili	kız arkadaş; erkek arkadaş; karı; koca	Nouns focusing on the gender of one's partner should not be used, gender-

			inclusive translation should be preferred.

When presenting generalization, use plural noun forms (for example, *kişiler, bireyler, öğrenciler,*etc.).

Use the neutral form of the nouns with no gendered adjective/noun phrases when diversity needs to be highlighted (for example, use *"Kız ve erkek öğrenciler Eylül ayında okula başlar"* instead of *"Öğrenciler Eylül ayında okula başlar*).

Follow the rules below when translating gendered pronouns into Turkish:

- A direct translation of gendered pronouns (she-her/he-his) into Turkish is non-gendered "o" and its suffixed forms. In many cases, a direct translation will work.
- Rewrite to use the second or third person (*siz* or *o*).
- Rewrite the sentence to have a plural noun and pronoun.
- Prefer adjectives or definite nouns instead of a pronoun, when applicable (for example, *söz konusu belge or belge* instead of *onun belgesi or kendi belgesi*).
- Refer to a person's role (*okuyucu, çalışan, müşteri* for example). Avoid implied genders in borrowed words (müdür/müdire).
- Use *kişi* or *kişiler.*

Use this	Not this	Use this	Not this
English examples		**Target examples**	
A user with the appropriate rights can set other users' passwords.	If the user has the appropriate rights, he can set other users' passwords.	İlgili haklara sahip kullanıcılar, diğer kullanıcıların şifresini belirleyebilir.	Bir kullanıcı ilgili haklara sahipse bu adam diğerlerinin şifresini belirleyebilir.
Developers need access to servers in their development environments, but they don't need access to the servers in Azure.	A developer needs access to servers in his development environment, but he doesn't need access to the servers in Azure.	Geliştiricilerin, geliştirme ortamlarındaki sunuculara erişebilmesi gerekir. Azure'daki sunuculara erişmeleri gerekmez.	Bir geliştiricinin, kendi geliştirme ortamındaki sunuculara erişebilmesi gerekir. Azure'daki sunuculara erişmesi gerekmez.

When the author opens the document	When the author opens her document	Yazar dosyayı açtığında ...	Bir kadın yazar dosyasını açtığında ...

When you're writing about a real person, avoid word for word approach with pronouns, and use actual names (or other applicable nouns) not to repeat or overuse pronouns consecutively as in English. For a real person who uses third person plural pronoun (they, their) themselves, you can use "o" (onun).

Note: Gender-neutral language should be used in new products and content going forward, but it's acceptable that we don't update all existing or legacy material.

3.2 Accessibility

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

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

Use this	Not this	Use this	Not this
English examples		**Target examples**	
person with a disability; wheelchair user	handicapped; confined to a wheelchair; wheelchair-bound; cripple	özel gereksinimli birey; engelli (birey); tekerlekli sandalye kullanan	özürlü; tekerlekli sandalyeye mahkum; sakat; topal
person with hearing impairment	deaf; deaf and dumb; deaf mute	işitme engelli kişi; işitme güçlüğü çeken kişi; ağır işiten kişi	sağır; sağır ve dilsiz
person with visual impairments; blind people; partially sighted people	blind; dull	görme engelli kişi; görme güçlüğü çekenler	kör
person with a mental health condition	mental patient; insane; crazy; mad	zihinsel engelli kişi; zihinsel rahatsızlık yaşayanlar	akıl hastası; çatlak; deli; kaçık; spastik

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	Seçin	Tıklayın

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 *ve, ile, ayrıca, yaklaşık.* 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 Turkish.

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 should be the last option when there is no other way to present a shorter translation. This can be done in the following ways:

There is no standard way of doing this; however there are two possible ways:

1. Taking vowels out (Starting with "e" which is a commonly used vowel, and easiest to compensate might be a good practice.)
2. Truncating the end of a word and using a period to indicate that the word is shortened.

List of some possible abbreviations:

Expression	Acceptable abbreviation
program	pgm
mesaj	msj

- Product names are never abbreviated.
- Titles or headings should not include abbreviated words.
- To avoid abbreviations, hyphenation is preferred.

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).

Only widely-known acronyms are used in localized form in Turkish. TDK is providing a list of acronyms used in Turkish.

