Georgian Style Guide

Table of Contents

1 Welcome

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

1.1 Reference material

Unless this style guide or the Microsoft Language Portal provides alternative instructions, use the orthography, grammar, and terminology in the following publications.

Normative references

These normative sources must be adhered to. Any deviation from them automatically fails a string in most cases. When more than one solution is possible, consult the other topics in this style guide for guidance.

1. ქართულენოვანილოკალიზაციისსახელმძღვანელო, ინოვაციურისისტემებისინსტიტუტი, თბილისი, 2011 წ.
2. Gabunia, K (ed.) (2009). MS LIP Existing '09 Glossary. Tbilisi: Innovative Systems Institute. Available from: http://glossary.isi.ac.ge/index.php/list/2/1.xhtml. [Accessed: 3/3/2011]

Informative references

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

1. აკაკიშანიძე. *ქართული ენის გრამატიკის საფუძვლები*. თბილისი, 1973.
2. ვარლამთოფურია, ივანეგიგინეიშვილი. *ქართული ენის ორთოგრაფიული ლექსიკონი*. თბილისი:გამომცემლობა „განათლება", 1968.
3. *დარეჯანთვალთვაძე, ნანაგაფრინდაშვილი. ქართული მართლწერის წესები და სავარჯიშოები. თბილისი, 2008.*
4. *გიორგიახვლედიანი. ზოგადი ფონეტიკის საფუძვლები. თბილისი: პედ. უნ-ტისგამ-ბა, 1999.*
5. *არნოლდჩიქობავა. ქართული ენის ზოგადი დახასიათება. თბილისი: საქ. მეცნ. აკად. ენათმეცნ. ინ-ტი, 1998.*
6. *ლეოკვაჭაძე. თანამედროვე ქართული ენის სინტაქსი. თბილისი: გამომცემლობა „განათლება", 1988*
7. *ავთანდილარაბული. ქართული მეტყველების კულტურა. თბილისი: გამომცემლობა „უნივერსალი", 2004*
8. *ზურაბჭუმბურიძე. ქართული სალიტერატურო ენის საკითხები: ისტორია და თანა მედროვე მდგომარეობა. თბილისი: საქართველოსგანათლებისადამეცნიერებისსამინისტრო, 2007.*
9. *შუქიააფრიდონიძედასხვ. (რედ.). ჟურნალისტის სტილისტიკური ცნობარი. თბილისი: ჟურნალისტთასაერთ. ცენტრი, 2002.*

10. არნოლდჩიქობავა, მიხეილჯაბაშვილი, დასხვ.
    (რედ.). ქართული ენის განმარტებითი ლექსიკონი: ერთტომეული. თბილისი: საქ.
    მეცნ. აკად., ენათმეცნ. ინ-ტი, 1986.
11. ვ. რამიშვილი. პუნქტუაციის სწავლების მეთოდიკა. თბილისი: საქ. განათლ. სამ.,
    პედაგოგ. მეცნ. სამეცნ.-საკვლ. ინ-ტისგამ-ბა, 1954.

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 Georgian in a way that reflects Microsoft voice means choosing words and grammatical structures that reflect the same style as the source text. It also means considering the needs of the audience and the intent of the text.

The general style should be clear, friendly, and concise. Use language that resembles conversation observed in everyday settings as opposed to the formal, technical language that is often used for technical and commercial content.

When you are localizing source text written in Microsoft voice, **feel free to choose words that aren't standard translations** if you think that's the best way to stay true to the intent of the source text.

Because Microsoft voice means a more conversational style, literally translating the source text may produce target text that is not relevant to customers. To guide your translation, consider the intent of the text and what the customer needs to know to successfully complete the task.

2.1.1   Word choice

Terminology

Use approved terminology from the [Microsoft Language Portal](#) where applicable for example for key terms, technical terms, and product names.

Short word forms and everyday words

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

Georgian Microsoft voice can be conveyed through similar means by using shortened words or short words used by people in daily conversations. Take care to adhere to approved terminology and not use different target terms for already established and approved terms.

As Georgian verb usually encompasses the subject pronouns (along with other information), it is advisable not to repeat the subject pronoun and keep the sentence short and easily understandable. Unnecessary repeated use of subject pronouns makes sentences sound not Georgian.

en-US source term	Georgian word	Georgian word usage
Enter	შეყვანა	ჩაწერა, აკრეფა Choose a term that best matched a particular context.

Reference	მითითება	Use "მითითება" when awaiting user relevant user interaction. It is more informal and down-to-earth. Use another suitable term in case of other context.
Email	ელფოსტა	Can be used instead of ელექტრონული ფოსტა (electronic mail) when the context allows.
Message	ელწერილი or შეტყობინება	Can be used instead of ელფოსტის შეტყობინება (email message) when the context allows. Please never write ელფოსტა for "(email) message."

