Microsoft

Kazakh Style Guide

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1 Welcome

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

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. Научный отраслевой толковый словарь терминов казахского языка. Том «Информатика и компьютерная техника». Более 4000 терминов (на казахском языке). Издательство «Мектеп», Алматы, 2002.
2. Казахско-русский, русско-казахский словарь. 30000 слов. Издательство «Аруна», Алматы, 2002.
3. Ресми-іскеріқазақ тілі. Д.Х. Ақанова және т.б., «Арман-ПВ» баспасы, 2002.

Informative references

These sources are meant to provide supplementary and background information.

1. http://sozdik.kz/ (Be careful when using it. There can be mistakes in it.)

2 Microsoft voice

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The voice used 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 professionals and enthusiasts to casual computer users. Although content might be different for

different audiences, the principles of the Microsoft voice are the same. However, the Microsoft voice also requires us to keep 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 the Microsoft voice should extend across Microsoft content for all language locales. Each language has specific choices in style and tone that evoke the Microsoft voice in that language.

2.1   Choices that reflect Microsoft voice

Translating Kazakh in a way that reflects the 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 everyday conversation, rather than the formal, technical language that's often used in technical and commercial content.

When you're localizing source text written in the 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 the Microsoft voice has a conversational style, translating the source text literally may produce target text that's not relevant to customers. To guide your translation, consider the intent of the text and what the customer needs to know to complete the task.

2.1.1   Word choice

Terminology

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

Short word forms and everyday words

Writing US English text in the Microsoft voice means using 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 easy to read quickly. Precise, well-chosen words aid clarity, but it's important to use everyday words that customers are familiar with.

In Kazakh, the Microsoft voice can also be conveyed through the use of synonyms. If approved synonyms (that is, terms that are interchangeable) exist in the Language Portal and can be used without confusing the user, use them. This will help to avoid repetition and make the text flow more naturally. Also, use abbreviations and short variants of terms.

Some synonyms in the Kazakh language appear as hyphenated compound words. Also use synonyms for words that aren't terms, such as descriptive adjectives and verbs. Avoid using the same descriptive words twice in a sentence or a paragraph—try to find a relevant synonym.

When you use synonyms, remember that not all synonyms are 100 percent interchangeable. They may have slight, subtle differences in connotation.

en-US source term	Kazakh term	Kazakh synonym
edit	өңдеу	өзгерту
use	пайдалану	қолдану
select	бөлектеу	белгілеу

2.1.2 Words and phrases to avoid

The Microsoft voice avoids an unnecessarily formal tone. To write successfully in the Microsoft voice in Kazakh, avoid the formal words and expressions listed in the table. Use the less formal variants provided.

en-US source	Kazakh word to avoid	Kazakh word/phrase
Now	қазіргі таңда, ағымдағы уақытта	*қазір*
Execute	әрекет жасау	*орындау*
Identify	идентификациялау	*анықтау*
Above	жоғарыда көрсетілген	*аталған, осы*
Locate	орналастыру	*қою*
Appear	орын алу	*болу, пайда болу*

Following	төменде көрсетілген	*келесі, төмендегі*
Corresponding	сәйкес келетін	*сай*
But	дегенмен, әйтсе де	*бірақ*
Recommend	ұсыныс жасау, кеңес беру	*ұсыну*
To ...	... мақсатында	*... үшін*

2.2   Sample Microsoft voice text

The following sections have examples of source and target phrase that illustrate the intent of the Microsoft voice.

2.2.1   Focusing on the user action

US English	Kazakh target	Explanation
The password isn't correct, so try again. Passwords are case-sensitive.	Құпиясөз дұрыс емес, сондықтан әрекетті қайталап көріңіз. Құпиясөздер пернетақта регистрін есепке алады.	The user has entered an incorrect password, so provide the user with a short and friendly message that lets them know that they need to try again.
This product key didn't work. Check it and try again.	Бұл өнім кілті жұмыс істемейді. Оны тексеріңіз және әрекетті қайталаңыз.	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	Барлығы пайдалануға дайын	A casual and short message informs the user that setup has completed and the system is ready to be used.
Would you like to continue?	Жалғастырғыңыз келе ме?	The second-person pronoun "you" is used to politely ask the user if they would like to continue.

US English	Kazakh target	Explanation
Give your PC a name—any name you want. If you want to change the background color, turn high contrast off in PC settings.	Компьютеріңізге өзіңіз қалаған кез келген ат қойыңыз. Егер фон түсін өзгерткіңіз келсе, компьютер параметрлерінде жоғарғы контрастты өшіріңіз.	Address the user directly, using the second person, to help the user take the necessary action.