Localized acronyms

Most of the acronyms are used as is in Turkish. There are only a few examples to localized acronyms:

Example:

en-US source	Turkish target
USA	ABD
OVR (overwrite)	ÜYZ

Unlocalized acronyms

Unlocalized acronyms are inflected according to Turkish grammar rules.

- If the acronym can be read as a word (i.e. it includes vowels enough to read it as a word rather than just letters), then it is inflected as a word.
- If the acronym does not include any vowels, or it cannot be read as a word, then it is spelled letter by letter, and proper suffix is appended according to the last letter.

- Some product names (e.g. MSN), or commonly known acronyms (IP) can be read in English, and inflected accordingly.

Example:

en-US source	Turkish target
from OLE DB	OLE DB'den
to SMTP	SMTP'ye
its API	API'si

4.1.3 Adjectives

Consecutive adjectives in English text may cause fluency issues in Turkish. In this case, word order or sentence structure needs to be re-arranged according to Turkish grammar rules.

en-US source	Turkish target
monthly photo calendar	fotoğraflı aylık takvim

Possessive adjectives

The frequent use of possessives is a feature of English language. In Turkish, possessive adjectives are not used as commonly as in English.

As per Turkish grammar rules, possessives are added to the words as suffixes. When needed, they may be omitted for the sake of fluency in Turkish text.

en-US source	Turkish target
Set Up Your Device	Cihazı Ayarla

4.1.4 Articles

Articles are not a part of Turkish grammar. They need to be rendered carefully into Turkish, considering the context. That means definite and indefinite articles are not always translated in the same way.

Using "bir" for indefinite articles is not always the right practice. Definite articles in English text often require inflecting the associated word in Turkish. Some examples are:

en-US source	Turkish target
Choose a color to apply to the selected item.	Seçili öğeye uygulanacak bir renk seçin. -or- Seçili öğeye uygulanacak rengi seçin.
Choose the font color.	Yazı tipi rengini seçin.

4.1.5 Capitalization

The English language tends to overuse capitals. In software translations, following the source style is a common practice in Turkish, but consistency between similar items should be considered.

As a general rule, only proper nouns and the first word of a sentence have to be capitalized. There are just a few exceptions (for example, legal terms in a contract).

Normally, "ALL CAPS" or "no caps" are not used in Turkish. If they are used as design elements in source text, same can be applied in Turkish translations. But, changing cases automatically does not work smoothly for Turkish. So, this needs to be done manually not to corrupt Turkish characters "i" ("İ" in uppercase) and "ı" ("I" in uppercase).

4.1.6 Compounds

Generally, compounds should be understandable and clear to the user. Overly long or complex compounds should be avoided. Keep in mind that unintuitive compounds are ultimately an intelligibility and usability issue.

In general, compound nouns in English are not translated in the same way to Turkish:

en-US source	Turkish target
workforce	iş gücü
businesswoman	iş kadını
background	arka plan

There is a recent spelling change related to the compound nouns in Turkish. TDK website can be checked for general guidelines and recent updates.

Following words are now written as two separate words in Turkish:

Turkish old target	Turkish new target
olağandışı	olağan dışı
balkabağı	bal kabağı

4.1.7 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.

Avoid using conjunctions excessively in Turkish Microsoft voice. Instead, divide an overly long sentence into smaller sentences. Repeating the same conjunction more than once also negatively affect the fluency, and sounds unnatural. Try to avoid it, if possible.

en-US source text	Turkish old use of conjunctions	Turkish new use of conjunctions
There's no substitute for manually saving your work, so click Save (or press CTRL+S) often.	Çalışmanızı kaydetmenin yerini hiçbir şey tutmaz; bu sebeple sık sık Kaydet düğmesine (veya CTRL ve S tuşlarına) basın.	Çalışmanızı kaydetmenin yerini hiçbir şey tutmaz. Sık sık Kaydet düğmesine (veya CTRL+S tuşlarına) basmayı ihmal etmeyin.
We couldn't find a match. Flick left or right for other results, or try a different search term.	Bir eşleşme bulamadık. Diğer sonuçları görmek için sola veya sağa doğru hızlı kaydırın veya farklı bir arama terimi deneyin.	Bir eşleşme bulamadık. Diğer sonuçları görmek için sola veya sağa doğru hızlı kaydırın ya da farklı bir arama terimi deneyin.
Remove one or more recipients and try again.	Bir veya daha fazla alıcıyı silin ve tekrar deneyin.	Bir veya daha fazla alıcıyı silip tekrar deneyin.

