Microsoft

Dari Style Guide

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1 About this style guide

This style guide is intended for the localization professional working on localized products that run on a Microsoft platform. It's not intended to be a comprehensive coverage of all localization practices, but to highlight areas where Microsoft has specific preferences or deviates from standard practices for Dari localization.

The primary goal of this guide is to help you understand and learn how to address all of the necessary linguistic and stylistic nuances of Dari during the localization of your products and services.

The style guide covers guidelines and recommendations for translating the Microsoft voice into Dari including words, grammatical structures, the needs of the audience, and the intent of the text that are to be considered. Each of these areas is supplemented with samples.

Other language considerations covered in this style guide are accessibility, trademarks, geopolitical concerns and specific software considerations.

We welcome your feedback, questions and concerns regarding the style guide. Please send your feedback via [Microsoft Language Portal](#).

1.1 Recommended style references

Unless this style guide or the [Microsoft Language Portal](#) provides alternative instructions, use the orthography, grammar, and terminology in the following publications:

Normative references

When more than one solution is possible, consult the other topics in this style guide for guidance.

1. Dari-English/English-Dari Practical Dictionary: Second Edition (Dargwa Edition) by Carleton Bulkin, 2012
2. Dari: Dari-English English-Dari Dictionary & Phrasebook (Hippocrene Dictionary & Phrasebooks) Bilingual Edition by Nicholas Awde (Author), Asmatullah Sarwan (Author), Saeid Davatolhagh (Author), Sami Aziz (Author)
3. English-Dari Dictionary. Peace Corps, Washington, DC. 1979.

Note: As there aren't enough Dari dictionaries, referring to Iranian Persian dictionaries is recommended in cases that an appropriate translation for a given term is not available

within above references. But bear in mind to adapt Persian translation to Dari culture, and avoid terms being used merely in Persian. Some examples of Persian dictionaries include:

4. Narcis Dictionary for Farsi (فرهنگ نارسیس)
5. Aria Online Dictionary for Farsi (فرهنگ آنلاین آریا)
6. Farhang Muaser for Farsi (فرهنگ معاصر)
7. Dehkhoda Online Dictionary for Farsi – Loghatnameh (لغتنامه دهخدا)

Microsoft User interface reference

A helpful reference is the [Windows User Experience Interaction Guidelines](#).

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The design of 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 extend across Microsoft content for all language locales. For each language, the specific choices in style and tone that produce Microsoft voice are different. The following guidelines are relevant for US English as well as many other languages.

Guidelines

Keep the following guidelines in mind:

- Write short, easy-to-read sentences.
- Avoid passive voice—it's difficult to read and understand quickly.
- Be pleasant and ensure that explanations appear individualized.
- Avoid slang and be careful with colloquialisms—it's acceptable to reassure and connect with customers in a conversational tone, but be professional in doing so.

1.2   Choices that reflect Microsoft voice

Translating Dari 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's often used for technical and commercial content.

When you're 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's 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.

1.2.1   Word choice

Terminology

Use terminology from the Microsoft Language Portal where applicable, for example key terms, technical terms, and product names.

Short word forms and everyday words

Microsoft voice text written in US English prefers short, simple words spoken in everyday conversations. In English, shorter words are 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's important to be intentional about using everyday words that customers are accustomed to.

The following table lists some common words that are used for Microsoft voice in US English.

en-US word	en-US word usage
App	Use *app* instead of *application* or *program*.
Pick, choose	Use *pick* in more fun, less formal or lightweight situations ("pick a color," not "choose a color") and *choose* for more formal situations (don't use *select* unless necessary for the UI).
Drive	For general reference to any drive type (hard drive, CD drive, external hard drive, etc.). Use specific drive type if necessary.
Get	Fine to use as a synonym for "obtain" or "come into possession of" but avoid for other general meanings.
Info	Use in most situations unless *information* better fits the context. Use *info* when you point the reader elsewhere ("for more info, see <link>").
PC	Use for personal computing devices. Use *computer* for situations about PCs and Macs. Don't switch between *PC* and *computer*.
You	Address the user as *you*, directly or indirectly through the use of first- and second-person pronouns like "you." Avoid third-person references, such as "user," as they sound formal and impersonal. For information on localizing *you*, see the section Pronouns, or http://fa.wikipedia.org/wiki/%D8%B6%D9%85%DB%8C%D8%B1#.D8.B6.D9.85.D8.A7.DB.8C.D8.B1_.D9.81.D8.A7.D8.B1.D8.B3.DB.8C or http://modersmal.skolverket.se/dari/index.php/2012-10-28-10-52-29/joomla-documentation.

It's not very common for Dari to use shorter form of terms. In fact, since most terms don't exist in Dari, they have to be expanded and more descriptive to provide the meaning. Afghans have recently adopted using computers and Windows products in localized forms and are concerned about clarity compared to a more technology-mature language such as English. So, for example, "PC" must be translated as "Computer" (کمپیوتر).