2.1.2   Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. For Georgian Microsoft voice, avoid using formal words and expressions listed in the table. Use less formal variants provided below.

en-US source	Georgian old word/phrase	Georgian new word/phrase
(is) more (than)	აღემატება	მეტია
Next	მომდევნო	შემდეგი
Also	დამატებით	ასევე
Following that	დაყოვნების გარეშე	დაუყოვნებლად
Provide guidance to…	დაკვალიანება…	მითითებების მიცემა…

Have an opportunity to…	შანსის ქონა…	საშუალების ქონა…
App	პროგრამა	აპი

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	Georgian target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	პაროლი არასწორია. ისევ სცადეთ. პაროლისთვის მნიშვნელობა აქვს სიმბოლოთა რეგისტრს.	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.	პროდუქტის კოდი არასწორია. გთხოვთ, შეამოწმოთ და ისევ სცადოთ.	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	მზადაა	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	გსურთ, განაგრძოთ?	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.	დაარქვით კომპიუტერს სახელი, როცა მოისურვებთ. თუ გსურთ შეცვალოთ ფონის ფერი, კომპიუტერის პარამეტრებში გამორთეთ მაღალი კონტრასტი.	Address the user directly using second person pronoun to take the necessary action.

2.2.2 Explanatory text and providing support

US English	Georgian target	Explanation
The updates are installed, but Windows 11 Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	განახლებები დაყენდა, მაგრამ მათ გამოსაყენებლად ხელახლა უნდა ჩაირთოს Windows 11-ის საინსტალაციო. გადატვირთვის შემდეგ, პროცესი გაგრძელდება იქედენ, სადაც გაჩერდა.	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.	თუ ახლა გადატვირთავთ, თქვენ და კომპიუტერთან დაკავშირებულმა სხვა ადამიანებმა, შესაძლოა, დაუმახსოვრებელი ნამუშევარი დაკარგოთ.	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.	ეს დოკუმენტი ავტომატურად გადავა შესაბამის ბიბლიოთეკასა და საქალდღეში, მას შემდეგ, რაც შეასწორებთ არასწორ ან გამოტოვებულ პარამეტრებს.	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.	რაღაც პრობლემაა! ჩამოტვირთული ფაილები ვერ იძებნება, რომ შეიქმნას ჩატვირთვადი USB დისკწამყვანი.	Without complexity and using short sentences inform the user what has happened.

2.2.3 Promoting a feature

US English	Georgian 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	გრაფიკული პაროლი არის ახალი მეთოდი, რომელიც გეხმარებათ სენსორიანი კომპიუტერის დაცვაში. თქვენი უნიკალური პაროლის შესაქმნელად ირჩევთ სურათსა	Promoting a specific feature with the use of em-dash to emphasis the specific requirements to enable the feature

password that's uniquely yours.	და მასთან ერთად გამოსაყენებელ ჟესტს.	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.	მიეცით აპებს ნებართვა, გაჩვენოთ პერსონალიზებული შინაარსი, თქვენი კომპიუტერის, მდებარეობის, სახელის, ანგარიშის სურათისა და სხვა დომენური ინფორმაციის გათვალისწინებით.	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.

2.2.4 Providing how-to guidelines

US English	Georgian target	Explanation
To go back and save your work, click Cancel and finish what you need to.	მუშაობის დასასრულებლად დააწკაპუნეთ „გაუქმებაზე" და დაუბრუნდით სამუშაოს.	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.	ამ ნახატი პაროლის დასადასტურებლად ნახეთ ჩანაწერი და ზუსტად გაიმეორეთ ნახატზე ნაჩვენები ჟესტები.	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.	დროა, შეიყვანოთ პროდუქტის კოდი. ინტერნეტთან დაკავშირებისას, Windows-ს ჩვენ გაგიაქტიურებთ.	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.

The following table contains examples of preferred and recommended language to convey inclusivity, as well as terms and expressions that should not be used.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
primary/subordinate	master/slave	მთავარი/დაქვემდებარებული	ბატონი/მონა
perimeter network	demilitarized zone (DMZ)	პერიმეტრული ქსელი	დემილიტარიზებული ზონა
stop responding	hang	რეაგირების შეწყვეტა	დაკიდება
expert	guru	ექსპერტი	გურუ
meeting	pow wow	შეხვედრა/კრება	ტუსოვკა
colleagues; everyone; all	guys; ladies and gentlemen	კოლეგები; ყველა	ტიპები; ქალბატონები და ბატონები
lunch and learn; learning session	brown bag session	ჩართვა და სწავლა; სასწავლო სესია	ტვინში შეშვება
parent	mother or father	მშობელი	დედა ან მამა

3.1 Avoid gender bias

There is no gender distinction in Georgian. Therefore, male and female stereotypes aren't usually reflected in the language.

Please note that there are cases when English uses "they" instead of "he/she" and "their" instead of "his/her." We should make sure that Georgian uses "ის" and "მისი" in cases like this and not "ისინი" and "მათი", to avoid incorrect translation.

The table that follows contains an example with the English plural pronoun they/their/them in generic references and how to handle that appropriately on the target text.

Use this	Use this	Not this
English example	**Target example**	
Provide **their** login information to proceed	გასაგრძელებლად ჩაწერეთ **მისი** საავტორიზაციო მონაცემები	გასაგრძელებლად ჩაწერეთ **მათი** საავტორიზაციო მონაცემები

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 "ინვალიდი" or "უნარშეზღუდული". The preferred option is not to mention a disability unless it's relevant.

