

Urdu Localization Style Guide

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1 Welcome



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

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:

1. ڈاکٹر جمیل جالبی، قومی انگریزی اردو لغت، مقتدرہ قومی زبان، اسلام آباد
2. Glossary of Common Words by Microsoft
3. Electronic Dictionary of Localization of Computer Applications A Standard tool, National Language Authority, 2004, Islamabad, Pakistan.

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. اردو املا و رموز اوقاف، مقتدرہ قومی زبان، اسلام آباد
2. ڈاکٹر عصمت جاوید، نئی اردو قواعد، ترقی اردو بیورو، نئی دہلی

Informative References

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

1. 1994 ڈاکٹر عطش درانی، اصطلاحات سازی، انجمن شرقیہ علمیہ، اسلام آباد طبع دوم،
2. <https://ur.oxforddictionaries.com>

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 in Urdu 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](#) where applicable, 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, 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 . |

It doesn't not seem to be a productive abbreviation and acronym *forming* trend within *Urdu* language background. Unlike English, short word forms are not used in Urdu; if there are any abbreviations or acronyms in the source text, then they are mostly transliterated (or the Urdu equivalents of the words they stand for are provided).

| en-US word | ur-PK translation |
|------------|-------------------|
| Info | معلومات |
| App | ایپ |
| PC | PC |

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> |

Below is a list of words and phrases from Urdu which should be avoided because of their very formal tone as well as their less formal and currently used equivalents.

| en-US source | ur-PK classic word/phrase | ur-PK modern word/phrase |
|-----------------------|------------------------------|--------------------------|
| Most of verb endings | کیجئے | کریں |
| Go | تشریف لے جائیے | جائیں |
| Install | تنصیب فرمائیے | تنصیب کریں/نصب کریں |
| If you don't mind | اگر طبع نازک پر گراں نہ گزرے | اگر آپ کو برا نہ لگے |
| Note | ملاحظہ فرمائیے | نوٹ |
| Make use | متففع ہوں | استعمال کریں |
| Follow advice | پند و نصائح پر عمل کیجئے | نصیحت پر عمل کریں |
| Important information | گراں قدر معلومات | اہم معلومات |
| Too much | بدرجہ اتم | بہت زیادہ |

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 | Urdu target | Explanation |
|---|--|--|
| The password isn't correct, so please try again. Passwords are case-sensitive. | پاس ورڈ درست نہیں ہے، اس لیے دوبارہ کوشش کریں۔ پاس ورڈز حرفی شکل شناس ہیں۔ | 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. | یہ کلید مصنوعہ کارآمد نہیں۔ اس کی پڑتال کریں اور دوبارہ کوشش کریں | 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 | آغاز کے لیے سب کچھ تیار ہے | Casual and short message to inform user that setup has completed, ready to start using the system. |
| Would you like to continue? | کیا آپ جاری رکھنا چاہیں گے؟ | 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. | اپنے PC کو نام دیں—جو چاہیں نام دیں۔ اگر آپ پس منظر کا رنگ تبدیل کرنا چاہتے ہیں تو PC سیٹنگ میں اعلیٰ چمک کو بند کریں۔ | Address the user directly using second person pronoun to take the necessary action. |

2.2.2 Promoting a feature

| US English | Urdu target | Explanation |
|---|---|---|
| Picture password is a new way to help you protect your touchscreen PC. You choose the | تصویری پاس ورڈ آپ کے ٹچ سکرین PC کو محفوظ رکھنے میں آپ کی مدد کرنے کا نیا | Promoting a specific feature with the use of em-dash to emphasize |