1.2.2   Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. The following table lists US English words that add formality without adding meaning, along with more common equivalents.

en-US word/phrase to avoid	Preferred en-US word/phrase
Achieve	Do
As well as	Also, too
Attempt	Try
Configure	Set up
Encounter	Meet
Execute	Run
Halt	Stop
Have an opportunity	Can
However	But
Give/provide guidance, give/provide information	Help
In addition	Also
In conjunction with	With
Locate	Find
Make a recommendation	Recommend
Modify	Change
Navigate	Go
Obtain	Get
Perform	Do
Purchase	Buy
Refer to	See
Resolve	Fix
Subsequent	Next
Suitable	Works well
Terminate	End
Toggle	Switch
Utilize	Use

en-US source	Dari classic word/phrase	Dari modern word/phrase
Required	مستلزم بودن	نیاز، لازم
Subsequent	متعاقب	بعدی
Utilize	بکار گرفتن	استفاده، مصرف
Recommend	توصیه کردن	پیشنهاد
Refer	مراجعه کنید	ببینید
Infinite	لایتناهی	بی حد
But	بلکه	اما، لیکن، ولی
Meet	بازدید	ملاقات، دیدن
Moreover	برعلاوه	همچنان
Help	یاری	کمک، همکاری
Achieving	دست یافتن	بدست آوردن

1.3   Sample Microsoft voice text

The source and target phrase samples in these sections illustrate the intent of the Microsoft voice.

1.3.1   Address the user to take action

en-US sample	Dari translation	Explanation/context/product
The password isn't correct, so please try again. Passwords are case-sensitive.	این رمز عبور درست نیست، لطفاً دوباره کوشش کنید. رمز عبور به کوچک یا بزرگ بودن حروف حساس است.	A user password is entered incorrectly. Action for user is to try again. Message is short and friendly.
This product key didn't work. Please check it and try again.	این کلید محصول کار نمی کند. لطفاً آن را ببینید و دوباره کوشش کنید.	An error message for wrong product key.
All ready to go	همه چیز آماده است	Setup has completed, ready to start using the system. Windows.

en-US sample	Dari translation	Explanation/context/product
Give your PC a name—any name you want. If you want to change the background color, turn high contrast off in PC settings.	کامپیوتر تانرا یک نام بدهید – هر نامی که می خواهید. اگر شما می خواهید رنگ پس زمینه را تغییر بدهید، در تنظیمات کامپیوتر کانتراست بالا را خاموش نمایید.	Asking users to specify the preferred color and name of PC.

1.3.2   Promote a feature

en-US sample	Dari translation	Explanation/context/product
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.	رمز عبور تصویری یک روش جدید است که شما را در حفظ کردن کامپیوتر صفحه لمس تان کمک می کند. شما عکس – و ژستی که شما همرای آن استفاده می کنید – را انتخاب می کنید تا یک رمز عبوری ایجاد کنید که منحصرا از شما باشد.	Promoting Picture Password feature
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	اجازه بدهید برنامه ها بر اساس موقعیت کامپیوتر، اسم، عکس حساب، و معلومات دیگرتان به شما محتوای شخصی بدهد.	

1.3.3   Provide how-to guidelines

en-US sample	Dari translation	Explanation/context/product
To go back and save your work, click Cancel and finish what you need to.	برای پس رفتن و حفظ نمودن کارتان، لغو را کلیک نموده و چیزی را که می خواهید تمام کنید.	In Windows a message that inform user the required steps to save the work.
To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.	برای تصدیق عکس رمز عبور فعلی تان، فقط پخش مجدد را تماشا کنید و نمونۀ ژست هایی که در عکس تان نشان داده شده را دنبال کنید.	Message for user how to confirm picture password.

1.3.4 Explanatory text and support

en-US sample	Dari translation	Explanation/context/product
The updates are installed, but Windows 10 Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	بروز رسانی ها نصب شده اند، اما تنظیمات Windows 10 باید برای آنها مجدداً آغاز شود تا آنها کار کنند. بعد از آغاز مجدد، از جایی که خاموش شده بود ادامه می دهیم.	Informing the user of update installation and restart is required to complete install.
If you restart now, you and any other people using this PC could lose unsaved work.	اگر شما حالا مجدد آغاز می کنید، شما یا هر کسی دیگر که از این کامپیوتر استفاده می کند ممکن است کار حفظ نشده را از دست بدهد.	Informing the user on the outcome if a specific action is taken. In this case the action is a restart.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	مشکلی پیش آمده است! فایل های داونلود شده برای ساختن فلش راه اندازی پیدا نشد.	An error occurred. Windows.

2 Language-specific standards

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

2.1 Grammar, syntax and orthographic standards

Information about Dari-specific standards, such as phone number formats, date formats, currency formats, and measurement units are available from the GoGlobal Developer Center.