4.1.8 Genitive

Genitive(s) to product names should be translated as separate words, especially for unlocalized names which are difficult to read in Turkish.

Example:

en-US source	Turkish target
OneNote's	OneNote uygulamasının

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 a Turkish 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.

en-US source	Turkish target
We've hit a snag…	Bir engelle karşılaştık…
Crashes happen.	Bilgisayarınız kilitlenebilir.

4.1.10 Nouns

Inflection

Nouns should be inflected with proper suffixes according to vowel harmony rule. Since Turkish is an agglutinative language, a noun may have inflected with several suffixes, and its stem may also change during the process.

Example:

en-US source	Turkish target
to your computer	bilgisayarınıza

Plural formation

Simply, plural suffixes (-ler or -lar according to vowel harmony rule) are added to nouns to make them plural. Unnecessary use of plural form should be avoided in translations.

Example:

en-US source	Turkish target
To add parameters	Parametre eklemek için

Singular usage in English text does not necessarily require the same usage in translation. Sometimes plural form is more fluent in Turkish.

Example:

en-US source	Turkish target
User can delete this sentence.	Kullanıcılar bu cümleyi silebilir.

Noun groups

Noun (and adjective) groups should be rearranged according to Turkish syntax. Following source word order may not work.

Example:

en-US source	Turkish target
Holiday party invitation with ornaments and swirling border	Yılbaşı partisi için kırmızı ve yeşil süslemeli davetiye

4.1.11 Numbers

This topic includes guidelines when to use numerals (symbol that represents a number. e.g. 1, 2, 3, 234, etc.) and when to spell out numbers (one, two, three, two hundred and thirty-four) and other aspects for the particular language.

Check the following webpage in Turkish Language Association's website for guidelines about the use of numbers:

https://www.tdk.gov.tr/icerik/yazim-kurallari/sayilarin-yazilisi/

4.1.12 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. This is not applicable in Turkish Microsoft voice as

the grammar does not allow it, but there are other ways for using prepositions to help achieve a conversational tone.

In Turkish, following the source too closely (word-for-word) or using same prepositions repeatedly causes fluency problems, and translated text sounds unnatural.

Source Text Expression	Turkish Expression	Comment
To make this process more convenient for you, there are a couple of quick ways to switch back to the events list right from Outlook.	Bu işlemi sizin için daha kolay hale getirmek üzere doğrudan Outlook'tan olay listesine dönmenizi sağlayan birkaç hızlı yol vardır.	Overuse of "için" may cause fluency issues. Different prepositions should be used for "for" and "to" in this sentence (için and üzere in this example).

4.1.13 Pronouns

Omitting pronouns is a common mistake in Turkish translations. But, overusing it might negatively affect the fluency. Generally, changing the word order is a better option not to cause wordiness.

In some cases, pronouns can be rendered as null subjects, but to do this, the subject of the sentence should be clear.

Example:

en-US source	Turkish target	Comment
To make the sentence more understandable, you should make it simplified.	Daha anlaşılır olması için cümleyi sadeleştirmelisiniz.	This source can also be translated as: "Cümlenin daha anlaşılır olması için bunu sadeleştirmelisiniz." But this is unnecessarily complex. Use the simpler form.
It seems that "Delete" option is not enabled in the Advanced Settings	Bu işlemden önce "Sil" seçeneği Gelişmiş Ayarlar bölmesinde	When the subject of the sentence is not clear since the preceding sentence is

pane before this operation. It cannot be used in the specified context.	etkinleştirilmemiş gibi görünüyor. Bu seçenek, belirtilen bağlamda kullanılamaz.	complicated, pronoun should not be interpreted as a null subject in translation.

When the first person plural is used in the source, consider following the same structure in Turkish in order to preserve the informal tone of the source and the sense of speaking to the user.

Example:

en-US source	Turkish target
Wait and we'll let you know when this is done.	Lütfen bekleyin. İşlem tamamlandığında haber vereceğiz.

Use first person (I, me, my) when the user is telling the application or a wizard what to do.

Example:

en-US source	Turkish target
Automatically include my signature on messages I send (checkbox)	Gönderdiğim iletilere imzamı otomatik olarak ekle

Use second person (you, your) when the application, wizard or UI is telling the user what to do.