2.2.2 Explanatory text and providing support

US English	Kazakh 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.	Жаңартулар орнатылды, бірақ олардың жұмыс істеуі үшін Windows 11 орнату бағдарламасы қайта іске қосылуды қажет етеді. Ол қайта іске қосылғаннан кейін, біз әрекетті тоқтаған жерден жалғастырамыз.	The language is natural, the way people talk. In this case, the tone is reassuring, letting the user know that we're doing the work. The use of "we" provides a more personal tone.
If you restart now, you and any other people using this PC could lose unsaved work.	Егер қазір қайта іске қоссаңыз, сіз және осы компьютерді қолданатын кез келген басқа пайдаланушы сақталмаған жұмысты жоғалтуы мүмкін.	The tone 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.	Сіз жарамсыз немесе жоқ сипаттарды түзеткеннен кейін бұл құжат тиісті кітапхана мен қалтаға автоматты түрде салынады.	The text is informative and clearly and directly tells the user what action will be taken.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	Бір жайсыздық болды! Жүктегіш USB флэш-жадын жасау үшін жүктелген файлдарды орналастыру мүмкін емес.	Short, simple sentences inform the user what has happened.

2.2.3   Promoting a feature

US English	Kazakh target	Explanation
Picture password is a new way to help you protect your touchscreen PC. You choose the picture—and the gestures you use with it—to create a password that's uniquely yours.	Суреттегі құпия сөз — сенсорлық экранды компьютеріңізді қорғаудың жаңа тәсілі. Бірегей құпия сөзіңізді жасау үшін оған сурет пен қимылдарды таңдайсыз.	**Promoting a specific feature** To promote the picture password feature, the text lists the requirements needed to enable the feature. The parenthetical statement clarifies and emphasizes the requirements.
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	Бағдарламаларға компьютер орны, атауы, тіркелгі суреті мен басқа домен ақпаратына негізделген жекелендірілген контентті ұсынуға мүмкіндік беріңіз.	**Promoting the use of apps** Depending on the context, commonly used words (such as "PC") can help make the text sound familiar and friendly.

2.2.4   Providing how-to guidelines

US English	Kazakh target	Explanation
To go back and save your work, click Cancel, and finish what you need to.	Артқа оралып жұмысыңызды сақтау үшін, Бас тарту түймешігін басыңыз да, қажетті әрекеттерді аяқтаңыз.	The second-person pronoun and short, clear direction help the user understand what to do next.
To confirm your current picture password, just watch the replay, and trace the example gestures shown on your picture.	Ағымдағы суреттегі құпия сөзіңізді растау үшін оны қайта қарап, суретте көрсетілген қимылдарды қайталаңыз.	The tone 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	Өнім кілтін енгізу уақыты келді. Интернетке қосылған	The second-person pronoun "you" and direct, natural

connect to the internet, we'll activate Windows for you.	кезде, Windows сіз үшін белсендіріледі.	language clearly tell the user about 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**	
stop responding	hang	жауап беруді тоқтату	қойып тастау
colleagues; everyone; all	guys; ladies and gentlemen	әріптестер; барлығы; бәрі	ханымдар мен мырзалар

3.1 Avoid gender bias

- **There is no gender distinction in Kazakh. Therefore, male and female stereotypes aren't usually reflected in the language.**
- **When presenting generalization, use plural noun forms (for example, *адамдар*, *жеке тұлғалар, оқушылар*, etc.)**.

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 *шалдыққан* or *зардап шегетін*. 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	мүмкіндігі шектеулі адам	мүгедек
person without a disability	normal person; healthy person	мүмкіндігі толық адам	сау адам

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	Таңдау	Басу, түрту

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

Spell out words like *және, барған соң,* and *туралы*. Screen readers can misread text that uses special characters like the plus sign (+) and tilde (~).

4   Language-specific standards

This part of the style guide contains information and guidelines specific to Kazakh.

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 the names of buttons and options) due to lack of space or other reasons (such as avoiding incorrect grammatical structures). Don't abbreviate words arbitrarily; use only the commonly accepted abbreviations listed below.

List of common abbreviations:

Expression	Acceptable abbreviation
сурет	(+) сур.
және тағы басқа	(+) және т.б.
және сол сияқты	(+) және с.с.
сағат	(+) сағ
минут	(+) мин
секунд	(+) сек
жыл	(+) ж.
килобайт	(+) КБ
мегабайт	(+) МБ
килобит	(+) кбит

Don't abbreviate words like мысалы.

4.1.2 Acronyms

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

Localized acronyms

If an English acronym has a well-known Kazakh translation, use that translation. All translations of acronyms should be approved and checked in the Language Portal. No ending is added to the acronyms.