2.1.1 Abbreviations

Common abbreviations

You might need to abbreviate some words in the UI (mainly buttons or options names) due to lack of space.

Dari language has very few abbreviations most of which appear in the mathematics field. Don't attempt to create abbreviations just because you need an equivalent to the English one. Remember that we want to convey the information to the user in its most appropriate and clear way.

List of common abbreviations (either localizable or unlocalizable):

Expression	Acceptable abbreviation
AM	ق.ظ
CD	سی دی
CPU	سی پی یو
USB	USB
PM	ب.ظ
RAM	RAM
ROM	ROM

Don't abbreviate such words as the following:

Expression	Unacceptable abbreviation
C (Celsius)	س گ
CM	س م
Grams	گ
KB	کی بی
MB	مگ
GB	گیگ
TB	ترا
KHz	ک ه
MHz	م ه
Mm	م م
MS	ام اس
PB	پی بی
U.S.	یو اس

2.1.2   Acronyms

Localized acronyms

Acronyms are not common in the Dari, although some of the western acronyms have been transliterated in Dari. For example: "OPEC" is spelled and pronounced and written in Dari as "اوپیک". As far as Microsoft's style in this regards is concerned, the acronym should be as it's in English and followed by the translation in the full form. For example, "RAM" should be spelled as is and followed by, "حافظه با دسترسی تصادفی" between parentheses. This is the practice to introduce a term or to give the user the chance and the time to get familiar with a new term which was not long ago absent from any Dari dictionary. And this is what we recommend you do with acronyms - and sometimes abbreviations.

Examples:

en-US source	Dari target
OPEC	اوپیک
NASA	ناسا
ISAF	آیساف
RAM	حافظه با دسترسی تصادفی

Unlocalized acronyms

However, some acronyms remain in English and are not translated nor transliterated for some or all of these reasons:

1. The acronym is so well established as an English word that it has been standardized as such.
2. Transliterating an acronym would result in an unacceptable word in Dari.

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

For example: ANSI (American National Standards Institute).

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

For example: ANSI

Examples:

en-US source	Dari target
ROM	ROM
MB	MB
GB	GB

Note: To keep the whole text more fluent, and also to avoid text direction issues in cases we have English characters within a localized sentence, it's recommended to localize above abbreviations in full form (MB as میگابایت, for example), but in short phrases and tables, better to keep such abbreviations in English.

2.1.3   Adjectives

In Dari, adjectives are used after noun and should be handled in the following manner.

en-US source	Dari target
This book is beautiful. This software is useful.	این کتاب زیباست. این نرم افزار مفید است.

Possessive adjectives

The frequent use of possessives is a feature of English language. However, in Dari, possessive adjectives are handled in different manner. In Dari, we don't have such words as English has. In Dari, there are words which are used to indicate someone's possession over something.

2.1.4   Compounds

Compounds should be understandable and clear to the user. Avoid overly long or complex compounds. Keep in mind that unintuitive compounds are ultimately an intelligibility and usability issue. Complex words like نمایاندنده should be avoided, and words like نشان دهنده or نشانگر or even نشانه can be used.

Examples:

en-US source	Dari target
Gardener	باغبان
Garden	گلستان
Little garden	باغیچه
Booklet	کتابچه
Notebook	دفترچه

2.1.5   Contractions

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

en-US long form	en-US contracted form
Do not	Don't

The Dari locale does not support contraction like en-US by structure. There is a different contraction type used in Dari where two words are combined.

Examples:

en-US source text	Dari long form	Dari contracted form
Because	زیراکه	بخاطریکه
Those people	آن عده اشخاص	آن اشخاص
As	بحیث	طوریکه
Does	می نماید	مینماید
Should not	نه شود	نشود
You have seen	شما دیده اید	شما دیدید
Don't go	نه روید	نروید
Cooperation	هم کاری	همکاری
Life	زنده گی	زندگی

2.1.6 Conjunctions

For en-US Microsoft voice, use of conjunctions help convey a conversational tone. Starting a sentence with a conjunction can be used to convey an informal tone and style.

It's not uncommon for conjunctions to be used at the start of a sentence in Dari, it's not very widely used though. It does give a more conversational and non-formal tone to the sentence and is encouraged.

en-US source text	Dari classic use of conjunctions	Dari modern use of conjunctions
People are left behind due to lack of education.	به دلیل عدم سواد کافی مردم عقب مانده هستند	بخاطریکه مردم بی سواد هستند پس مانده اند
This product includes special features and everyone may not use it.	خصوصیات ویژه این محصول اجازه نمیدهد هر شخصی به آن دسترسی داشته باشد	این محصول خصوصیات ویژه دارد و هر کس نمیتواند آنرا استفاده کند
Having enough information is not enough, one should also have experience.	معلومات به حد کافی نمیتواند انسان را بجایی برساند؛ تجربه هم جزء اساسی کار است	با وجود داشتن معلومات به حد کافی انسان بجایی نمیرسد او تجربه هم باید داشته باشد
Achieving scientific goals is continuous work and should not be limited by time.	حصول اهداف علمی یک عمل جاریه است؛ نمیتوان آنرا محدود به زمان کرد	حصول اهداف علمی یک عمل جاریه است و نباید آنرا محدود به زمان کرد

2.1.7 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.