| | | |
|---|---|--|
| picture—and the gestures you use with it—to create a password that’s uniquely yours. | طریقہ ہے۔ آپ ایسا پاس ورڈ تخلیق کرنے کے لیے جو انفرادی طور پر آپ کا ہے تصویر – اور وہ اشارے جو آپ اس کے ساتھ استعمال کرتے ہیں – کا انتخاب کرتے ہیں۔ | 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. | ایپس کو اپنے PC کے مقام، نام، اکاؤنٹ کی تصویر، اور دیگر ڈومین کی معلومات پر منحصر ذاتی بنایا گیا مواد آپ کو دینے دیں۔ | 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 | Urdu target | Explanation |
|---|--|---|
| To go back and save your work, click Cancel and finish what you need to. | واپس جانے اور اپنا کام محفوظ کرنے کے لیے منسوخ کریں پر کلک کریں اور اپنی ضرورت کے کام ختم کریں۔ | 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. | اپنے موجودہ تصویری پاس ورڈ کی تصدیق کرنے کے لیے صرف دوبارہ چلا کر دیکھیں اور اپنی تصویر پر دکھائے گئے مثالی اشاروں کا سراغ لگائیں۔ | 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. | یہ مصنوعہ کلید درج کرنے کا وقت ہے۔ آپ کے انٹرنیٹ سے جڑے ہونے پر ہم Windows کو آپ کے لیے فعال کر دیں گے۔ | 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 | Urdu 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. | اپ ڈیٹس کی تنصیب ہو گئی ہے لیکن ان کے کام کرنے کے لیے Windows سیٹ اپ کو دوبارہ شروع کرنے کی ضرورت ہے۔ اس کے دوبارہ شروع ہونے پر ہم وہیں سے جاری رکھیں گے جہاں ہم نے چھوڑا تھا۔ | 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. | اگر آپ ابھی دوبارہ شروع کرتے ہیں تو آپ اور کوئی اور لوگ جو اس PC کا استعمال کر رہے ہیں غیر محفوظ شدہ کام کھو سکتے ہیں۔ | 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. | غلط یا ناموجود خواص درست کرنے کے بعد اس دستاویز کو خودکار طور پر دائیں لائبریری اور فولڈر میں منتقل کر دیا جائے گا | 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. | کچھ غلط ہو گیا! آپ کی بوٹ ایبل USB فلیش ڈرائیو بنانے کے لیے ڈاؤن لوڈ کردہ فائلیں نہیں مل رہیں۔ | Without complexity and using short sentences inform the user what has happened. |

3 Inclusive language

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

General guidelines

Comply with local language laws.

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

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

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

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

Don't use profane or derogatory terms.

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

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

| Use this | | Not this | |
|---------------------------|----------------------------|----------------------|----------------------|
| English examples | | Target examples | |
| primary/subordinate | master/slave | بنیادی/ماتحت | آقا/غلام |
| perimeter network | demilitarized zone (DMZ) | بنیادی نیٹ ورک | غیر فوجی علاقہ (DMZ) |
| stop responding | hang | عمل رک جانا | لٹکانا |
| expert | guru | ماہر | گرو |
| meeting | pow wow | میٹنگ | اجتماع |
| colleagues; everyone; all | guys; ladies and gentlemen | ساتھیوں؛ ہر کوئی؛ سب | لڑکے؛ خواتین و حضرات |

| | | | |
|-----------------------------------|-------------------|---|-------------------|
| lunch and learn; learning session | brown bag session | لانچ کریں اور سیکھیں؛ سیکھنے کا سیشن | براؤن بیگ سیشن |
| parent | mother or father | والدین | والدہ یا والد |

3.1 Avoid gender bias

Use gender-neutral alternatives for common terms. Avoid the use of compounds containing gender-specific terms (etc.مذکر، مؤنث،).

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

| Use this | Not this | Comments |
|-----------------------------------|------------------------------------|---|
| Target examples | | |
| مجھے سمجھ آ گئی! | میں سمجھ گئی! | Use respectful tone and avoid using specific gender. |
| میں معذرت خواہ ہوں! | میں معذرت چاہتی ہوں! | |
| ہم آپ سے دوستی کرنا چاہتے ہیں! | میں آپ سے دوستی کرنا چاہتی ہوں! | |
| ہم پڑھنا چاہتے ہیں! | میں پڑھنا چاہتی ہوں! | |
| اس نے اپنا مکان تبدیل کر لیا! | وہ مکان تبدیل کر چکی ہے! | |
| آپ سب کا شکریہ! | سب مرد و خواتین کا شکریہ! | Use common noun instead of differentiating male and female. |

When presenting generalization, use plural noun forms (for example, لوگ, افراد, طلباء, etc.).

Don't use gendered pronouns (لڑکا, لڑکی, عورت, مرد, etc.) in generic references.
Instead:

- Rewrite to use the second or third person (آپ یا کوئی).