Here are examples of some established Kazakh abbreviations. These can be used without the full, spelled-out forms:

English	Kazakh	Full translation
RAM	ОЖ	оперативтік жад
ROM	ТЖҚ	тұрақты жад
OS	ОЖ	операциялық жүйе
PC	Компьютер	дербес компьютер

Unlocalized acronyms

Acronyms that don't have an established translation will be used as they are in English. The following general rules apply:

- No ending is added to the acronyms.
- The gender of the acronym is determined by the main word in the full translation. In general, use a descriptor word (usually the main word in the translation) to provide for the declination, or use neutral constructions. Descriptors can be omitted if there are length restrictions (for example in UI) or if the translated text sounds awkward. Don't omit the descriptor if it's impossible to determine the grammatical form of the acronym (for example, its case) without it.

4.1.3 Capitalization

In Kazakh, capitalization is used very sparingly. Capitalize only when you have to.

What to capitalize?

Capitalize things like the titles of user interface elements (such as commands, menus, and dialog boxes) and program names. Only the first word is capitalized—for example:

Ұя биіктігі мен ені

When they're referred to in text, use bold or italic formatting for the names of UI elements. If that isn't possible, enclose the UI element in quotation marks, with an appropriate descriptor.

Don't capitalize

The names of weekdays, months, nationalities, languages, and similar things aren't capitalized.

Note: If the source term is capitalized, that doesn't necessarily mean that the term has to be capitalized in Kazakh.

Here are some common examples of text that you won't capitalize in Kazakh:

Rule	Example
Term "web" is not capitalized	(+) веб-бетті пайдаланыңыз (-) Веб-бетті пайдаланыңыз
The names of things like modes and wizards aren't capitalized when referred to descriptively	(+) құрастырғыш режимінен шығу (-) Құрастырғыш режимінен шығу
Unlike English, Kazakh doesn't capitalize the names of days, months, languages, nationalities, or adjectives derived from country/region names	(+) сейсенбі, мамыр, испандықтар, нидерланд тілі, жапон компьютері (-) Сейсенбі, Мамыр, Испандықтар, Нидерланд тілі, Жапон компьютері
In names that consist of several words, only the first one is capitalized	(+) Контактілер диспетчері (-) Контактілер Диспетчері
The word "chapter" (and similar units) isn't capitalized	(+) Қосымша мәліметтерді 25-тараудан қараңыз. (-) Қосымша мәліметтерді 25-Тараудан қараңыз.
The word "internet" in compound words isn't capitalized, but it is capitalized when it's an independent word	(+) интернет-қоғамдастық, интернет-дүкен (-) Интернет-қоғамдастық, Интернет-дүкен

4.1.4   Conjunctions

Like English writing, Kazakh has conjunctions. The grammar rules for conjunctions in Kazakh are similar to those for conjunctions in English. In Kazakh, the Microsoft voice can be conveyed by avoiding formal conjunctions. See the table below.

en-US source text	Kazakh old use of conjunctions	Kazakh new use of conjunctions
because	сол себепті	себебі
as	сондықтан	себебі, өйткені *or omit the conjunction*
however	алайда, дегенмен	бірақ

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 as "colloquialism").

To express the intent of the source text appropriately, choose from the following options:

- Don't attempt to replace the source colloquialism with a Kazakh colloquialism that means the same thing unless it's 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 colloquialism), but only if the colloquialism's meaning is an integral part of the text that can't be omitted.
- If the colloquialism can be omitted without affecting the meaning of the text, omit it.

en-US source	Kazakh target
We've hit a snag…	Қате пайда болған сияқты…
Uploads are limited to 250 MB. Got something smaller?	Файлдың максималды өлшемі — 250 МБ. Кішірек файлды қосқыңыз келе ме?
Bummer…	Қандай өкінішті…

4.1.6 Nouns

Plural formation

Use the following standardized plural forms:

English	Kazakh, singular	Kazakh, plural
computer, machine	компьютер	компьютерлер
driver	драйвер	драйверлер
server	сервер	серверлер
wizard	шебер	шеберлер

Nouns in the genitive case

Avoid using three or more nouns in the genitive case in a row:

(+) Бағдарламалық құралды белсендіру үшін қолдау қызметіне хабарласыңыз.
(-) Бағдарламалық құралды белсендіру үшін қолдау қызметін шақыртыңыз.

4.1.7 Pronouns

Writing in the modern Microsoft voice in Kazakh uses personal pronouns much more often than earlier writing. However, don't use a personal pronoun just because it's used in the English source text.

For example, we translate "your" only when something applies directly to the user or belongs personally to them. We don't translate "your" when it merely fills a grammatical function, when it doesn't convey meaning, or when it's obvious that something belongs to the user. We translate "your" in "your settings" (settings that the user personally made) or "your files" (the user's personal files), but not in "your hand" (it's obvious that the user's, not somebody else's hand is meant), "connect your mouse" ("your" here doesn't carry any meaning; it simply means "a mouse").

The same applies to using "I," "me," and "mine"—use them when you need to put the user in focus, but don't translate each and every "I," "me," and "mine," and avoid unnatural-sounding phrases.

In any case, don't translate "you" and "I" as "пайдаланушы" (user), which we used to do. Also remember that in some cases, "your" and "mine" correspond to the Kazakh pronoun "өзіңіздің."