The following table contains examples that illustrate people-first language.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
person with a disability	handicapped	შეზღუდული შესაძლებლობების მქონე პირი (შშმ)	ინვალიდი; შეზღუდული შესაძლებლობის მქონე
person without a disability	normal person; healthy person	შეზღუდული შესაძლებლობების არმქონე პირი	ნორმალური ადამიანი; ჯანმრთელი ადამიანი

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

The table that follows contains an example employing a verb that can apply to all input methods and devices.

Use this	Not this	Use this	Not this
English example		Target example	
Select	Click/Tap/Press	არჩევა	დაწკაპუნება/შეხება/დაჭერა

Keep paragraphs short and sentence structure simple— Read text aloud and imagine it spoken by a screen reader.

Spell out words like და, პლიუს, დაახლოებით. 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 Georgian.

4.1   Grammar, syntax, and orthographic standards

This section includes information on how to apply the general language and syntax rules to Microsoft products, online content, and documentation

4.1.1   Abbreviations

Common Abbreviations

You might need to abbreviate some words in the UI (mainly buttons or options names) due to lack of space. This can be done in the following ways:

If common Georgian abbreviations exist, it should be used, but some English abbreviations are also commonly used in Georgian.

List of common abbreviations:

Expression	Acceptable abbreviation
i.e.	ე.ი.
e.g.	მაგ.
etc.	და ა.შ. or და სხვ.

See	იხ.
URL	URL
USB	USB
Wi-Fi	Wi-Fi
WLAN	WLAN
SMS	SMS
MMS	MMS

Day	Normal Form	Abbreviation
Monday	ორშაბათი	ორშ.
Tuesday	სამშაბათი	სამშ.
Wednesday	ოთხშაბათი	ოთხშ.
Thursday	ხუთშაბათი	ხუთშ.
Friday	პარასკევი	პარ.
Saturday	შაბათი	შაბ.
Sunday	კვირა	კვ.

Month	Full form	Abbreviated form	Long date form
January	იანვარი	იან.	იანვარი
February	თებერვალი	თებ.	თებერვალი
March	მარტი	მარ.	მარტი
April	აპრილი	აპრ,	აპრილი
May	მაისი	მაი.	მაისი
June	ივნისი	ივნ.	ივნისი
July	ივლისი	ივლ.	ივლისი

Month	Full form	Abbreviated form	Long date form
August	აგვისტო	აგვ.	აგვისტო
September	სექტემბერი	სექ.	სექტემბერი
October	ოქტომბერი	ოქტ.	ოქტომბერი
November	ნოემბერი	ნოემ.	ნოემბერი
December	დეკემბერი	დეკ.	დეკემბერი

In addition to common measurements such as km, m, cm, mm, etc., the following abbreviations are used in technical documentation:

Measurement	English abbreviation	Georgian abbreviation
Gigabyte	GB	(+) გბაიტი
Gigabit	GBit	(+) გბიტი
Kilobyte	KB	(+) კბაიტი
Kilobit	KBit	(+) კბიტი
Megabyte	MB	(+) მბაიტი
Megabit	MBit	(+) მბიტი
Terabyte	TB	(+) ტბაიტი
Terabit	TBit	(+) ტბიტი
Bits per second	Bit/s	(+) ბიტ/წმ
Megabits per second	MBit/s or Mbps	(+) მბიტ/წმ
Kilobits per second	KBit/s or Kbps	(+) კბიტ/წმ
Bytes per second	B/s	(+) ბაიტ/წმ
Megabytes per second	MB/s	(+) მბაიტ/წმ
Kilobytes per second	KB/s	(+) კბაიტ/წმ
Megahertz	MHz	(+) მჰც

Hertz	Hz	(+) ჰც

 Please try not to use uncommon abbreviations. Instead, reword a phrase if it does not feet the layout.

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).

In Georgian, acronyms are generally translated from their full form and the English full version, along with acronym, is included in the parentheses the first time they are introduced in a sentence.

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

Incorrect translation examples	Acceptable translation examples
(-) RPC გამოძახება	(+) დისტანციური პროცესის გამოძახება OR RPC
(-) HTML ენა	(+) HTML
(-) TCP/IP პროტოკოლი	(+) TCP/IP
(-) PIN ნომერი	(+) PIN

Please refer to the glossary for advice on how to translate common English acronyms.

Localized Acronyms

English acronyms should either left in English or translated from their full forms. We leave acronyms in English if space is restricted for them and there is not enough room for translated full version.

Examples:

en-US source	Georgian target
PRC	დისტანციური პროცედურის გამოძახება RPC
PIN	PIN-კოდი PIN

In online help or documentation, spell out the words that comprise an acronym or abbreviation the first time that acronym is used in the text. You should include the language-specific translation, the US term, and the acronym as in the following example:

(+) მონაცემთა წვდომის ობიექტები (Data Access Objects, DAO)
(+) ActiveX მონაცემთა ობიექტები (ActiveX Data Objects, ADO)

In the user interface, there is usually not enough space for all three terms (US term, language-specific translation, and the acronym); only in wizards, the acronym can easily be spelled out and localized on first mention. If there are space constraints or there is no 'first' occurrence, it is up to you to judge to the best of your knowledge whether the acronym or abbreviation can be left as is or should be spelled out and localized.