- Rewrite the sentence to have a plural noun and pronoun.
- Refer to a person's role (, یا کلائنٹ, گاہک, قاری, for example).
- خالد یا شخص.

| 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. | مناسب حقوق کے حامل صارف کو دیگر صارف کے پاس ورڈز سیٹ کرنے کا اختیار ہے۔ | اگر خالد کے پاس مناسب حقوق ہیں تو وہ دوسرے صارفین کا پاس ورڈز سیٹ کر سکتا ہے۔ |
| 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. | ڈویلپرز کو اپنے ترقیاتی ماحول میں سرورز تک رسائی لازمی ہے، لیکن میں سرورز تک Azure انہیں رسائی ضروری نہیں ہے۔ | ایک ڈویلپر کو اپنے ترقیاتی ماحول میں سرورز تک رسائی ضروری ہے لیکن اسے Azure میں سرورز تک رسائی کی ضرورت نہیں ہے۔ |
| When the author opens the document | When the author opens her document | جب مصنف دستاویز کھولتا ہے | جب مصنفہ اپنی دستاویز کھولتی ہے.... |
| To call someone, select the person's name, select Make a phone call, and then choose the number you'd like to dial. | To call someone, select his name, select Make a phone call, and then select his number. | کسی کو کال کرنے کے لیے، شخص کا نام منتخب کریں، فون کال کریں کو منتخب کریں، اور پھر جو نمبر ڈائل کرنا چاہتے ہیں وہ نمبر منتخب کریں۔ | کسی کو کال کرنے کے لیے، اس کا نام منتخب کریں، فون کال کریں کو منتخب کریں، اور پھر اس کا نمبر منتخب کریں۔ |

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 ٹوٹے ہوئے or ٹوٹے ہوئے. Don't mention a disability unless it's relevant. اور/اندھا/بہرا/لنگڑا or اعضاء/اندھا/بہرا/لنگڑا

| Use this | Not this | Use this | Not this |
|-----------------------------|-------------------------------|------------------------|-----------------------|
| English examples | | Target examples | |
| person with a disability | handicapped | معذور شخص | معذور |
| person without a disability | normal person; healthy person | غیر معذور شخص | عام آدمی؛ صحت مند شخص |

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 | منتخب کریں | کلک کریں |

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 اور، مزید، اور کے بارے میں. 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 Urdu.

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 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

Acronyms are not common in the Urdu, although some of the western acronyms have been transliterated in Urdu. For example: "OPEC" is spelled and pronounced and written in Urdu as "اوپیک." As far as Microsoft's style in this regard is concerned, if the acronym is not well-known and/or is difficult to understand in English, it should be kept as it is in English and followed by the translation in the full form. For example, "RAM" should be spelled as is and followed by, "ریم" between parentheses. This is the practice to introduce a term or to give the user the chance and the time to get familiar with a new or difficult-to-understand term.

Note: Acronyms denoting measurements, such as b (Bit), B (Byte), KB (Kilobyte), MB (Megabyte), GB (Gigabyte) are to be kept as-is in the translation, without supplementing them with translations in the parentheses. One reason is that these are familiar terms, and the other is that they are normally used along with digits and hence following them with translations in parentheses would give an awkward look to the translation. See the below example:

Note: Leave a non-breaking space (CTRL+SHIFT+SPACE) between the number and the measurement:

| | Incorrect | Correct |
|------|---------------|---------|
| 10KB | 10KB کے بی) | 10 KB |
| 48MB | 48MB (ایم بی) | 48 MB |

Unlocalized Acronyms

Some acronyms, in addition to those indicating measurements, velocities, etc. (see above), remain in English and are neither translated nor transliterated for some or all of the following reasons:

1. The acronym is so well established as an English word that it has been standardized as such.

2. Transliterating an acronym would result in an unacceptable word in Urdu.

Note: It is acceptable in some cases to present acronyms fully in English in the documentation, followed by its full spelling in English.

For example: ANSI (American National Standards Institute).

When dealing with acronyms that appear in Software UI, like dialogs and menus, spacing constraints should be considered. If the space doesn't permit using the above practice, the English acronym should be used.

For example: ANSI

4.1.2 Adjectives

In Urdu, adjectives should be handled in the following manner.

General wording rules are used. Adjectives are also considered nouns.