Example:

en-US source	Turkish target
You can send replies to senders the whole time you're away or for a specific period of time (introductory text).	Dışarıda olduğunuz süre boyunca veya belirli bir süre içinde ileti gönderenlere yanıt verebilirsiniz.

In Turkish when addressing the user, formal "you" (siz) is used in general context. Informal "you" (sen) can be used when addressing a younger audience, or in marketing banners and taglines calling to action.

4.1.14 Punctuation

General punctuation rules are available in the recommended reference material. Here, a few rules for using punctuation consistently in Turkish are provided.

Bulleted lists

For bulleted lists:

- If a bullet item is a full sentence, then it should start with capital letter and end with a period.
- Bulleted phrases also start with capital letters.

Comma

Use when needed. Missing comma can create confusion since it may change the meaning. Commas should not be overused in Turkish text as it negatively affects the fluency. In this case, dividing a long sentence into two parts might be a better idea to have a natural, conversational tone.

When the subject and the verb of a sentence are not closely placed in translation, a comma is needed for clarity.

Colon

If text after the colon is a full sentence, then it should start with a capital letter. When it is a fragment, lower case should be used.

Example:

US English	Turkish target
This application does not have these functions; cut-paste, drag and drop.	Bu uygulama şu özelliklere sahip değildir: kesme-yapıştırma, sürükleyip bırakma.

Do not use colons in document titles.

Text after the semicolon should not start with capital letter.

Do not use semicolons after the subject of a long sentence. A comma is generally enough.

Exclamation mark

The exclamation mark is not used in Turkish as often as in English. Do not copy the exclamation mark from source text if is not needed in translation.

Dashes and hyphens

Three different dash characters are used in English. In Turkish, hyphen and en dash are basically the same thing:

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. However, its usage in Turkish is quite different and respectively very limited. Most of the compounds are written as two separate words in Turkish, or as a single word without any hyphens.

Example:

US English	Turkish target	Comment
user-specified parameter	kullanıcı tarafından belirtilen parametre	The meaning is clear in Turkish, hyphen is not needed to establish the link in English compound.

En dash

The en dash is used as a minus sign, usually with spaces before and after. In Turkish, there should be no spaces after the minus sign.

Example:

US English	Turkish target
- 5	-5

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

Example:

US English	Turkish target
Pages 3-5	Sayfa 3-5

Em dash

The em dash should only be used to emphasize an isolated element or introduce an element that is not essential to the meaning conveyed by the sentence. This usage is not applicable to Turkish, and em dashes should be converted to appropriate alternatives, such as colons, semicolons or parentheses.

Example:

US English	Turkish target	Comment
Time is precious. More than ever, you need a system that is simple, easy, natural, and enjoyable – so you can get things done and focus on what matters most in your life.	Zaman değerlidir. İşlerinizi yapıp yaşamınızdaki en önemli konulara yoğunlaşabilmek için basit, kolay, doğal ve zevkli bir sisteme her zamankinden daha çok ihtiyacınız var.	Em dash should be replaced with a proper alternative in translation, or word order should be changed to reflect the correct sense.

Ellipses (Suspension points)

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

There should be no spaces before ellipses, and there should always be three points (not two points) in translation. In software translations, ellipses are used at the end of a sentence that mentions an on-going operation, formed in present continuous tense.

Example:

US English	Turkish target	Comment
Downloading the updates...	Güncelleştirmeler indiriliyor...	no spaces before the ellipses

Period

There should be only one space after the period at the end of a full sentence. English text sometimes uses double spaces, but this should not be followed in translation.

Quotation marks

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

In Turkish, straight quotation marks should be used.

Parentheses

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

This also applies to Turkish. However, there are some differences between English and Turkish with the usage of parentheses with full sentences or fragments.

If a sentence is within parentheses, then its full-stop should also be in the parentheses.

If a fragment is written within parentheses, it should be placed just after the part of the sentence that it complements. It should not be left alone at the end of sentence, or sentence should not start with a fragment in parentheses.

Suffixes should be added to the word before parentheses to keep fluency.

Example:

US English	Turkish target
Install the required Windows version (Windows 10 or later).	Gerekli Windows sürümünü (Windows 10 ve sonrası) yükleyin.

4.1.15 Symbols & nonbreaking spaces

Some of the symbols that are widely used in English text (such as @, #, &) are not used in Turkish translation.