- Replace the source colloquialism with a Dari colloquialism that fits the same meaning of the particular context. However, for languages that ship to multiple countries (for example, Spanish or Arabic), be mindful that local colloquialism appropriate for one country may not be appropriate for another country.
- Translate the *intended* meaning of the colloquialism in the source text (not the literal translation of 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.
- Translate everything in the source text except the colloquialism. Omit any references to colloquialism in the translation.

General considerations

Nouns in Dari are used in singular and plural forms. Usually there should be an agreement between verb and noun as the subject of the sentence regarding singularity/plurality. In case the plural subject is not a living thing, the verb can be used singular.

Examples:

کتابها به فروش رفت.

کتابها به فروش رفتند.

Inflection

In grammar, inflection or inflexion is the modification of a word to express different grammatical categories such as tense, mood, voice, aspect, person, number, gender and case.

تصریف تغییر دادن یک واژه (یا دقیقتر بنواژ) برای بازتاب آگاهی‌های دستورزبانی چون جنس، زمان فعل، شمار، چگونگی و کس می‌باشد.

وندهای تصریفی در زبان پارسی دری جهت گرداندن و صرف اسم یا فعل در معانی گوناگون متعلق به همان اسم یا فعل به کار می روند.

Examples:

en-US source	Dari target
to try	کوشیدن
tried	کوشید
was trying	می کوشید
try to	بکوش
effort	کوشش
diligent	کوشنده
I have tried to	کوشیده ام

Plural formation

For indicating the plurality of a noun in Dari, (ها) is used for most of words. In some cases, (ات) is used for words ending with (ه) which should be deleted.

In other cases, the words should be seen and accordingly the plural forms should be used.

Examples:

en-US source	Dari target
Jobs	کار (+) ها
Magazines	مجله (+) ات = مجلات
Articles	مقاله (+) ات = مقالات

2.1.9 Prepositions

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

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

Source Text Expression	Dari Expression	Comment
service request	(+) درخواست خدمات (-) خدمات درخواست	The translation of [خدمات درخواست] is opposite of the correct one and is not correct.

en-US source text	Dari classic use of prepositions	Dari modern use of prepositions
People with access to this site can use it.	اشخاصی که دارای اجازه دسترسی هستند میتوانند از این وب سایت استفاده کنند	کسانیکه اجازه دسترسی به این سایت دارند میتوانند از آن استفاده کنند
Producers can go to the application administration site and complete the required forms.	تولید کنندگان میتوانند به وب سایت مدیریت درخواست بروند تا فورمه های که میخواهند بدست بیاورند	تولید کنندگان میتوانند به سایت مدیریت درخواست بروند و فورمه های مورد نیاز شانرا پیدا کنند

Owners of this product can grant access to them.	صاحبان این محصول میتوانند اجازه دسترسی را بدهند	صاحبان این محصول میتوانند اجازه دسترسی به آنها بدهند
Users must enter their password for using this website.	برای استفاده از این وب سایت استفاده کننده ها باید کلمه عبور شان را داخل کنند	استفاده کننده ها باید کلمه عبور خود را برای استفاده از این وب سایت داخل کنند

2.1.10 Pronouns

Personal pronouns are a powerful way to express all the attributes of the Microsoft voice. The source text is moving away from indirect methods of referring to the user as "user" and instead addressing the user directly through first- and second-person pronouns like "you." Avoid third-person references, such as "user," they sound formal and impersonal.

While Dari also strongly adds to expressing by using pronouns, it has certain limitations in the way it can be used. Just like French, Dari also has two pronouns for the second person (you), one in plural form (امش زا ،امش) and one in singular form (وت زا ،وت). Although Microsoft desires to maintain a direct and non-formal communication relationship with the end user, the user of singular second person pronoun in Dari should be avoided at all times since it shows lack of respect, belittling of the user and only used in colloquial and slang conversations.

Similarly, Dari locale does not distinguish between genders when using third person pronouns such as "he" (رتخد ،رتخدنآ ،ثنووم نآ ،نز نآ) "she" and (هچب نآ ،رکذم نآ ،درم نآ) and instead a gender-neutral pronoun (وا) is used. Unless specified otherwise, this rule should be maintained to use the gender-neutral pronoun.

The term "user" has recently been noticed in usage in Dari and by default sounds very uncommon when localized software refers to someone as the "user". Like en-US, this term should be avoided whenever possible in order to build a more personal and direct rapport with the end user using common pronouns specified above.

en-US source	Dari target
You can change when new updates get installed.	بعد از نصب تجدید، شما میتوانید تغیر دهید.
Choose one of these schemes or make your own.	یکی از این طرح ها را انتخاب کنید یا یکی از خود را بسازید.