Possessive adjectives

The frequent use of possessives is a feature of English language. However in Urdu, possessive adjectives are handled generally.

Example: Your device needs to communicate with Microsoft servers to set up your account.

سرور کے ساتھ بات چیت کرنے Microsoft مثال: آپ کے آلہ کو آپ کا اکاؤنٹ سیٹ اپ کرنے کے لیے کی ضرورت ہے۔

4.1.3 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. |

Similar to English, the use of conjunctions is a way to help convey an informal and casual tone and style.

| en-US source text | Urdu old use of conjunctions | Urdu new use of conjunctions |
|---|---|--|
| As <product> gains features, there is a risk that older content may not display correctly | میں <product> جیسے جیسے نئی خصوصیات شامل کی جاتی ہیں، اس بات کا قوی امکان ہوتا ہے کہ پرانے مشمولات بہتر طور پر ڈسپلے نہیں ہوں گے۔ | <product> جیسا خصوصیات کو حاصل کرنے کی تو خدشہ ہے کہ پرانے مشمولات بہتر انداز میں ڈسپلے نہیں ہوں گے۔ |
| Since this task is complete, its reminder has been turned off. | یہ کام مکمل ہے اس لئے یاد دہانی آف کردی گئی ہے۔ | چونکہ یہ کام مکمل ہے لہذا یاد دہانی بند کردی گئی ہے |
| Some options have been abandoned, as the users were facing problems because of them. | کچھ اختیارات کو ترک کر دیا گیا ہے، کیوں کہ صارفین کو ان کی وجہ سے مشکلات کا سامنا تھا۔ | چونکہ کچھ اختیارات کی وجہ سے صارفین کو مشکلات کا سامنا تھا، اس وجہ سے انہیں ترک کر دیا گیا ہے۔ |

4.1.4 Gender

"ی" for feminine is used after a masculine name. But there are also some different styles. In Urdu, there are two types of gender: masculine and feminine, known as "مذکر" and "مؤنث" respectively. There is some logic followed to determine the gender, one of which is that when a word ends in "aa", commonly it should be masculine. If it ends in "ee", then it should be feminine gender. Some examples are as under:

| Masculine | Feminine |
|-----------|----------|
| دادا | دادی |
| نانا | نانی |
| شیر | شیرنی |
| شہزادہ | شہزادی |

However, keep in mind that Urdu is a sort of creole, created by such languages as Arabic, Persian, Turkish, and is continuously borrowing from English. As such, there are plenty of exceptions to the rule described above. Some examples are given below:

| Masculine | Feminine |
|-----------|----------|
| شویر | بیوی |
| خالد | خالدہ |
| صاحب | صاحبہ |
| خالو | خالہ |

4.1.5 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 Urdu 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.

4.1.6 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?
- **Analogy:** Is there an equivalent Urdu term that could be used to justify the noun class the noun gets assigned to?
- **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 | Urdu example |
|--|--|
| Delete it from server | اسے سرور سے حذف کریں۔ |
| Enter a password to log into the server | سرور میں داخل ہونے کے لیے فائل نام داخل کریں |
| DNS cannot resolve the server IP address | DNS سرور IP پتا حل نہیں کر سکتا۔ |
| Verify the name of the server's certificate | سرور تصدیق نامہ کے نام کی تصدیق کریں۔ |

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

| English example | Urdu example |
|-----------------|--------------|
| Clients | گاہک |
| Websites | ویب سائٹیں |
| Downloads | ڈاؤن لوڈ |
| Proxys | پراکسی |
| Administrators | منتظم |

Inflection

Nouns in Urdu do not get inflected and are never pluralized after a plural number.

Example: book- software- tools

Plural Formation

Singulars are also used as plural and "ات", "ایں", "وں" plural forms like "اخبارات"، "اخباریں" and "وں" in induction form like "اخباروں".

4.1.7 Prepositions

Pay attention to the correct use of the preposition in translations. Influenced by the English language, many translators omit them or change the word order.

| US Expression | Urdu Expression |
|-----------------|-----------------|
| service request | سروس کی درخواست |

4.1.8 Pronouns

Please use the following pronouns in Urdu text.