You should also consider that different users will have different levels of knowledge about a product. For example, an Italian Exchange user will understand "DL," but the average Italian Windows user might not understand "DL" and would need to see "lista di distribuzione" (distribution list) instead. Try to be consistent within a product with your use of acronyms and initializations.

Note: Although the English acronym cannot generally be derived from the language-specific translation, creating a new acronym derived from the language-specific translated term is not an option. For example, do not replace an English acronym with a language-specific acronym; instead, leave the English acronym or abbreviation intact:

English example	Acceptable translation
SMS alert	(+) SMS გაფრთხილება

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

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

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

4.1.3   Adjectives

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

Possessive adjectives

The frequent use of possessives such as "my," "your," their, etc. is a feature of English language. However, in Georgian, the use of possessive adjectives is slightly less frequent.

Examples:

English	Georgian
Make sure your computer is connected to the Internet.	(+) დარწმუნდით, რომ კომპიუტერი დაკავშირებულია ინტერნეტთან. (–) დარწმუნდით, რომ თქვენი კომპიუტერი დაკავშირებულია ინტერნეტთან.
Please enter your new credentials.	(+) გთხოვთ, ჩაწეროთ ავტორიზაციის ახალი პარამეტრები.

English	Georgian
	(–) გთხოვთ, ჩაწეროთ თქვენი ავტორიზაციის ახალი პარამეტრები.
Forgot your password?	(+) დაგავიწყდათ პაროლი? (–) დაგავიწყდათ თქვენი პაროლი?

4.1.4 Capitalization

Georgian does not have capital letters and hence capitalization issues do not apply to the texts written in Georgian. However, capitalization should be considered when English terms and acronyms are used—in such cases, the English words should have the same capitalization as in the source.

4.1.5 Compounds

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

Compounds in Georgian are formed either by delimiting words by hyphen, or by putting the first word in genitive and spelling out the words separately.

Example:

en-US source	Georgian target
Internet accounts	(+) ინტერნეტ-ანგარიშები (–) ინტერნეტ ანგარიშები

4.1.6 Contractions

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

As Georgian does not heavily rely on use of contractions, this section is only slightly applicable to Georgian. Please see the one example where using contractions in Georgian is recommended.

en-US source text	Georgian long form	Georgian contracted form
Some networks are not available in your area	თქვენს რეგიონში რამდენიმე ქსელი არ არის ხელმისაწვდომი.	თქვენთან რამდენიმე ქსელი მიუწვდომელია.
3 devices are synced with your PC.	თქვენს კომპიუტერთან დასინქრონებულია 3 მოწყობილობა.	კომპიუტერთან დასინქრონებულია 3 მოწყობილობა.
2 files are detected	აღმოჩენილია 2 ფაილი.	ნაპოვნია 2 ფაილი.

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.

Georgian modern voice can be conveyed through similar use of conjunctions.

en-US source text	Georgian old use of conjunctions	Georgian new use of conjunctions
As product gains features, there is a risk that older content may not display correctly.	ვინაიდან პროდუქტი ახალ ფუნქციებს იძენს, შესაძლოა, ძველი შიგთავსი სწორად არ გამოჩნდეს.	შესაძლოა, ახალი ფუნქციების გამო ძველი მასალა სწორად არ გამოჩნდეს.
In case of usage the updated format, the new features will be supported.	განახლებული ფორმატის გამოყენების შემთხვევაში, გათვალისწინებული იქნება ახალი ფუნქციები.	ახალ ფორმატს მრავალი უპირატესობა აქვს.
Entering more keywords will result in better visibility of the article in search engines.	მეტი საკვანძო სიტყვის მითითების შემთხვევაში, სტატიის საძიებო სისტემებში ხილვადობა გაუმჯობესდება.	თუ მეტ საკვანძო სიტყვას გამოიყენებთ, სტატია უფრო ადვილად მოიძებნება.

4.1.8   Genitive

Georgian genitive marker is "-ის" (with small hyphen "-").

Georgian genitive marker (-ის) should be added to localized words, but please note that sometimes it is not necessary to add Georgian genitive marker to unlocalized words.

en-US source	Georgian target
Printer settings	პრინტერის პარამეტრები
Winsows installation	Windows-ის ინსტალაცია
Office templates	Office-ის შაბლონები
Windows OS	Windows ოპერაციული სისტემა
Microsoft account	Microsoft ანგარიში

4.1.9   Localizing colloquialism, idioms, and metaphors

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

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

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

4.1.10 Nouns

General considerations

It is not preferred to add Georgian nominative "-ი" suffix to an unlocalized word. However, suffixes if other grammar forms should be used in most cases.

Example:

en-US source	Georgian target
Microsoft Edge settings are applied to Mail	(+) Mail პარამეტრებს იღებს Microsoft Edge-დან (–) Mail-ი პარამეტრებს იღებს Microsoft Edge-დან

Inflection

Georgian uses seven declension cases. Since Georgian usually uses various suffixes for declension, it is advisable to add the relevant suffixes to the placeholders, as shown in the examples below.

Example:

en-US source	Georgian target
Would you replace the incorrect %s?	გსურთ არასწორი %s-ის ჩანაცვლება?