Example:

Inappropriate usage	Appropriate usage
Пайдаланушылар жаңа жаңартуларды орнату уақытын өзгерте алады.	Сіз жаңа жаңартуларды орнату уақытын өзгерте аласыз.
Бұл параметр пайдаланушыларды таңдаулы көрсету түрімен қамтамасыз етеді.	Осы схемалардың бірін таңдаңыз немесе өзіңіздің схемаңызды жасаңыз.
Бұл бір немесе екі минут алады, содан кейін Skype арқылы өз достарыңызға тегін қоңырау соға аласыз.	Бұл бір немесе екі минут алады, содан кейін Skype арқылы достарыңызға тегін қоңырау соға аласыз.

4.1.8   Punctuation

Commas with мысалы

The word мысалы should be used with commas before and after it:

- Мысалы, бұл жағдай ұя беттен өшірілгенде орын алуы мүмкін.
- Сығу орындалмады, мысалы, сығылған файлдарды жіберу барысында.

If мысалы is used at the beginning or end of an unattached clause, it isn't separated with a comma:

- Рұқсат етілген бірліктерді, мысалы дюймдерді немесе сантиметрлерді, белгілеңіз.

If мысалы is used within a parenthetical construction, commas are used as usual:

- Кейбір элементтерді (мысалы, тарату тізімдерін) vCard бағдарламасына импорттау мүмкін емес.

Commas with әдепкі

The word әдепкі shouldn't be used with commas.

Example:

- Әдепкі мән REG_SZ тең деп танылады.

Commas with арқасында

There should be no comma after a phrase with арқасында at the beginning of a sentence.

Example:

- Осындай құрылым арқасында желілер сырттан шабуылдауға төтеп бере алады.

Colon

A colon after words meant to attract the user's attention, like "Attention," "Warning," and "Caution," should be replaced with an exclamation mark.

English example	Kazakh example
Warning:	(+) Назар аударыңыз! (-) Назар аударыңыз:

Remember that regular text shouldn't be capitalized after a colon in Kazakh. Such capitalization is considered to be a language error. This doesn't apply to lists and direct speech. If a colon is followed by a new paragraph, it can start with a capital letter.

Dashes and hyphens

Three different dash characters are used in English and in Kazakh: the hyphen, the en dash, and the em dash.

Hyphen

The hyphen is used to divide words between syllables and to link parts of a compound word. In Kazakh, a hyphen has no spaces before or after it. Don't use a hyphen when it's correct to use a dash.

Example:

- интернет-дүкен

En dash

The en dash is used as a minus sign, usually with spaces before and after. Space is omitted only when the minus is used to show that the number is negative.

Example:

- 1 – 2 = –1

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

Example:

- 10–20-беттерді қараңыз.

Em dash

The em dash should be used for dashes wherever technically possible. It separates words in a sentence and has a grammatical function. Don't substitute hyphens for em dashes.

Notes and examples formatting

Single in-text notes and examples are introduced by «Ескерту», «Мысал» followed by a period. The period should have the same formatting as the preceding word.

English example	Kazakh example
Note: For more information, see Chapter 1.	Ескерту. Қосымша мәліметтерді 1-тараудан қараңыз.

Slash

Avoid using slashes whenever possible. For example, in many cases you can substitute them with the conjunctions немесе or және:

English example	Kazakh example
You will need an installation disk to reinstall or modify the program.	(+) Бағдарламаны қайта орнату немесе өзгерту үшін орнату дискісі қажет. (-) Бағдарламаны қайта орнату/өзгерту үшін орнату дискісі қажет.

Slashes can be used when there are length restrictions (for example, in UI).

Quotation marks

Quotation marks are used when referring to UI items, such as menus and commands, if they don't have special formatting (bold or italic).

In the software, in product help, and on webpages, use straight quotation marks (as in English.) Never use single quotation marks.

Normally chevrons are used in the documentation. For text that appears inside chevrons, straight quotation marks are used—for example, "Дайын" түймешігі.

Note: In Kazakh text, the period is placed outside the chevrons.

Whenever double quotation marks can't be used due to technical reasons, workarounds should be found and used to display double quotation marks ("..." or «») in the Kazakh version. Examples of such workarounds:

- Using two sequenced single quote characters ('')
- Using code (such as " in HTML) instead of characters

Parentheses

In Kazakh, there's no space between the parentheses and the text inside them. The placement of a period with the parentheses depends on how they're used: If they enclose a part of the sentence, the period is placed after the close parenthesis. If they enclose the entire sentence, the period is placed inside the parentheses.

Example:

- Жалғастыру үшін «Келесі» түймешігін басыңыз (өнім кілті талап етілуі мүмкін).
- Жалғастыру үшін «Келесі» түймешігін басыңыз. (Өнім кілті талап етілуі мүмкін.)