Example:

US English	Turkish target
# items	Öğe sayısı
Bullets & Numbering	Madde İşaretleri ve Numaralandırma
25 min.@ 25 Gbps	25 Gb/sn hızda 25 dk.

Non-breaking spaces are used between any items that should not be divided onto separate lines.

Non-breaking spaces should not be overused, and extra ones in source should be deleted in translation. For example, a non-breaking space is necessary between a product name and its version, but it is not necessary between two words in a regular text.

Ampersand (&)

For the ampersand symbol - always translate "&" as "and" when it refers to running text. Do not keep "&" in the target, unless it is part of a tag, placeholder, shortcut or other type of code.

4.1.16 Verbs

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

Turkish Microsoft voice can be conveyed similarly through the use of verb tense. Simpler tense and simpler forms of verbs (with less suffixes) should be preferred over complex forms since they are more to-the-point, and they don't sound formal and distant.

Similarly, polite form of the verbs (yap-ın-ız) is not appropriate in Microsoft voice since it gives a very serious (authoritative) tone to the text.

The important thing here is to give the right meaning and the desired tone with the simplest verb form.

US English source text	Turkish use of verb tense	Comments
This completes all.	Böylece tüm işlemler tamamlanır.	Passive voice sounds more natural in Turkish.
You haven't set this option before.	Bu ayarı daha önce belirtmediniz.	Use simple past tense when you describe events that already happened. No need to use complex tenses like past perfect "-mişli geçmiş zaman."
First, complete these.	Önce bu işlemleri tamamlayın.	Short and direct tone is better.
We can't complete this action.	Bu işlemi tamamlayamıyoruz.	Use of "we" is adapted in translation with the proper suffix added to the verb. Avoid more complex structures like "tamamlayamamaktayız", it is difficult to read, and sounds too formal.

Active and passive voice

Rather than using passive voice most of the time and avoiding the use of "we" and "you," Microsoft voice uses active voice to be able to connect with the customer with use of an informal and friendlier tone.

In Turkish Microsoft voice, active voice is preferred over passive voice, but there may be places an indirect tone may prove useful, such as in informational messages that we don't want to blame the user.

Status messages and progress indicators are also translated in passive voice in Turkish.

Use active voice when possible and avoid complex sentence structures using passive forms unnecessarily.

Here are some examples to active/passive voice in Turkish:

en-US source text	Turkish use of verb tense	Comment
This document will be automatically moved to the right library and folder after you correct invalid or missing properties.	Geçersiz ayarlar ve eksik özellikler değiştirildikten sonra bu belge otomatik olarak doğru kitaplığa ve klasöre taşınır.	Use passive voice when needed for better fluency.
You have restored this document before.	Bu belgeyi daha önce geri yüklediniz.	Active voice helps to have the right tone for a completed action, clear and personal.
We can't save this document.	Bu belgeyi kaydedemiyoruz.	Informative message in a direct and friendly tone.

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 Turkish, 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 Turkish-speaking markets. 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.

Version numbers

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

US English	Turkish target
Version 8.1	Sürüm 8.1

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	Turkish target
© 2023 Microsoft Corporation. All rights reserved.	Refer to [Microsoft Terminology - Globalization	Microsoft Learn](#) to check the correct translations for "All rights reserved" and "Microsoft Corporation".

5.3 Copilot predefined prompts

Copilot prompts are the instructions or questions you use to tell Copilot what you want it to do. You can ask Copilot to create or edit content, ask questions, summarize information, and catch up on things.

Across various Microsoft products, you will find an array of predefined prompts designed to guide users in creating, learning, and using Microsoft Copilot.

Best practices for the localization of Copilot predefined prompts

Copilot prompts are functional. It is crucial that the translations for Copilot predefined prompts are accurate, consistent, concise, natural, and use the appropriate tone of voice. Please remember that the quality of these translations can significantly influence Copilot responses or outcomes.