Plural Formation

In Georgian plurals are usually formed by adding "ებ"

Example:

en-US source	Georgian target
server	სერვერი
servers	სერვერები
server(s)	სერვერ(ებ)ი

4.1.11 Prepositions

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

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

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.

Since Georgian usually appends prepositions to the noun, it is often difficult to translate strings like "upgrade to," without knowing the following word. In such cases it is advisable to double check the context and make appropriate modifications to the following word or variable directly in the dialog box editor.

US Expression	Description	Georgian
connect to %s	%s will be replaced with the name of a device	(+) %s-თან დაკავშირება (–) s% დაკავშირება
connect to	Object parameter follows this phrase, and it is impossible to change this order.	(+) დაკავშიერბა: (–) ...-სთან დაკავშირება

4.1.12 Pronouns

In English "you/your" is used more often than in Georgian. Try to avoid using "თქვენ," "თქვენი," etc. whenever possible. Instead use neutral structures and passive voice. But when "you/your" is necessary to indicate the direction then you should use it in the translation:

English example	Georgian example
Use your mouse to draw circles on the page.	(+) გვერდზე წრეების დასახაზად გამოიყენეთ მაუსი. (–) ამ გვერდზე წრეების დასახაზად გამოიყენეთ თქვენ თაგუნა.
Type your username and password.	(+) აკრიფეთ მომხმარებლის სახელი და პაროლი. (–) აკრიფეთ თქვენი მომხმარებლის სახელი და პაროლი.

Would you like to add %s to your friends?	(+) გსურთ %s დაამატოთ მეგობრებში? (–) თქვენ გსურთ დაამატოთ %s თქვენს მეგობრებში?
You are about to join a new meeting. You will lose the messages that are currently displayed. Do you want to save the current messages?	(+) თქვენ აპირებთ შეუერთდეთ ახალ კრებას. ამით ეკრანზე ამჟამად ნაჩვენები შეტყობინებები დაიკარგება. გსურთ შეინახოთ მიმდინარე შეტყობინებები?

4.1.13 Punctuation

Guide to Georgian punctuation usage is available in the recommended reference material. As compared to English, Georgian punctuation usage is slightly different.

Bulleted lists

Bullet lists are the same as in English

Comma

Comma in complex sentences

Sub-sentences, explanatory, and conditional part of sentences, including the following words should be separated with commas: გთხოვთ (please), მაგალითად (for example), etc.

Examples:

(+) თუ გსურთ გამოიყენოთ სერვისი, გაიარეთ რეგისტრაცია.
(–) თუ გსურთ გამოიყენოთ სერვისი გაიარეთ რეგისტრაცია.

(+) გთხოვთ, წაიკითხოთ შეტყობინება
(–) გთხოვთ წაიკითხოთ შეტყობინება

(+) შეგიძლიათ გამოიყენოთ ფოსტის ფუნქციები, მაგალითად, გაგზავნოთ და მიიღოთ წერილები.
(–) შეგიძლიათ გამოიყენოთ ფოსტის ფუნქციები, მაგალითად გაგზავნოთ და მიიღოთ წერილები.
(–) შეგიძლიათ გამოიყენოთ ფოსტის ფუნქციები მაგალითად გაგზავნოთ და მიიღოთ წერილები.

Comma with connective words

Never use a comma before "და" (and), but you should use a comma before "ან" (or) when the connective word connects two sub-sentences.

Examples:

(+) შედით სისტემაში, გახსენით პარამეტრები და შეარჩიეთ კონფიგურაცია.
(–) შედით სისტემაში, გახსენით პარამეტრები, და შეარჩიეთ კონფიგურაცია.

(+) გამოიყენეთ ნაგულისხმევი კონფიგურაცია, ან შეარჩიეთ სასურველი პარამეტრები.
(–) გამოიყენეთ ნაგულისხმევი კონფიგურაცია ან შეარჩიეთ სასურველი პარამეტრები.

Colon

Use colons where appropriate according to Georgian grammar rules.

Examples:

US English	Georgian target	Comment
17:50	17:50 სთ.	Colon is generally used as a time separator.
Here you can find: list item one, list item two, and list item three.	აქ ნახავთ: პირველს, მეორესა და მესამეს.	A colon in usually used when something is listed.

Do not use colons after the salutation line.

Example:

US English	Georgian target	Comment
Dear users,	ძვირფასო მომხმარებლებო,	While it customary in U.S. business correspondence to close a salutation line by a colon, an exclamation mark or, nowadays increasingly, a comma is used.

Dashes and Hyphens

Two different dash characters are used in Georgian:

Hyphen

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

Example:

US English	Georgian target	Comment
Internet connection	ინტერნეტ-კავშირი	The short dash without spaces should be bused in compound words.

En Dash

The en dash or a hyphen is used as a minus sign, usually with spaces before and after.

Example:

US English	Georgian target	Comment
4 – 3 = 2	4 - 3 = 2	A minus sign should be used in math equations.

The en dash or a hyphen 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	Georgian target	Comment
The length should be 50 to 100 words.	უნდა გამოიყენოთ 50-100 სიტყვა	A en dash or a hyphen without spaces should be used in number ranges.

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.