4.1.9 Symbols and nonbreaking spaces

Ampersand (&)

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

4.1.10 Sentence fragments

Sentence fragments help convey the conversational tone that's consistent with the Microsoft voice. They're used whenever possible because they're short and to the point. Sentence fragments are especially helpful to introduce lists of items and instructions. When you use sentence fragments, make sure that they fit the context and don't break grammar rules.

en-US source text	Kazakh long form	Kazakh sentence fragment
To \<verb> \<Noun>:	\<Noun> \<verb> үшін төмендегі берілген әрекеттерді орындаңыз.	\<noun> \<verb>үшін:
In this article:	Бұл мақалада төмендегі сұрақтар қарастырылады:	Бұл мақалада:
Before installing the program prepare the following:	Бағдарламаны орнату алдында төмендегілерді дайындау қажет:	Төмендегілерді дайындаңыз:
For additional information, see:	Қосымша мәліметтерді төмендегі мақалалардан қараңыз:	Қосымша мәліметтер:
To set up the account:	Тіркелгіні реттеу үшін төмендегі қадамдарды орындау қажет:	Тіркелгіні реттеу үшін:

4.1.11 Verbs

In general, in the Kazakh text, use the **active voice,** which emphasizes the person or thing doing the action. The active voice is more **direct and personal** than the passive voice, which can be confusing or sound formal.

Source	Do	Don't	Comment
When you save this document, it'll be updated to include changes made by other authors.	Осы құжатты сақтағанда, ол басқа авторлар енгізген өзгерістерді қамтып жаңартылады.	Осы құжат сақталғанда, ол басқа авторлармен енгізілген өзгерістерді қамтып жаңартылады.	There are too many passive structures in the sentence. It's more natural to speak about the user in an active way.

Use the **passive voice** to **avoid a wordy or awkward construction,** when the action rather than the doer is the focus of the sentence, and when the subject is unknown. The passive voice can also be used in error messages, when the user is the subject and might feel blamed for the error if the active voice were used.

Source	Do	Don't	Comment
Your copy of Office is not activated	Осы Office көшірмесі әлі белсендірілмеген	Сіз Office көшірмеңізді әлі белсендірген жоқсыз	Using the active voice with "you" in error messages can sound rude and like you're blaming the user.

Use the **imperative**—a command or request with an implied *you*—to save space and talk directly to the customer in procedures. When using the imperative, be careful to avoid sounding too short and abrupt.

And don't overdo it. Although the imperative mood in individual instructions sounds OK, too many commands can make the customer feel like they're being talked down to or ordered to do something. Therefore, don't change "you can" (істей аласыз) structures into imperative ones. On the other hand, it's better to use the imperative than "you must" (… қажет) phrases.

Be careful about using the imperative mood outside of procedures. It can sound condescending or bossy.

Imperative forms are often used in the titles of help articles. Translate them using imperative phrases, not nouns, to address the user directly.

Source	Do	Don't	Comment
You can now create a table.	Енді кесте жасауыңызға болады.	Кестені жасаңыз.	Your goal is to motivate users, not boss them around.
You should create a folder before adding files to it.	Қалтаға файлдар қоспас бұрын, оны жасаңыз.	Қалтаға файлдар қоспас бұрын, оны жасауыңыз қажет.	қажет sounds too direct and can even sound rude.
Protect your files in case of a crash—turn on AutoRecover and AutoSave	Файлдарыңызды бұзылу жағдайынан қорғаңыз — автоматты қалпына келтіру мен автоматты сақтау функцияларын қосыңыз	Файлдарды бұзылу жағдайынан қорғау — автоматты қалпына келтіру мен автоматты сақтау функцияларын қосу	Microsoft style used to say that headings should be translated into nouns, not verbs, but in many cases that doesn't work. Nouns can sound too formal and distant or—as in this case—simply not fluent.

In Kazakh, feel free to use the future or past tense if it sounds more natural, even if the source text uses the present tense.

US English source text	Kazakh inappropriate usage	Kazakh appropriate usage
The wizard has finished installing the program.	Шебер көмегімен бағдарламаны орнату аяқталды.	Шебер бағдарламаны орнатты.
You are now connected to the internet.	Интернетке қосылым орнатылды.	Интернетке қосылдыңыз.

Menus (application and context menus)

Command names should be translated as verbs—for example, **Save** (**Сақтау**), **Cut** (**Қиып алу**), **Paste** (**Қою**)—always in the infinitive.

- Жауап беру
- Бағытын өзгерту
- Оқылмаған деп белгілеу
- Орындау үшін белгілеу
- Жылжыту

Progress indicator

Operations that are in process are usually expressed in English with a gerund, which should be translated into Kazakh either by the present continous tense or with a construction with the word "жатыр", "жүр", "отыр", "тұр."