English	Dari
Remember my password.	رمز عبور مرا بیاد داشته باشید
Tell me when a new Bluetooth device tries to connect to my PC.	هنگام که یک آلۀ جدید بلوتوت کوشش میکند با کامپیوتر من اتصال کند، به من بگوید
We recommend that you back up your files on a regular schedule.	ما پیشنهاد میکنیم تا کاپی پشتیبان فایل های تان را به شکل زمانبندی منظم بگیرید.
We strongly discourage you from installing these codec packs.	ما تقاضا میکنیم تا از نصب کردن این بسته های کودِک خودداری کنید.
We can't find a printer. Do you want to add one?	ما ماشین چاپ را پیدا نمی توانیم. آیا میخواهید یکی علاوه کنید؟
The information we collect won't be used to personally identify you.	معلومات را که جمع آوری میکنیم برای شناسایی فردی شما استفاده نمی شود.
It only takes a minute or two – then you're ready to call your friends free over Skype	فقط چند دقیقه طول میکشد – پس از آن آمادگی دارید قسم با دوستان تان به تماس شویدSkypeرایگان از طریق
We are unable to verify your number.	شماره شما را تایید کرده نمیتوانیم.

2.1.11 Punctuation

- Don't use abbreviations. It's okay to use approved acronyms, however.
- Don't use semicolons. Two shorter sentences are better than a single long sentence and are easier to read.
- Don't use exclamation marks. Choose stronger words.
- An em dash is used to demarcate an isolated element or to introduce an item that's not essential to the meaning of the sentence.

Bulleted lists

It can be localized according to the source text. Bulleted lists are used in Dari language.

Comma

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

(+) احمد، محمود، قاسم و قیص به بازار میروند.

(+) آنها برای خرید کتاب، کتابچه، قلم و اشیای ضروری برای مکتب به بازار رفته اند.

Colon

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

Examples:

(+) برای آمادگیکانکوربایدکتابهایذیلرامطالعهکنید:

• فزیک
• بیولوژی
• هندسه
• ریاضی
• کیمیا

Dashes and hyphens

Three different dash characters are used in English:

Hyphen

The hyphen is used to divide words between syllables, to link parts of a compound word, and to connect the parts of an inverted or imperative verb form. In Dari, it`s somewhat similar to English in using the dashes and hyphens.

Examples:

(+) خطربطدرمیاندوکلمةکهباهممرتبطمیباشنداستفادهمیشود.

مثلاً،هیئت اروپایی-امریکایی

En dash

The en dash is used as a minus sign, usually with spaces before and after. In Dari it's used in similar cases.

Example:

US English	Dari target	Comment
-2 degrees	-2 درجه	For indicating temperature.

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. It's the same case in Dari.

Example:

US English	Dari target	Comment
Pages 23-26	صفحات 23-26	Similarly used for indicating date and time duration.

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. It's similarly used in Dari language as well.

Example:

US English	Dari target	Comment
A group of people—some of whom weren`t of legal age—had applied to work at the factory.	یک گروه از مردم – که بعضی از ایشان به سن قانونی نرسیده بودند – برای کار در کارخانه درخواست داده بودند.	Additional information but not essential.

Note: Text direction for Dari and English are different. In some cases, this might cause some issues, especially when there is dash. For example, the range 23-28 might be displayed as 28-23 whenever there is a text in wrong LTR direction. To avoid such possible issues, it's recommended to translate "X-Y" as "X to Y", for example, "23 الی 28". This way the small part comes always at the beginning.

Period

Period is used to show the end or statements.

Example:

US English	Dari target
Ahmed is a talented student.	احمد یک دانشجوی با استعداد هست.

Quotation marks

Quotation marks are used when referring to the person who has stated the statement. In US source strings, you may find software references surrounded by English quotation marks. In Dari, these are used to indicate for quoted statements but with double quotation marks.

Example:

(+) مثلاً، پیامبر اسلام میفرمایند: "نظافت جزءاز ایمان است "

Parentheses

In English, there is no space between the parentheses and the text inside them. In Dari, those words which are not actually Dari or most of times the digits are used in middle of text are supposed to be used in Parentheses.

Examples:

(+) مثلاً، بخاطری خاموش کردن کامپیوتر خود، دکمۀ خاموش (Shutdown) را کلیک نمایید.

برای معلومات بیشتر، با شمارۀ (0093 77 #######) در تماس شوید.