- **Be clear and specific**: English prompts are generally questions or requests starting with an action verb. Make sure the target prompts are natural questions or requests. Avoid using vague language. Use clear and specific phrases or keywords.
- **Keep it conversational**: Be consistent with Microsoft Voice principles. Use simple and natural language when translating prompts. Avoid adopting a tone that resembles a machine. Use an informal tone of voice and form of address when translating Copilot predefined prompts.
- **Be polite and professional:** Use kind and respectful language, as this helps foster collaboration and improves the AI's responsiveness and performance. Don't use slang and jargon.
- **Use quotation marks**: This helps Copilot know what to write, modify, or replace for the user.
- **Pay attention to punctuation, grammar, and capitalization**: Clear communication helps collaboration between Copilot and the user.
- **Pay attention to the placement of entity tokens**: An entity token is a placeholder that is used to trigger a pop-up menu in the UI to let customers choose an entity, such as a file, contact, meeting, so that the prompt uses specific data from the specified entity. As with any other placeholder, an entity token is not localizable, and the position of the entity token should make sense in the target text syntax.

  Entity token localization exception: Some prompts may be a display text (i.e., an example) and, in such cases, the entity token needs to be translated. Read the Dev comment carefully.
  Exception example:
  Source string: List key points from [file]
  DevComment=Translate [file]

- **Be consistent**: Some English prompts are remarkably similar. Make sure to translate them consistently.

Source prompt	Target prompt
List ideas for a fun team building event	Ekip ruhunu canlandıracak eğlenceli bir etkinlik için öneri listesi oluştur
What are the goals and topics from the meeting? Format each section with a bolded heading and a bulleted list	Toplantının gündemi ve hedefleri neler? Her bölümde kalın başlıklar ve madde işaretli listeler kullan
Propose a new introduction to <entity type='file'>file</entity>	<entity type='file'>Dosya</entity> için yeni bir giriş bölümü öner
What were the unresolved issues from <entity type='meeting'>meeting</entity>?	<entity type='meeting'>Toplantı</entity> sırasında açıklığa kavuşturulmayan konular neler?
Create a travel itinerary <placeholder>exploring Istanbul</placeholder>.	<placeholder>İstanbul'u keşfetmeye</placeholder> yönelik bir seyahat programı oluştur.
Create a list of <placeholder>color names inspired by the sea</placeholder>	<placeholder>Denizden esinlenilen renk adlarını</placeholder> listele

5.4 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

5.5 Software considerations

This section provides guidelines for the localization of UI elements.

General guidelines

- Clarity and simplicity are the key considerations.
- Be as short as possible. Avoid unnecessary words.
- Keep in mind that different devices, sizes, and formats are used, and UI should fit all of them.

- Try to achieve cross-platform consistency in products used on different platforms, including the desktop, mobile, and cloud.

Every principle in the following sections may have an exception, based on the product, the specific experience, and the customer. Interpret the guidelines in the way that results in the best experience for the customer.

5.5.1 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.

5.5.2 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 Turkish translation
Sorry, that can't be blank...	Maalesef bu alan boş olamaz...
Not enough memory to process this command.	Bu komutu işlemek için bellek yeterli değil.

Turkish 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.

Also, following the logical order of events rather than the source word order is important. Proper grammar helps to explain the error clearly and correctly. Following the source text too closely may cause fluency issues.

English term	Correct Turkish translation
The server cannot send email notifications because the e-mail server cannot be contacted.	E-posta sunucusuyla iletişim kurulamadığından, sunucu e-posta bildirimi gönderemiyor.
To enter your address, you should select your country.	Adresinizi girebilmek için önce ülkenizi seçmelisiniz.

Standard phrases in error messages

The phrases bellow 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.

Examples:

English	Translation	Example	Comment
Cannot ... Could not ...	... yapılamıyor	İleti gönderilemiyor.	Translation is provided with "to do" verb. Only the inflection part should be regarded as standard. Passive voice should be employed for this kind of expressions.
Failed to ... Failure of ...	... yapılamadı	İleti gönderilemedi.	Translation is provided with "to do" verb. "To fail" and the main verb of the sentence are combined into one Turkish verb with proper suffixes. Thus, only the inflection part should be regarded as standard. Passive voice should be employed for this kind of expressions.
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	... bulunamıyor	İleti bulunamıyor.	Only the inflection part should be regarded as standard. Passive voice should be employed for this example and similar expressions.

Not enough memory Insufficient memory There is not enough memory There is not enough memory available	Bellek yetersiz	Bellek yeterli değil Yetersiz bellek	This translation may have several forms to provide stylistic consistency.
... is not available ... is unavailable	... yok ...kullanılamıyor	Erişim izni yok. Ağ paylaşımı kullanılamıyor.	There are more than one possible translations for these phrases since the verb can change depending on the subject.