Example:

US English	Georgian target	Comment
Rules — Terms and conditions of the service	წესები — სერვისის გამოყენების წესები და პირობები	An em dash with spaces should be used between different sections of a sentence.

Ellipses (Suspension Points)

In Georgian ellipses are generally used as in English.

Example:

US English	Georgian target	Comment
I never drink… coffee.	მე არასოდეს ვსვამ… ყავას.	In Georgian ellipses are generally used to imply an omission of a word, or a pause in speech.

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

Example:

US English	Georgian target	Comment
Sending…	იგზავნება…	Progress status of a process

Period

US English uses a period as the decimal separator, though Georgian uses comma for this purpose. Period is only used to mark the end of a sentence.

Example:

US English	Georgian target	Comment
The file is successfully downloaded.	ფაილი წარმატებით ჩამოიტვირთა.	A period should be used as a full stop after a compete sentence.

Quotation Marks

Quotation marks are used when referring to a quotation. As opposed to US English usage of italic formatting for titles or foreign words, Georgian tends to use quotation marks in this context as well.

Georgian opening and closing quotation marks differ from US English usage.

Georgian uses double low-9 (U+201E) quotation mark as opening and left double (U+201C) quotation mark as closing. The usage of double quotation marks is similar to German language.

Example:

US English	Georgian target
Please see the article "Safe Browsing."	იხილეთ სტატია „უსაფრთხოება ინტერნეტში".

The use of straight quotes (U+0022) is also possible if it is preferred to use for any technical reason, but it should be avoided in all other circumstances where possible.

Please note that since the usage of Georgian script in localizations follows Unicode standard, in most cases it is possible to replace the straight quotes used in source. In this case, the Georgian quotation marks will not need to be escaped, even if the source escapes straight quotes.

US Source	Georgian
Would you like to delete the sheet entitled \"%s\"?	(+) გსურთ წაშალოთ ფურცელი სათაურით „%s"? (–) გსურთ წაშალოთ ფურცელი სათაურით \„%s\"?

The straight quotes must remain intact when they are part of machine-readable language syntax (e.g. in programming languages).

Example:

(+)
(–)

Parentheses

In Georgian, there is no space between the parentheses and the text inside them. Georgian does not put period before parentheses. Parentheses should always go inside the sentence.

Example:

US English	Georgian target
4 pages (1200 words)	4 გვერდი (1200 სიტყვა)

4.1.14 Verbs

For Georgian 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.

Georgian verb system is quite complex. It is common that up to eight thousand word forms can be formed from a single verb stem.

If it is grammatical to omit the predicate "be" in Georgian, 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. A phrase or title may be without a verb, but unlike a phrase, a complete sentence should always contain at least one verb.

US English source text	Georgian use of verb tense	Comments
Unknown error	(+) მოხდა უცნობი შეცდომა (+) უცნობი შეცდომა	A phrase may be with or without any verb.

Unknown error	(+) მოხდა უცნობი შეცდომა. (–) უცნობი შეცდომა.	A sentence should have a verb.

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 Georgian, 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 Georgian-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).

5.3   Version Numbers

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

US English	Georgian target
Version 4.2	ვერსია 4.2

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

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

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.

Please refer to the approved glossary for Georgian equivalents of the 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 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 Georgian translation
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	რაღაც პრობლემაა! ჩამოტვირთული ფაილები ვერ იძებნება, რომ შეიქმნას ჩატვირთვადი USB დისკწამყვანი.
Not enough memory to process this command.	ამ ბრძანების შესასრულებლად არ არის საკმარისი მეხსიერება.

Georgian 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.

The message should be clear and consistent terminology should be used in it.

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 ...	ვერ...	ვერ ჩამოიტვირთა	The wording should be simple and clear.
Failed to ... Failure of ...	...ვერ შესრულდა	ბრძანება ვერ შესრულდა	The wording should be simple and clear.
Cannot find ... Could not find ... Unable to find ...	...ვერ იძებნება	ფაილი ვერ იძებნება	The wording should be simple and clear.

Unable to locate ... Not enough memory Insufficient memory There is not enough memory There is not enough memory available	არ არის საკმარისი მეხსიერება	პროგრამის დასაინსტალირებლად არ არის საკმარისი მეხსიერება.	The wording should be simple and clear.
... is not available ... is unavailable	...მიუწვდომელია	საიტი მიუწვდომელია.	The wording should be simple and clear.

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."

5.5.3 Keys

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

The keyboard is the primary input device used for text input in Microsoft Windows. For accessibility and efficiency, most actions can be performed using the keyboard as well. While working with Microsoft software, you use keys, key combinations and key sequences.