وہ، تو، تم، آپ، میں، ہم

Example: she is working in Microsoft Company

مثال: وہ Microsoft کمپنی میں کام کر رہی ہے

4.1.9 Punctuation

Small Dash (.) is used after the end of sentence, it should be noted, Urdu does not use full stop.

Example:

(+) مسل کھولنے کے لیے پاس ورڈ داخل کریں۔

Bulleted lists

In Urdu, bulleted lists are used like in English. Place the bullet symbol (Usually •) at the start of the line followed by a space or a tab, then write the Urdu sentence.

Comma ,(Urdu comma)

Comma is used for separating the words, bringing pauses in sentences.

Example:

(+) احمد، محمود، قاسم

Colon

Use colons to show the following list or names in order.

Example:

(+) مندرجہ ذیل کریں:

Do not use colons in the middle of a sentence when still you shall add the verb to the end.

Example:

| US English | Urdu |
|---|---|
| to get more information, please refer to this address: www.microsoft.com | مزید معلومات حاصل کرنے کے لیے، براہ کرم اس پتے پر رجوع کریں: www.microsoft.com |

Dashes and Hyphens

Three different dash characters are used in English:

En Dash

The en dash is used as a minus sign in Urdu and usually it is used with a number.

Example: -359

(+) -۳۵۹

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. Even in this case it can be replaced by "to" "تا" in Urdu, and usually there is no need to use a dash.

Example: 8 am–6 pm

8 ب.د-6 ق.د (-)

8 ب.د تا 6 ق.د (+)

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. Em dash is not applicable for Urdu.

Ellipses (Suspension Points)

It should be followed as English, no set rules are available for Suspension Points, and they are rarely used in Urdu text.

Period

US English uses a period as the decimal separator, while many other languages use a comma. In Urdu character Hamza ء (If Urdu digits are used in Urdu Text) or Period. (If English digits are used in Urdu Text). Do not use a space for this purpose as a space separates the numeral from the abbreviation.

In paper sizes (the last example in the table below) the decimal separator and the abbreviation "in" for inches are kept, since the sizes are US norms and should be represented accordingly.

Examples:

| English example | Urdu example |
|------------------------------|-------------------------|
| 5.25 cm | 5.25 سینٹی میٹر |
| 5 x 7.2 inches | 5 x 7.2 انچز |
| Letter Landscape 11 x 8.5 in | Letter افقی 11 x 8.5 in |

Quotation Marks

In US source strings, you may find software references surrounded by English quotation marks. This is also followed in Urdu.

Example:

(+) "قائد اعظم نے ایک پیغام دیا۔" ایمان، اتحاد، تنظیم۔

Parentheses

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

Example:

(+) وہ اختیار منتخب کریں جو یہ موثر طریقے سے بتائے کہ آپ کمپیوٹر کیوں بند (Shutdown) کرنا چاہتے ہیں۔

(+) مزید معلومات کے لئے (0800 000000) ڈائل کریں۔

4.1.10 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 |

Just like English, long phrases can be shortened and can be presented in a comprehensive manner. Considering the lack of space on a computer (of mobile screens), when and where possible, long sentences can be presented short and concise.

| en-US source text | ur-PK long form | ur-PK sentence fragment |
|--------------------------------|---|---------------------------------|
| Use the following steps | مندرجہ ذیل اقدامات پر عمل کریں | ایسا کریں |
| Add new users to your computer | اپنے کمپیوٹر پر نئے صارفین کو شامل کریں | کمپیوٹر پر نئے صارفین شامل کریں |
| Provided that | شرط یہ ہے کہ | بشرطیکہ |

| | | |
|-----------|-------------------|--|
| Including | جس/جن میں شامل ہے |) not, however, recommended for a highly informal setting(|
|-----------|-------------------|--|

4.1.11 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.