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."

In Turkish, handling placeholders is one of the main challenges of software translations. Incorrect handling may cause accuracy and grammar issues.

US expression	Turkish expression	Comment
Could not locate %s on server %s	%s, %s sunucusunda bulunamıyor	Placeholders are not numbered, so they need to keep their original positions in translation.
Unable to delete %s	%s silinemiyor	Content of the placeholder is unknown, therefore no suffixes are allowed.
%d items cannot be deleted	%d öğe silinemiyor	Placeholder contains a number, so the following word should not be in plural form as in source.
Copying: %d%%	Kopyalama sürüyor: %%%d	Percentage sign always leads the number in Turkish. When used with a placeholder, percentage sign might be written as "%%." In this case, it should be replaced before the number.

5.5.3   Keyboard shortcuts

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

Examples:

New

Cancel

Options

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
"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	They are not preferred over "upstroke" characters.
Extended characters can be used as keyboard shortcuts	yes	They are not preferred over Latin characters.
An additional letter, appearing between brackets after item name, can be used as a keyboard shortcut	yes	They are not preferred over other characters.
A number, appearing between brackets after item name, can be used as a keyboard shortcut	yes	They are not preferred over other characters.
A punctuation sign, appearing between brackets after item name, can be used as a keyboard shortcut	yes	They are not preferred over other characters.
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
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 ![Word ribbon showing key tips: File F, Home H, Insert N, Design G, Layout P, References S, Mailings M, Review R]()
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.
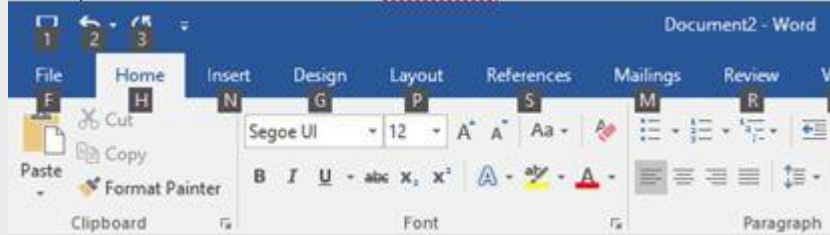
5.5.4 Keys

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

English key name	Turkish key name
Alt	Alt
Backspace	Geri Al
Break	Break
Caps Lock	Caps Lock

English key name	Turkish key name
Ctrl	Control
Delete	Delete
Down Arrow	Aşağı Ok
End	End
Enter	Enter
Esc	Esc
Home	Home
Insert	Insert
Left Arrow	Sol Ok
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	Sağ Ok

English key name	Turkish key name
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	Ara çubuğu
Tab	Sekme
Up Arrow	Yukarı Ok
Windows key	Windows tuşu
Print Screen	Print Screen
Menu key	Menü tuşu

5.5.5 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.

5.5.6 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	Turkish command	Turkish shortcut key
General Windows shortcut keys			
Help window	F1	Yardım penceresi	F1
Context-sensitive Help	Shift+F1	Bağlama uygun yardım	Shift+F1
Display pop-up menu	Shift+F10	Açılır menü görüntüle	Shift+F10
Cancel	Esc	İptal	Esc
Activate\Deactivate menu bar mode	F10	Menü çubuğu modunu etkinleştir/devre dışı bırak	F10
Switch to the next primary application	Alt+Tab	Sonraki ana uygulamaya geç	Alt+Sekme
Display next window	Alt+Esc	Sonraki pencereyi görüntüle	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	Pencere için açılır menü görüntüle	Alt+Ara çubuğu
Display pop-up menu for the active child window	Alt+-	Etkin alt pencere için açılır menü görüntüle	Alt+-
Display property sheet for current selection	Alt+Enter	Geçerli seçim için özellik sayfası görüntüle	Alt+Enter
Close active application window	Alt+F4	Etkin uygulama penceresini kapat	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	Uygulama içinde sonraki (bağımsız) pencereye geç	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	Etkin pencere görüntüsünü Panoya kopyala	Alt+Prnt Scrn