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	Georgian Key Name
Alt	Alt
Backspace	Backspace
Break	Break
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete
Down Arrow	ისარი ქვემოთ
End	End
Enter	Enter
Esc	Esc
Home	Home
Insert	Insert
Left Arrow	ისარი მარცხნივ
Num Lock	Num Lock
Page Down	Page Down

English Key Name	Georgian Key Name
Page Up	Page Up
Pause	Pause
Right Arrow	ისარი მარჯვნივ
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	ინტერვალი
Tab	Tab
Up Arrow	ისარი ზემოთ
Windows key	Windows-ის ღილაკი
Menu Key	მენიუს ღილაკი
Print Screen	Print Screen

5.5.4 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.
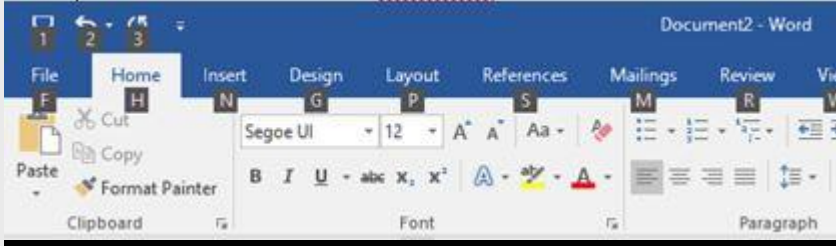
Examples:

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 shortcut	no	Not applicable to Georgian
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	no	A keyboard shortcut can be assigned to a character with a down stroke if there are no other options (i.e., all other character have keyboard shortcuts assigned to them)
Extended characters can be used as keyboard shortcuts	no	Not applicable to Georgian
An additional letter, appearing between brackets after item name, can be used as keyboard shortcuts	no	N/A
A number, appearing between brackets after item name, can be used as keyboard shortcut	no	However, it is acceptable to write a number in a dialog box before the item name when only English words are available for an access key, like in protocol names:
A punctuation sign, appearing between brackets after item name, can be used as keyboard shortcut	no	N/A
Duplicate keyboard shortcuts are allowed when no other character is available	no	N/A
No keyboard shortcut is assigned when no more characters are available (minor options only)	yes	
Contemporary Georgian characters from Georgian (QWERTY) layout's normal level can be used as keyboard shortcut	yes	ა, ბ, გ, დ, ე, ვ, ზ, ი, კ, ლ, მ, ნ, ო, პ, რ, ს, ტ, უ, ფ, ქ, ყ, ც, ჰ
Contemporary Georgian characters from Georgian (QWERTY) layout's	no	ჭ, ღ, თ, შ, ჯ, ძ, ჴ - cannot be used

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
elevated (shift) level can be used as keyboard shortcut		

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

Term	Usage
access key	A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly. Example: F in Alt+F Example in UI localization: H&ome In keyboard shortcuts, most access keys are used with the Alt key.
key tip	The letter or number that appears in the ribbon when the Alt key is pressed. In UI localization, the key tip is the last character present in the strings after the "`" character. Example: In UI localization Home`H
shortcut key	A subtype of keyboard shortcut. A key that the user types to perform a common action without having to go through the UI. Shortcut keys are not available for every command. Example: Ctrl+N, Ctrl+V In keyboard shortcuts, most shortcut keys are used with the Ctrl key. Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.

5.5.5 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.

Another reason why numeric keypad should be avoided in examples is the period key on numeric keypad, which can be transformed to a comma in case the user has switched to a Georgian keyboard layout.

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.

When using Georgian characters as shortcut keys, it is important to note the difference between the Georgian characters that can be accessed from Georgian (QWERTY) keyboard layout directly and the ones that would require that Shift modifier is also pressed. Please refer to Access Keys / Hot Keys section for a list of Georgian characters that are accessible from Georgian (QWERTY) layouts directly and thus allowed to be used a shortcut keys.

Standard Shortcut Keys

US Command	US English shortcut Key	Georgian command	Georgian shortcut key
General Windows Shortcut keys			
Help window	F1	დახმარების სარკმელი	F1
Context-sensitive Help	Shift+F1	კონტექსტზე დამოკიდებული დახმარება	Shift+F1
Display pop-up menu	Shift+F10	კონტექსტური მენიუს ჩვენება	Shift+F10
Cancel	Esc	გაუქმება	Esc

US Command	US English shortcut Key	Georgian command	Georgian shortcut key
Activate\Deactivate menu bar mode	F10	მენიუს ზოლის გააქტიურება/დეაქტივაცია	F10
Switch to the next primary application	Alt+Tab	შემდეგ ძირითად პროგრამაზე გადართვა	Alt+Tab
Display next window	Alt+Esc	შემდეგი ფანჯრის ჩვენება	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	სარკმელის კონტექსტური მენიუს ჩვენება	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	აქტიური ქვე-სარკმელის კონტექსტური ფანჯრის ჩვენება	Alt+-
Display property sheet for current selection	Alt+Enter	თვისებების ჩვენება	Alt+Enter
Close active application window	Alt+F4	აქტიური პროგრამის ფანჯრის დახურვა	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	შემდეგ ფანჯარაზე გადართვა	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	აქტიური ფანჯრის გამოსახულების ბუფერულ მეხსიერებაში გადაწერა	Alt+Prnt Scrn