Be consistent in how you translate verbs in error messages. If it is grammatical to omit the predicate "be" in your language, you can omit it in error messages, but you should be consistent in your usage across all error messages. Be concise without changing the meaning of the source string.

| English example | Urdu example | Explanation |
|---|--|--|
| The document is too large. Document too large. | دستاویز بہت بڑی ہے۔ بہت بڑی دستاویز | Be consistent in your usage of the verb "to be" |
| Access was denied. Access denied. | رسائی سے انکار کیا گیا تھا۔ رسائی سے انکار۔ | In complete sentences, use verbs and the same tense as in the source string. |
| The file '%s' is an unknown graphics format. | فائل '%s' نامعلوم گرافکی وضع میں ہے۔ | Rephrase "is" with "have" if necessary to produce an appropriate translation. |
| The application may attempt to convert the graphic. | ہو سکتا ہے ایپلی کیشن گرافک کو بدلنے کی کوشش کرے | may (+) Verb can be rephrased as Verb (+) possibly |
| A problem occurred while trying to connect to the network share "%1!s!" | نیٹ ورک حصہ داری "%1!s!" سے جڑنے کے دوران ایک مسئلے کا سامنا ہوا | Shorten and rephrase if necessary to "A problem occurred while connecting to the network share "%1!s!" |

| English example | Urdu example | Explanation |
|---|--|--|
| The following error occurred: "%1!s!" (error #2!x!) | درج ذیل نقص واقع ہوا ہے: "%1!s!" (نقص #2!x!) | Shorten this construction where possible, e.g. Error: "%1!s!" (error #2!x!). |
| An unknown error has occurred./ No error occurred. | ایک نامعلوم نقص واقع ہوا ہے۔ / کوئی نقص واقع نہیں ہوا۔ | Shorten this construction where possible, e.g. Unknown error. / No error |

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

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 Urdu, using idiomatic syntax and terminology, while at the same time maintaining a high level of terminological consistency, 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 Urdu-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™).

Version Numbers

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

In Urdu, the period should not be replaced with a dash.

| US English | Urdu target |
|-------------|-------------|
| Version 4.2 | ورژن 4.2 |

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

Translation of Version Strings

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

Version strings that contain copyright information should always be translated.

Example:

| US English | Urdu 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 Urdu translation |
|--|--|
| Something went wrong. | کچھ غلط ہو گیا |
| Not enough memory to process this command. | ناکافی بے اس حکم پر عمل کاری کے لیے میموری |

Urdu Style in Error Messages

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

Standard Phrases in Error Messages

The phrases below commonly occur in error messages. When you are translating them, try to use the provided target phrases. However, feel free to use other ways to express the source meaning if they work better in the context.

Examples:

| English | Translation | Example | Comment |
|--|--|--|---|
| Cannot ... Could not ... | نہیں کر سکتا... نہیں کر سکا... | فائل نہیں کھول سکتا ... (Present) فائل نہیں کھول (Past) ...سکا | Please use Present tense examples in the translations |
| Failed to ... Failure of ... | ناکام ہو گیا بطرف... ناکام از... | | |
| Cannot find ... Could not find ... Unable to find ... Unable to locate ... | ڈھونڈ نہیں سکتا... ڈھونڈ نہیں سکا... ڈھونڈنے میں نااہل... تلاش کرنے میں نااہل ... | فائل ڈھونڈ نہیں سکتا ...(Present) فائل ڈھونڈ نہیں (Past) ...سکا فائل ڈھونڈنے میں نااہل... فائل تلاش کرنے میں نااہل... | Please use Present tense examples in the translations |
| Not enough memory Insufficient memory There is not enough memory There is not enough memory available | کافی میموری نہیں ہے ناکافی میموری کافی میموری موجود نہیں ہے کافی میموری دستیاب نہیں ہے | | Please use Present tense examples in the translations |

| English | Translation | Example | Comment |
|--|--|---------|---|
| ... is not available ... is unavailable | دستیاب نہیں ہے... دستیاب نہیں ہے... | | Please use Present tense examples in the translations |

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."

Same procedure may be followed for Urdu.

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).

Key Names

| English Key Name | Urdu Key Name |
|------------------|---------------|
| Alt | Alt |
| Backspace | Backspace |
| Break | Break |

| English Key Name | Urdu Key Name |
|------------------|---------------|
| Caps Lock | Caps Lock |
| Ctrl | Control |
| Delete | Delete |
| Down Arrow | نیچے تیر |
| End | End |
| Enter | Enter |
| Esc | Esc |
| Home | Home |
| Insert | Insert |
| Left Arrow | بایاں تیر |
| Num Lock | Num Lock |
| Page Down | Page Down |
| Page Up | Page Up |
| Pause | Pause |
| Right Arrow | دایاں تیر |
| Scroll Lock | Scroll Lock |
| Shift | Shift |
| Spacebar | فاضل |
| Tab | Tab |
| Up Arrow | تیر اوپر |
| Windows key | Windows کلید |
| Menu Key | مینو کلید |

| English Key Name | Urdu Key Name |
|------------------|---------------|
| 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