Capture desktop image to the Clipboard	Prnt Scrn	Masaüstü görüntüsünü Panoya kopyala	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	Görev çubuğunda Başlat düğmesini etkinleştir	Ctrl+Esc
Display next child window	Ctrl+F6	Sonraki alt pencereyi görüntüle	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	Sonraki sekmeli bölmeyi görüntüle	Ctrl+Sekme
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Görev Yöneticisi'ni ve sistem başlatma işlemini başlat	Ctrl+Shift+Esc
File menu			
File New	Ctrl+N	Yeni Dosya	Ctrl+N
File Open	Ctrl+O	Dosya Aç	Ctrl+O
File Close	Ctrl+F4	Dosya Kapat	Ctrl+F4
File Save	Ctrl+S	Dosya Kaydet	Ctrl+S
File Save as	F12	Dosya Farklı Kaydet	F12
File Print Preview	Ctrl+F2	Dosya Baskı Önizleme	Ctrl+F2
File Print	Ctrl+P	Dosya Yazdır	Ctrl+P
File Exit	Alt+F4	Dosya Çıkış	Alt+F4
Edit menu			
Edit Undo	Ctrl+Z	Düzen Geri Al	Ctrl+Z
Edit Repeat	Ctrl+Y	Düzen Yinele	Ctrl+Y
Edit Cut	Ctrl+X	Düzen Kes	Ctrl+X
Edit Copy	Ctrl+C	Düzen Kopyala	Ctrl+C

Edit Paste	Ctrl+V	Düzen Yapıştır	Ctrl+V
Edit Delete	Ctrl+Backspace	Düzen Sil	Ctrl+Geri Al
Edit Select All	Ctrl+A	Düzen Tümünü Seç	Ctrl+A
Edit Find	Ctrl+F	Düzen Bul	Ctrl+F
Edit Replace	Ctrl+H	Düzen Değiştir	Ctrl+H
Edit Go To	Ctrl+G	Düzen Git	Ctrl+G
Help menu			
Help	F1	Yardım	F1
Font format			
Italic	Ctrl+I	İtalik	Ctrl+T
Bold	Ctrl+B	Kalın	Ctrl+K
Underlined\Word underline	Ctrl+U	Altı çizili	Ctrl+A
Large caps	Ctrl+Shift+A	Tümü büyük harf	Ctrl+Shift+F
Small caps	Ctrl+Shift+K	Küçük büyük harf	Ctrl+Shift+I
Paragraph format			
Centered	Ctrl+E	Ortalanmış	Ctrl+R
Left aligned	Ctrl+L	Sola hizalanmış	Ctrl+L
Right aligned	Ctrl+R	Sağa hizalanmış	Ctrl+G
Justified	Ctrl+J	Yaslanmış	Ctrl+D

5.6 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.

5.6.1 English pronunciation

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 Turkish phonetic system if the original pronunciation sounds very awkward in Turkish.

Example	Phonetics	Comment
SecurID	[sɪˈkjuər aɪ diː]	
.NET	[dot net]	Do not say "nokta net"; considered a product name
Skype	[skaip] 🔊	The product name is always pronounced as in English.

Acronyms and abbreviations

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

Example	Phonetics
RADIUS	radius
RAS	ras
ISA	isa
LAN	lan
WAN	van

WAP	vap
API	api
MAPI	mapi
POP	pop
OWA	ova

Other abbreviations are pronounced letter by letter.

Example	Phonetics	Comment
ICMP	i ce me pe	
IP	i pe	can be pronounced in English as it is also commonly known
TCP/IP	te ce pe i pe	can be pronounced in English as it is also commonly known
XML	eks me le	can be pronounced in English as it is also commonly known
HTML	he te me le	can be pronounced in English as it is also commonly known
URL	u re le	
SQL	es ku el	

URLs

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

"www" should be pronounced as "dabıl yu dabıl yu dabıl yu."

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

Example	Phonetics
http://www.microsoft.com/turkiye	dabıl yu dabıl yu dabıl yu nokta mikrosoft nokta kom eğik çizgi turkiye

Punctuation marks

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

En dash (–) is 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 Turkish translations approved in [Microsoft Terminology - Globalization | Microsoft Learn](#).

Numbers

Numbers in product names are pronounced in Turkish.

5.6.2 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.

5.6.3 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

For the localized audio or subtitles:

- Keep the pace and tone closer to original sound
- Don't go over the edge for being enthusiastic
- Keep subtitles short enough to read
- Rephrase long expressions to keep the pace
- Pronunciation of Turkish words can be checked online with TDK dictionary (and TDK audio dictionary)
- English words such as product names are pronounced in English with a dose of Turkish accent

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