2.1.12 Sentence fragments

For the Microsoft voice, use of sentence fragments helps convey a conversational tone. They are used whenever possible as they are short and to the point.

en-US source text	Dari long form	Dari sentence fragment
Sentence editing	جملات ذیل را ویرایش دهید	ویرایش جملات
Password	کلمه عبور را داخل کنید	کلمه عبور
Wrong password	کلمه عبور که داخل کردید قابل اعتبار نمیباشد	کلمه عبور غلط است
Use appropriate terms	از کلمات مناسب استفاده کنید	استفاده کلمات مناسب
Password	لطفاً رمز عبور تان را داخل کنید	رمز عبور

2.1.13 Verbs

For US English Microsoft voice, verb tense helps to convey the clarity of Microsoft voice. Simple tenses are used. The easiest tense to understand is the simple present, like we use in this guide. Avoid future tense unless you're 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.

en-US source text	Dari classic use of verb tense	Dari modern use of verb tense
After entry to the website, you will find the required information.	بعد از وارد شدن به این وب سایت شما معلومات لازم را دریافت خواهید کرد	بعد از وارد شدن به وب سایت شما معلومات لازم را دریافت میکنید
Installation of this software confirms your agreement with this company and its conditions.	هنگام که این نرم افزار نصب شود توافق شما را با این شرکت و شرایط آن تائید خواهید کرد	نصب کردن این نرم افزار توافق شما را با این شرکت و شرایط آن تائید میکند
Enter your password to enter this website.	زمانیکه رمز عبور داخل شود شما میتوانید داخل وب سایت شوید	برای داخل شدن به این وب سایت رمز عبور تان را داخل کنید
This software will be evaluated after its use.	بررسی این نرم افزار بعد از استفاده اش صورت خواهد گرفت	بعد از استفاده کردن این نرم افزار بررسی عمومی میشود

3   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 Dari, 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.

The localized text should be as if it was originally written in Dari. It has to be accurate, correct and clear. To achieve that try to avoid wordiness and word-by-word translation.

Accuracy: As a rule, all English text needs to be translated. In some cases, though, text can be omitted or added; there should be a specific reason for that and you might need to check it with project team. The translated text will correctly reflect product functionality.

Localization: Localization means that the translated text needs to be adapted to the to the local language, customs and localization standards. For example, in many cases you would need to use Dari names rather than English, for example, Edward — Hamid, New York — Kabul. Don't translate every word, but use the style that's natural for Dari.

Consistency: Ensure that all terminology is used consistently both within one component and across different components (software, help, documentation). In most cases terminology needs to be consistent also across different products. Moreover, use consistent style and register and translate similar phrases consistently.

3.1   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.

General accessibility information can be found at
http://www.microsoft.com/enable/education/.

3.2   Applications, products, and features

Product and application names are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (for example, IntelliSense™). Before translating any application, product, or feature name, verify that it's in fact translatable and not protected in any way. This information can be obtained here.

In Dari, the product names and trademarks are not translated and are used in English.

Version numbers

US English	Dari target
Version 10.3	نسخهٔ 10.3

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

3.3   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 here.

3.4   Geopolitical concerns

Part of the cultural adaptation of the US-product to a specific market is the resolution of geopolitical issues. While the US-product is designed and developed with neutrality and a global audience in mind, the localized product should respond to the particular situation that applies within the target country/region.

Sensitive issues or issues that might potentially be offensive to the users in the target country/region may occur in any of the following:

- Maps
- Flags
- Country/region, city and language names
- Art and graphics
- Cultural content, such as encyclopedia content and other text where historical or political references are present

Some issues are easy to verify and resolve. The localizer should have the most current information available. Maps and other graphical representations of countries/regions should be checked for accuracy and existing political restrictions. Country/region, city, and language names change on a regular basis and should be checked, even if previously approved.

In some cases, there are some more appropriate terms which can be easily used to avoid any even FP geopolitical concerns. For example, instead of "کس" and "کسی", use other non-sensitive terms like "شخص" and "شخصی".

A thorough understanding of the culture of the target market is required for checking the appropriateness of cultural content, clip art and other visual representations of religious symbols, and body and hand gestures.

3.5   Software considerations

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

3.5.1 Error messages

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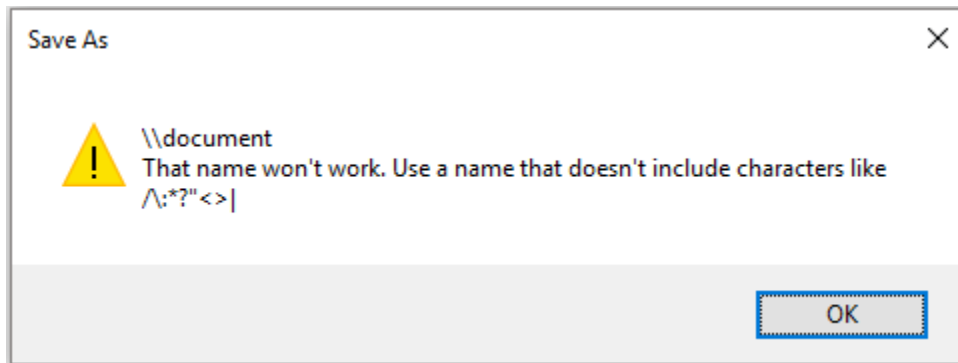
Error messages are messages sent by the system or a program, informing the user of an error that must be corrected in order for the program to keep running. The messages can prompt the user to take action or inform the user of an error that requires restarting the computer.