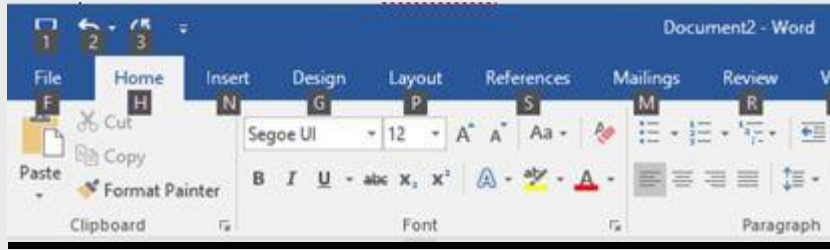
| Keyboard shortcuts special options | Usage: Is it allowed? | Notes |
|---|-----------------------|--|
| "Slim characters," such as l, I, t, r, f can be used as keyboard shortcuts | Yes | Since the characters joined together in Urdu, keyboard shortcut on slim characters may not be visible, it can be used if the character stands alone. |
| Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts | No | These characters are not the first choice in case other characters are available. |
| Extended characters can be used as keyboard shortcuts | No | |
| An additional letter, appearing between brackets after item name, can be used as keyboard shortcuts | Yes | |

| Keyboard shortcuts special options | Usage: Is it allowed? | Notes |
|--|-----------------------|-------|
| A number, appearing between brackets after item name, can be used as keyboard shortcut | Yes | |
| A punctuation sign, appearing between brackets after item name, can be used as keyboard shortcut | Yes | |
| Duplicate keyboard shortcuts are allowed when no other character is available | No | |
| No keyboard shortcut is assigned when no more characters are available (minor options only) | Yes | |

Additional notes: try to avoid using characters that are produced with more than one key stroke (i.e., with Shift key + another key) as keyboard shortcuts, such as: ¢, ð, ï

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

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



shortcut key

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 | Urdu Command | Urdu Shortcut key |
|--------------------------------------|-------------------------|--------------------------|-------------------|
| General Windows Shortcut keys | | | |
| Help window | F1 | دریچہ مدد | F1 |
| Context-sensitive Help | Shift+F1 | سیاق و سیاق - حساسیت مدد | Shift+F1 |

| US Command | US English Shortcut Key | Urdu Command | Urdu Shortcut key |
|---|-------------------------|--|-------------------|
| Display pop-up menu | Shift+F10 | پوپ اپ مینیو ڈسپلے | Shift+F10 |
| Cancel | Esc | منسوخ | Esc |
| Activate\Deactivate menu bar mode | F10 | مینیو بار موڈ فعال/غیر فعال | F10 |
| Switch to the next primary application | Alt+Tab | اگلی ابتدائی ایپلی کیشن پر سوئچ | Alt+Tab |
| Display next window | Alt+Esc | اگلا دریچہ ڈسپلے | Alt+Esc |
| Display pop-up menu for the window | Alt+Spacebar | دریچے کے لیے پوپ اپ مینیو ڈسپلے | Alt+Spacebar |
| Display pop-up menu for the active child window | Alt+- | فعال بچہ دریچے کے لیے پوپ اپ مینیو ڈسپلے | Alt+- |
| Display property sheet for current selection | Alt+Enter | حالیہ انتخاب کے لیے خواص شیٹ ڈسپلے کریں | Alt+Enter |
| Close active application window | Alt+F4 | فعال ایپلی کیشن ونڈو بند کریں | Alt+F4 |
| Switch to next window within (modeless-compliant) application | Alt+F6 | ایپلی کیشن (نا موزوں-موزوں) میں اگلی ونڈو پر سوئچ کریں | Alt+F6 |
| Capture active window image to the Clipboard | Alt+Prnt Scrn | فعال ونڈو کی تصویر کو کلپ بورڈ پر کیپچر کریں | Alt+Prnt Scrn |
| Capture desktop image to the Clipboard | Prnt Scrn | ڈیسک ٹاپ کی تصویر کو کلپ بورڈ پر کیپچر کریں | Prnt Scrn |
| Access Start button in taskbar | Ctrl+Esc | ٹاسک بار میں 'آغاز' بٹن تک رسائی کریں | Ctrl+Esc |
| Display next child window | Ctrl+F6 | اگلا چائلڈ ونڈو ڈسپلے کریں | Ctrl+F6 |