Example: Телефон реттелуде…

The word "please" is used often in English sentences. The literal translation into Kazakh—"өтінеміз"—isn't appropriate. Don't use it. Messages like "Please wait a minute…" should be translated as "Күтіңіз…", "Күте тұрыңыз".

Sentences using the first-person plural (for example, when the phone "speaks" to the user) can be translated using the pronoun "we" ("біз"), or without it.

Examples:

Күте тұрыңыз және ол туралы біз сізге хабарлаймыз.

Күте тұрыңыз және ол туралы сізге хабарлаймыз.

Status/notification main text and any explanatory text

Messages such as "no items available" and "no alarms set" should be translated as clearly and as succinctly as possible.

Examples:
Ешқандай элементтер жоқ.
Сигналдар орнатылмаған

Status messages that describe the action taken by the phone (for example, "dialing") should be translated as ТЕРІЛУДЕ...

For this type of message, use the continuous form of the verb.

5   Localization considerations

This section contains guidelines for localization into Kazakh. Localization means that the translated text needs to be adapted to the local language, customs, and standards. For example, in many cases, you need to use Kazakh names rather than English—for example, Edward— Әділ, New York—Қарағанды.

The language in Microsoft products should have the "look and feel" of a product originally written in Kazakh, using idiomatic syntax and terminology, while it maintains 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 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 aren't available in Kazakh-speaking markets. If you have questions about the availability of a specific accessibility product or service, 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

The names of applications and products are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (for example, IntelliSense).

Product names that could easily be localized, either in part or in their entirety, are usually localized. Always check for the correct translation in the Language Portal.

The preposition "for" is always translated in product names, unless the whole product name (including "for") is trademarked or copyrighted.

Example:

US English	Kazakh target
Enterprise Data Processor Service for Windows	Windows жүйесіне арналған корпоративтік деректерді өңдеу қызметі

If the product edition names are localized, they shouldn't be declined. If possible, use a descriptive translation of edition names:

US English	Kazakh target
To activate Windows Professional:	Windows кәсіби нұсқасын белсендіру үшін:

Version numbers

Version numbers always contain a period (for example, *Version 4.2*). Note the following punctuation examples of "Version x.x":

US English	Kazakh target
Version 2.3	2.3 нұсқасы

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

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/usage/default.aspx

5.4 Software considerations

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

5.4.1 Arrow keys

The arrow keys move the input focus among the controls within a group. Pressing the right arrow key moves the 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.

All arrow key names should be localized and capitalized, as described in [Keyboard shortcuts](#).

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 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.

When translating error messages, translators are encouraged to apply the [Microsoft voice principles](#) to help ensure that the target translation is natural sounding, empathetic, and not robot-like.

Kazakh style in error messages

It's important to use consistent terminology and language style in the localized error messages. Don't just translate them as they appear in the US product. Error messages in English often end with exclamation points, but usually they shouldn't be used in the Kazakh text. Use your best judgment to decide whether an exclamation point is appropriate in the Kazakh translation.

Standard phrases in error messages

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

English	Translation	English example	Kazakh translation
Cannot … Can't …	… мүмкін емес. … алмайды.	Cannot configure … Word cannot open the document … Cannot divide by 0. You cannot add another account.	Конфигурациялау мүмкін емес … Word құжатты аша алмайды… Нөлге бөлу мүмкін емес. Тағы бір тіркелгіні қосу мүмкін емес.
Failed to … Failure of … Could not … Couldn't … Unable to …	… мүмкін болмады. … мүмкін емес. … алмады.	Could not activate help. Unable to configure … The system was unable to install your device. Failed to create directory.	Анықтаманы белсендіру мүмкін болмады. Конфигурациялау мүмкін емес… Жүйе құрылғыңызды орната алмады. Каталогты жасау мүмкін болмады.
… failed.	… сәтсіз болды. … орындалмады.	Remove operation failed.	Жою әрекеті сәтсіз болды. Жою орындалмады.
Do you want to …	… келе ме?	Do you want to convert this font to TrueType during installation?	Орнату кезінде бұл қаріпті TrueType пішіміне түрлендіргіңіз келе ме?
Are you sure you want to …	… сенімдісіз бе? Шынымен … келе ме?	Are you sure you want to delete …	… жоюға сенімдісіз бе?
… is not available … is unavailable	… қолжетімсіз	The requested resources were not available.	Сұралған ресурстар қолжетімсіз.

An error occurred while...	... кезінде қате пайда болды.	An error occurred while formatting the media.	Дерек тасығышты пішімдеу кезінде қате пайда болды.
An error was detected ...	... кезінде қате анықталды.	An error was detected while accessing the program configuration.	Бағдарлама конфигурациясына кіру кезінде қате анықталды.

Error messages containing placeholders

When you localize error messages that contain 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 the 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."