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 Dari translation
Oops, that can't be blank...	... این قسمت نباید خالی بماند
Not enough memory to process this command.	حافظه برای اجرای این دستور کافی نیست.

Dari style in error messages

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

Standard phrases in error messages

These phrases commonly occur in error messages. When you translate 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
Can't … Could not …	نمی تواند … نمی شود...	پرونده باز نمی شود.
Failed to … Failure of …	در … ناکام شد.	در باز نمودن پرونده ناکام شد.
Can't find … Could not find … Unable to find … Unable to locate …	نمی تواند پیدا کند … پیدا نمی شود...	نمی تواند کلمۀ وارد شده را پیدا کند.
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	حافظه کافی نمی باشد.	برای نصب این برنامه حافظه کافی نمی باشد.
… is not available … is unavailable	… میسر نمی باشد.	خدمات مورد نیاز میسر نمی باشد.

Error messages containing placeholders

When localizing error messages containing placeholders, try to anticipate 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.

Examples:

%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."

3.5.2 Keys

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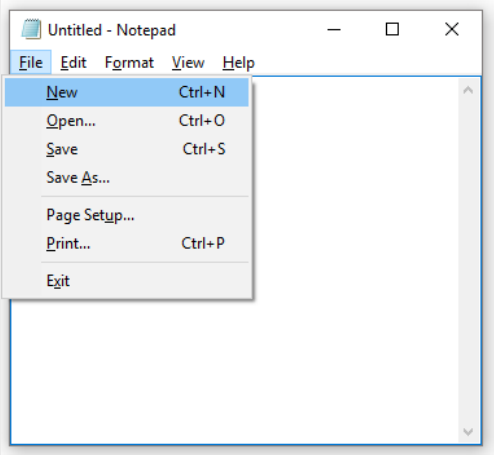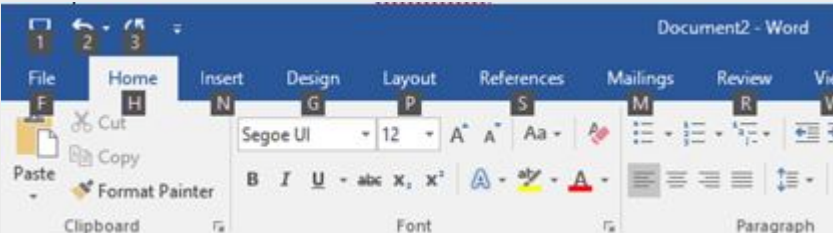
3.5.3 Keyboard shortcuts

Sometimes, there are underlined or highlighted letters in menu options, commands or dialog boxes. These letters refer to keyboard shortcuts (also known as access keys) that allow you to run commands, perform tasks, etc., more quickly.
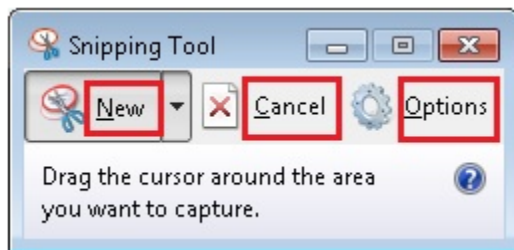
Keyboard shortcuts special options	Usage: Is it allowed?
"Slim characters," such as I, l, t, r, f can be used as keyboard shortcuts	No
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	No
Extended characters can be used as keyboard shortcuts	No
An additional letter, appearing between brackets after item name, can be used as a keyboard shortcut	No
A number, appearing between brackets after item name, can be used as a keyboard shortcut	No
A punctuation sign, appearing between brackets after 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)	No

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.

3.5.4   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.

3.5.5   Numeric keypad

Avoid distinguishing numeric keypad keys from the other keys, unless it's required by a given application. If it's not obvious which keys need to be pressed, provide necessary explanations.

3.5.6   Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes that 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.