| US Command | US English Shortcut Key | Urdu Command | Urdu Shortcut key |
|---|-------------------------|--|-------------------|
| Display next tabbed pane | Ctrl+Tab | اگلا ٹیب شدہ ونڈو ڈسپلے کریں | Ctrl+Tab |
| Launch Task Manager and system initialization | Ctrl+Shift+Esc | ٹاسک مینیجر اور سسٹم ابتداکاری لانچ کریں | Ctrl+Shift+Esc |
| File Menu | | | |
| File New | Ctrl+N | نئی فائل | Ctrl+N |
| File Open | Ctrl+O | فائل کھولیں | Ctrl+O |
| File Close | Ctrl+F4 | فائل بند | Ctrl+F4 |
| File Save | Ctrl+S | فائل محفوظ | Ctrl+S |
| File Save as | F12 | فائل محفوظ بطور | F12 |
| File Print Preview | Ctrl+F2 | فائل کا چھپائی پیش منظر | Ctrl+F2 |
| File Print | Ctrl+P | فائل چھاپیں | Ctrl+P |
| File Exit | Alt+F4 | فائل اخراج | Alt+F4 |
| Edit Menu | | | |
| Edit Undo | Ctrl+Z | ترمیم کالعدم | Ctrl+Z |
| Edit Repeat | Ctrl+Y | ترمیم واپس لائیں | Ctrl+Y |
| Edit Cut | Ctrl+X | ترمیم کاٹیں | Ctrl+X |
| Edit Copy | Ctrl+C | ترمیم کاپی کریں | Ctrl+C |
| Edit Paste | Ctrl+V | ترمیم پیسٹ کریں | Ctrl+V |
| Edit Delete | Ctrl+Backspace | ترمیم حذف کریں | Ctrl+Backspace |
| Edit Select All | Ctrl+A | ترمیم تمام منتخب کریں | Ctrl+A |
| Edit Find | Ctrl+F | ترمیم ڈھونڈیں | Ctrl+F |

| US Command | US English Shortcut Key | Urdu Command | Urdu Shortcut key |
|---------------------------|-------------------------|------------------------|-------------------|
| Edit Replace | Ctrl+H | ترمیم بدلیں | Ctrl+H |
| Edit Go To | Ctrl+B | ترمیم جائیں بطرف | Ctrl+B |
| Help Menu | | | |
| Help | F1 | مدد | F1 |
| Font Format | | | |
| Italic | Ctrl+I | اٹالک | Ctrl+I |
| Bold | Ctrl+G | جلی | Ctrl+G |
| Underlined\Word underline | Ctrl+U | خط کشیدہ/ حرف خط کشیدہ | Ctrl+U |
| Large caps | Ctrl+Shift+A | بڑے حروف | Ctrl+Shift+A |
| Small caps | Ctrl+Shift+K | چھوٹے حروف | Ctrl+Shift+K |
| Paragraph Format | | | |
| Centered | Ctrl+E | بمركز | Ctrl+E |
| Left aligned | Ctrl+L | بائیں سیدھ | Ctrl+L |
| Right aligned | Ctrl+R | دائیں سیدھ | Ctrl+R |
| Justified | Ctrl+J | سیدھ کریں | 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 Urdu phonetic system if the original pronunciation sounds very awkward in Urdu.

In Urdu, English words are always pronounced with US English accent. Please always keep consistency with US English and refrain from using other accents like UK.

| Example | Phonetics | Comment |
|---------|---|--|
| SecurID | [sɪ'kjʊər aɪ di:] | سیکیور آئی ڈی |
| .NET | [dot net] | ڈاٹ نیٹ |
| Skype | [skaɪp]  | Product names are always pronounced the way they are pronounced in the source language |

English words and acronyms are pronounced in Urdu the same way they are in English.

URLs

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

"www" should be pronounced as WWW.

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

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 English 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.

Same procedure may be followed for Urdu.

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