Take the meaning of the placeholder into the account when you translate strings. Treat the placeholder like an actual noun, numeral, and so on, and move it into the relevant position to comply with the grammar rules:

US English	Kazakh target
%l64d%% CPU Usage	ОП пайдаланылуы: %l64d%%

Strings that have number placeholders may require different grammatical forms for the placeholder and the words in the string.

- Change the sentence structure so that it's grammatically correct with all possible values.

US English	Kazakh target
%1 folders are detected.	Анықталған қалталар: %1.

5.4.3 Keyboard shortcuts

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

Whenever possible, keyboard shortcuts should be assigned to Cyrillic letters or numbers, not to Latin letters (so that users don't need to switch to a non-Kazakh keyboard layout).

When you're translating help articles and other descriptive documents, be sure to check them against the actual keyboard shortcuts used in the Kazakh software.
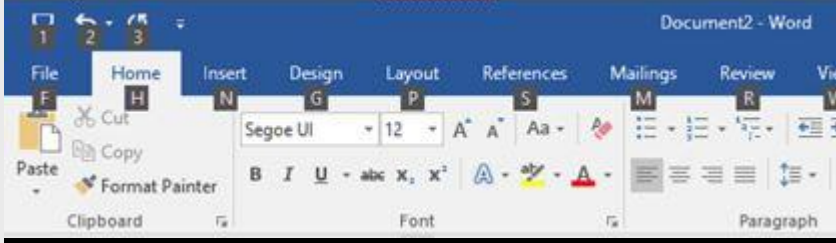
Examples:

<u>N</u>ew

<u>C</u>ancel

<u>O</u>ptions

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
Characters with downstrokes, such as д, р, у, ф, ц, щ, Д, Ц, Щ can be used as keyboard shortcuts.	no	A keyboard shortcut can be assigned to a character with a downstroke if there are no other options (that is, all other characters have keyboard shortcuts assigned to them).
An additional letter, appearing between brackets after the item name, can be used as a keyboard shortcut.	no	
A number, appearing between brackets after the item name, can be used as a keyboard shortcut.	no	

A punctuation sign, appearing between brackets after the item name, can be used as a keyboard shortcut.	no	
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	

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

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

> Example: Ctrl+N, Ctrl+V
> In keyboard shortcuts, most shortcut keys are used with the Ctrl key.
> Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.

5.4.4   Keys

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

When referring to a key, always use a descriptor «перне».

Examples:

(+) Enter пернесін басыңыз
(-) Enter басыңыз

(+) ALT+F3 пернелерін басыңыз
(-) ALT+F3 пернелерінің тіркесін басыңыз

(+) сол жақтағы ALT пернесін басыңыз
(-) сол ALT басыңыз

5.4.5   Numeric keypad

Avoid distinguishing keys on the numeric keypad from other keys, unless it's required because the software makes that distinction. If it isn't obvious which keys the user needs to press, provide the necessary explanation.

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 that they represent. Access keys can be used only when they're available on-screen, whereas shortcut keys can be used even when they aren't accessible on-screen.

Standard shortcut keys

US command	US English shortcut key	Kazakh command	Kazakh shortcut key
General Windows shortcut keys			
Help window	F1	Анықтама терезесі	F1
Context-sensitive Help	Shift+F1	Контекстік анықтама	SHIFT+F1
Display pop-up menu	Shift+F10	Қалқымалы мәзірді ашу	SHIFT+F10
Cancel	Esc	Бас тарту	ESC
Activate/deactivate menu bar mode	F10	Мәзір жолағын қосу немесе өшіру	F10
Switch to the next primary application	Alt+Tab	Келесі негізгі бағдарламаға өту	ALT+TAB
Display next window	Alt+Esc	Келесі терезені ашу	ALT+ESC
Display pop-up menu for the window	Alt+Spacebar	Терезенің қалқымалы мәзірін ашу	ALT+БОС ОРЫН
Display pop-up menu for the active child window	Alt+-	Белсенді қосымша терезенің қалқымалы мәзірін ашу	ALT+-
Display property sheet for current selection	Alt+Enter	Таңдалған нысанның сипаттар бетін көрсету	ALT+ENTER

Close active application window	Alt+F4	Бағдарламаның белсенді терезесін жабу	ALT+F4
Switch to next window within (modeless-compliant) application	Alt+F6	Келесі режимдік емес терезеге өту	ALT+F6
Capture active window image to the clipboard	Alt+Prnt Scrn	Белсенді терезе суретін аралық сақтағышқа жіберу	ALT+PRNT SCRN
Capture desktop image to the clipboard	Prnt Scrn	Жұмыс үстелінің суретін аралық сақтағышқа жіберу	PRNT SCRN
Access Start button in taskbar	Ctrl+Esc	Басқару тақтасындағы «Бастау» түймесіне өту	CTRL+ESC
Display next child window	Ctrl+F6	Келесі қосымша терезені ашу	CTRL+F6
Display next tabbed pane	Ctrl+Tab	Қойындылары бар келесі аумаққа өту	CTRL+TAB
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Тапсырмалар диспетчері мен жүйе баптандыруын іске қосу	CTRL+SHIFT+ESC
File menu			
New	Ctrl+N	Жаңа	CTRL+N
Open	Ctrl+O	Ашу	CTRL+O
Close	Ctrl+F4	Жабу	CTRL+F4
Save	Ctrl+S	Сақтау	CTRL+S