US Command	US English shortcut Key	Georgian command	Georgian shortcut key
Capture desktop image to the Clipboard	Prnt Scrn	სამუშაო დაფის გამოსახულების გაცვლის ბუფერში გადაწერა	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	დავალებათა ზოლზე ღილაკი „დაწყებას" გამოძახება	Ctrl+Esc
Display next child window	Ctrl+F6	შემდეგი ქვე-ფანჯრის ჩვენება	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	შემდეგი ჩანართული პანელის ჩვენება	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Task Manager-ისა და სისტემის ინიციალიზაციის გამოძახება	Ctrl+Shift+Esc
File Menu			
File New	Ctrl+N	ფაილი > ახალი	Ctrl+N
File Open	Ctrl+O	ფაილი > გახსნა	Ctrl+O
File Close	Ctrl+F4	ფაილი > დახურვა	Ctrl+F4
File Save	Ctrl+S	ფაილი > დამახსოვრება	Ctrl+S
File Save as	F12	ფაილი > დამახსოვრება როგორც	F12
File Print Preview	Ctrl+F2	ფაილი > დათვალიერება ამობეჭდვამდე	Ctrl+F2
File Print	Ctrl+P	ფაილი > ბეჭდვა	Ctrl+P
File Exit	Alt+F4	ფაილი > გასვლა	Alt+F4
Edit Menu			

US Command	US English shortcut Key	Georgian command	Georgian shortcut key
Edit Undo	Ctrl+Z	შეცვლა > გაუქმება	Ctrl+Z
Edit Repeat	Ctrl+Y	შეცვლა > გამეორება	Ctrl+Y
Edit Cut	Ctrl+X	შეცვლა > ამოჭრა	Ctrl+X
Edit Copy	Ctrl+C	შეცვლა > კოპირება	Ctrl+C
Edit Paste	Ctrl+V	შეცვლა > ჩასმა	Ctrl+V
Edit Delete	Ctrl+Backspace	შეცვლა > წაშლა	Ctrl+Backspace
Edit Select All	Ctrl+A	შეცვლა > ყველაფრის მონიშვნა	Ctrl+A
Edit Find	Ctrl+F	შეცვლა > ძიება	Ctrl+F
Edit Replace	Ctrl+H	შეცვლა > ჩანაცვლება	Ctrl+H
Edit Go To	Ctrl+B	შეცვლა > გადასვლა….	Ctrl+B
Help Menu			
Help	F1	დახმარება	F1
Font Format			
Italic	Ctrl+I	დახრილი	Ctrl+I
Bold	Ctrl+G	მუქი	Ctrl+G
Underlined\Word underline	Ctrl+U	ხაზგასმული/სიტყვის ხაზგასმა	Ctrl+U
Large caps	Ctrl+Shift+A	დიდი სათაო ასოები	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	პატარა სათაო ასოები	Ctrl+Shift+K
Paragraph Format			
Centered	Ctrl+E	ცენტრში სწორება	Ctrl+E

US Command	US English shortcut Key	Georgian command	Georgian shortcut key
Left aligned	Ctrl+L	მარცხნივ სწორება	Ctrl+L
Right aligned	Ctrl+R	მარჯვნივ სწორება	Ctrl+R
Justified	Ctrl+J	ორმხრივი სწორება	Ctrl+J

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

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

Example	Phonetics	Comment
SecurID	[sɪˈkjuər aɪ diː]	may be pronounced as [სიქურ აიდი]

.NET	[dot net]	"dot" may be translated [წერტილი ნეტ]
Skype	[skaipi] 🔊	Product names should be pronounced as their original pronunciations, but in case the name ends with a consonant, "i" should be added after it

Acronyms and Abbreviations

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

Example	Phonetics	Comment
RADIUS	[radius]	may be read as "radius"
RAS	[ras] or [er-ei-es]	both versions may be used
ISA	[isa] or [ai-es-ei]	both versions may be used
LAN	[lan] or [el-ai-en]	[lan] is commonly used
WAN	[van] or [ˈdʌb(ə)ljuː-ei-en]	both versions may be used
WAP	[vap] or [ˈdʌb(ə)ljuː-ei-pi]	[vap] is commonly used
MAPI	[mapi] or [em-ei-pi-ai]	both versions may be used
POP	[pop] or [pi-ou-pi]	[pop] is commonly used
URL	[u-er-el]	[u-er-el] is commonly used

Other abbreviations are pronounced letter by letter.

Example	Phonetics	Comment
ICMP	[ai-ci-em-pi]	This is the commonly used version
IP	[ai-pi]	This is the commonly used version
TCP/IP	[TCP/ai-pi]	This is the commonly used version
XML	[eks-am-el]	This is the commonly used version
HTML	[eich-ti-em-el]	This is the commonly used version

OWA	[ova] or [ou-ˈdʌb(ə)lju:-ei]	Both versions are possible
SQL	[es-qu-el]	This is the commonly used version

URLs

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

"www" should be pronounced as [ˈdʌb(ə)lju: ˈdʌb(ə)lju: ˈdʌb(ə)lju:] or [vvv].

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

Example	Phonetics	Comment
http://www.microsoft.com/geo	[maikrosoft com slash geo] [მაიკროსოფტ წერტილი ქომ, დახრილი ხაზი ჯეო] OR [maikrosoft dot com slash gi-i-ou] [მაიკროსოფტ წერტილი ქომ, დახრილი ხაზი ჯი-ი-ოუ]	It should be read as microsoft.com/geo reads in English, but "dot" should be translated.

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 Georgian translations approved in the Language Portal.

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:

    o Single intent
    o Clarity
    o Everyday language
    o Friendliness
    o 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