US command	US English shortcut key	Dari command	Dari shortcut key
General Windows shortcut keys			
Help window	F1	پنجرۀ کمک	F1
Context-sensitive Help	Shift+F1	کمک حساس به متن	Shift+F1
Display pop-up menu	Shift+F10	منیوی بازشوی نمایشگر	Shift+F10
Cancel	Esc	لغو	Esc
Activate\Deactivate menu bar mode	F10	فعال/غیرفعال سازی حالت نوار منیو	F10
Switch to the next primary application	Alt+Tab	تعویض به برنامۀ اصلی بعدی	Alt+Tab
Display next window	Alt+Esc	نمایش پنجرۀ بعدی	Alt+Esc

Display pop-up menu for the window	Alt+Spacebar	نمایش منوی بازشو برای پنجره	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	نمایش منوی بازشو برای پنجرۀ فعال طفل	Alt+-
Display property sheet for current selection	Alt+Enter	نمایش برگۀ خصوصیات برای قسمت انتخابی فعلی	Alt+Enter
Close active application window	Alt+F4	بستن پنجرۀ برنامۀ فعال	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	تعویض به پنجرۀ بعدی در داخل برنامه (همخوانی با شرایط بدون حالت)	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	اخذ شکل پنجرۀ فعال در کلیپ بورد	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	اخذ شکل پس زمینه در کلیپ بورد	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	دسترسی به دکمۀ آغاز در نوار کار	Ctrl+Esc
Display next child window	Ctrl+F6	نمایش پنجرۀ بعدی طفل	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	دسترسی به سربرگ صفحۀ بعدی	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	راه اندازی مدیر برنامه ها و آغازسازی سیستم	Ctrl+Shift+Esc
File menu			
File New	Ctrl+N	پرونده جدید	Ctrl+N
File Open	Ctrl+O	پرونده باز	Ctrl+O
File Close	Ctrl+F4	پرونده بستن	Ctrl+F4
File Save	Ctrl+S	پرونده حفظ	Ctrl+S
File Save as	F12	پرونده حفظ تحت عنوان	F12

File Print Preview	Ctrl+F2	پرونده پیش دید چاپ	Ctrl+F2
File Print	Ctrl+P	پرونده چاپ	Ctrl+P
File Exit	Alt+F4	پرونده خروج	Alt+F4
Edit menu			
Edit Undo	Ctrl+Z	ویرایش ناکرده سازی	Ctrl+Z
Edit Repeat	Ctrl+Y	ویرایش تکرار	Ctrl+Y
Edit Cut	Ctrl+X	ویرایش قیچی	Ctrl+X
Edit Copy	Ctrl+C	ویرایش رونویسی	Ctrl+C
Edit Paste	Ctrl+V	ویرایش جایگذاری	Ctrl+V
Edit Delete	Ctrl+Backspace	ویرایش حذف	Ctrl+Backspace
Edit Select All	Ctrl+A	ویرایش انتخاب همه	Ctrl+A
Edit Find	Ctrl+F	ویرایش پیدا کردن	Ctrl+F
Edit Replace	Ctrl+H	ویرایش تعویض	Ctrl+H
Edit Go To	Ctrl+G	ویرایش بروید به	Ctrl+G
Help menu			
Help	F1	کمک	F1
Font format			
Italic	Ctrl+I	کج	Ctrl+I
Bold	Ctrl+B	ضخیم	Ctrl+B
Underlined\Word underline	Ctrl+U	زیرخط شده/کلمهٔ زیرخط	Ctrl+U
Large caps	Ctrl+Shift+A	نوشته های بزرگ	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	نوشته های کوچک	Ctrl+Shift+K
Paragraph format			

Centered	Ctrl+E	مرکز شده	Ctrl+E
Left aligned	Ctrl+L	همراستا شدۀ چپ	Ctrl+L
Right aligned	Ctrl+R	همراستا شدۀ راست	Ctrl+R
Justified	Ctrl+J	تعدیل شده	Ctrl+J

3.5.7   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 a common term (such as "server"), use the local pronunciation. Pronunciation can be adapted to the Dari phonetic system if the original pronunciation sounds very awkward in Dari.

Example	Phonetics	Comment
SecurID	[sɪˈkjuər aɪ diː]	سکیور آی دی
.NET	[dot net]	دات نِت
Skype	[eskaip]	An epenthetic "e" is pronounced before [sk], although in formal writing/speaking avoiding such "e" is recommended (like Standard), however, pronouncing it without this additional "e" is difficult, so this "e" is used generally.

Acronyms and abbreviations

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

In Dari they should be pronounced as close to the original English as possible.

Example	Phonetics
RADIUS	رادیوس
RAS	راس

ISA	آیسا
LAN	لَن
WAN	وَن
WAP	وَپ
MAPI	ماپی
POP	پاپ
URL	یو آر اِل

Other abbreviations are pronounced letter by letter.

Example	Phonetics
ICMP	آی سی ام پی
IP	آی پی
TCP/IP	تی سی پی/آی پی
XML	اکس ام ال
HTML	اچ تی ام ال
OWA	او وا
SQL	اس کیو ال

URLS

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

"www" should be pronounced as "ویلباد ویلباد ویلباد".

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

Example	Phonetics
http://www.microsoft.com	اچ تی تی پی کالن دابل سلش دابلیو دابلیو دابلیو دات مایکروسافت دات کام

Punctuation marks

Most punctuation marks are naturally implied by the sound of voice, for example, ? ! : ; ,

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 Dari approved translations.