Save as	F12	Басқаша сақтау	F12
Print Preview	Ctrl+F2	Қарап шығу	CTRL+F2
Print	Ctrl+P	Басып шығару	CTRL+P
Exit	Alt+F4	Шығу	ALT+F4
Edit menu			
Undo	Ctrl+Z	Болдырмау	CTRL+Z
Repeat	Ctrl+Y	Қайталау	CTRL+Y
Cut	Ctrl+X	Қиып алу	CTRL+X
Copy	Ctrl+C	Көшіру	CTRL+C
Paste	Ctrl+V	Қою	CTRL+V
Delete	Ctrl+Backspace	Жою	CTRL+BACKSPACE
Select All	Ctrl+A	Барлығын таңдау	CTRL+A
Find	Ctrl+F	Табу	CTRL+F
Replace	Ctrl+H	Ауыстыру	CTRL+H
Go To	Ctrl+G	Өту	CTRL+G
Help menu			
Help	F1	Анықтама	F1
Font format			
Italic	Ctrl+I	Қиғаш	CTRL+I
Bold	Ctrl+B	Қалың	CTRL+G
Underlined/word underline	Ctrl+U	Астын сызу/Сөздердің астын сызу	CTRL+U

Large caps	Ctrl+Shift+A	Бас әріп	CTRL+SHIFT+A
Small caps	Ctrl+Shift+K	Кіші әріп	CTRL+SHIFT+K
Paragraph format			
Centered	Ctrl+E	Ортасынан	CTRL+E
Left aligned	Ctrl+L	Сол жақ шекпен	CTRL+L
Right aligned	Ctrl+R	Оң жақ шекпен	CTRL+R
Justified	Ctrl+J	Тураланған	CTRL+J

5.5 Voice video considerations

A video that successfully conveys the Microsoft voice has these qualities:

- It addresses only one topic (one customer problem).
- It's brief.
- It has high-quality audio.
- Its visuals add to and complement the information.
- It uses the right language variant, dialect, and accent in the voice-over.

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 they're next to you, watching you explain the content.
- Record a scratch audio file. Use it to check for length, pace, and clarity.

5.5.1 Pronunciation of English terms

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

Example	Phonetics
SecurID	[sɪ'kjuər aɪ di:]
.NET	[dot net]
Windows Server 2022	Pronounce "Windows" the way it is in English, "server" the way it is in Kazakh, and "2022" as a Kazakh word
Skype	[skaip]

Acronyms and abbreviations

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

Example	Phonetics
RADIUS	[радиус]
RAS	[рас]
ISA	[иса]
MAPI	[мапи]
URL	This is an exception and should be pronounced letter by letter, using Kazakh pronunciation: [ю-ар-эл].

Other abbreviations are pronounced letter by letter. Use the English letters, but adapt their pronunciation if needed:

Example	Phonetics
ICMP	[ай-си-эм-пи]
IP	[ай-пи]
TCP/IP	[ти-си-пи-ай-пи]
XML	[экс-эм-эль]
HTML	[ейч-ти-эм-эль]

SQL	[эс-кю-эль]

URLs

Omit the "http://"; the rest of the URL should be read aloud.

The "www" should be pronounced as [үш дабл-ю].

The "dot" should be omitted, but can also be read aloud. If you read it aloud, pronounce it as a Kazakh word, as нүкте.

Example	Phonetics
http://www.microsoft.com/kaz	[үш дабл-ю майкрософт нүкте ком қиғаш сызық каз]

Punctuation marks

Most punctuation marks (such as ? ! : ; ,) are naturally implied by the speaker's tone of voice.

En dashes (–) are used to emphasize an isolated element. An en dash should be pronounced the way a comma is, that is, as a short pause.

Special characters

Pronounce special characters such as / \ ˘ < > + - using the Kazakh translations provided in the Language Portal.

5.5.2   Tone

Use a tone that's appropriate for the text and target audience. For example, an informal, playful, and inspiring tone may be used for most Microsoft products and games, while a more formal, informative, and factual tone is appropriate in technical content.

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 the voice-over.
- Alternate between first and second person if that sounds more natural.
- Repeat major points if that's appropriate.

Visuals

- The eye is guided through the procedure
  - Smooth, easily trackable pointer motions
  - Judicious use of callouts
- Appropriate use of motion graphics, branding-approved visuals, or both

Ending

- Recaps are unnecessary