

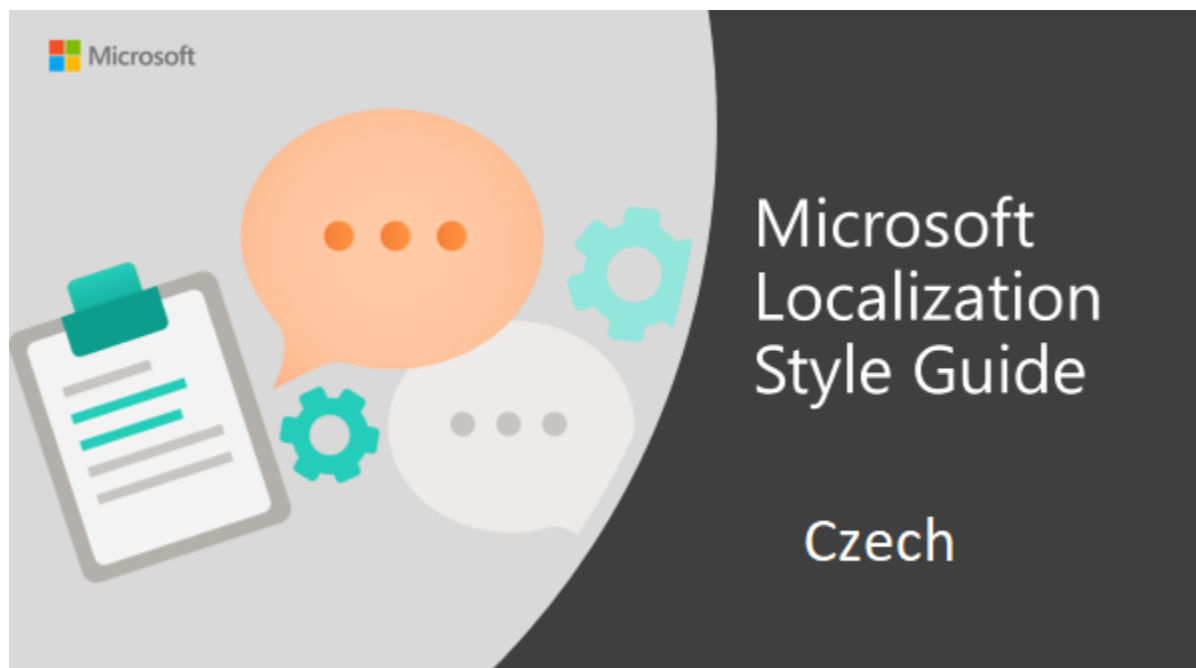
# Czech Style Guide

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# 1 Welcome



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

## 1.1 Reference material

Unless this style guide or [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. <http://prirucka.ujc.cas.cz/>

## Informative references

These sources are meant to provide supplementary and background information.

1. <https://docs.microsoft.com/en-us/documentation/>
2. <http://ssjc.ujc.cas.cz/> and <http://bara.ujc.cas.cz/psjc/>
3. <http://www.onelook.com/>
4. <https://www.korpus.cz/>
5. <http://www.ujc.cas.cz/oddeleni/index.php?page=poradna>

## 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 Czech 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 Flexibility

It's important for translators to modify or rewrite translated strings so that they are appropriate and sound natural to Czech customers. To do so, try to understand the whole intention of the sentences, paragraphs, and pages, and then rewrite just like you're writing the content yourself. Sometimes, you need to remove unnecessary content.

English text	Czech translation	Comments
Crashes happen. The power goes out. The network goes down.	Bohužel není vždycky všechno bez problémů. Může vám spadnout počítač, vypnou elektrinu nebo vypadne síť.	"Crashes happen" translated as "Bohužel není vždycky všechno bez problémů. Může vám spadnout počítač..."
Protect your files in case of a crash—turn on AutoRecover and AutoSave	Zapnutí automatického obnovení a automatického uložení (abyste nepřišli o soubory, když vám spadne počítač)	The words "protect your files" in this article title aren't included in the translation word for word. Rather, the text is paraphrased as "abyste nepřišli o soubory."

### 2.1.2 Word choice

#### Terminology

Use approved terminology from [Microsoft Language Portal](#) where applicable, 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 choosing the short, simple words spoken in everyday conversations. In English, shorter words are generally friendlier and less formal. Short words also save space on-screen and are easier to read quickly. Precise, well-chosen words add clarity, but it's important use the everyday words that customers are accustomed to.

### 2.1.3 Words and phrases to avoid

The Microsoft voice avoids an unnecessarily formal tone.

**Avoid words that sound too formal**, and look for more informal or colloquial wording. Or translate the source text in a way that allows you to omit the formal word.

May sound too formal	More consistent with the Microsoft voice	Example
ač	<b>i když, přestože, sice</b>	
avšak	<b>ale</b>	Aktualizace jsou stažené, <b>ale</b> jejich instalace je zablokována.
již	<b>už</b>	System Windows <b>už</b> v této síti nenašel žádnou domácí skupinu.
jež, jíž, níž, niž, jichž, nichž, nimž, něž, jenž...	<b>který, které, která...</b>	Vyberte si blízkou síť, přes <b>kterou</b> se chcete připojit online.
moci	<b>mocht</b> (including forms: můžu, můžou)	Pokud opustíte domácí skupinu, nebudete <b>mocht</b> sdílet <b>svoje</b> knihovny ani používat sdílený obsah.

nadále, dále	<b>dál</b>	Pro online schůzky můžete <b>dál</b> používat Office Live Meeting.
nejprve	<b>nejdřív</b>	<b>Nejdřív</b> soubor zavřete (nebo ho uložte pod jiným názvem).
nelze	<b>nedá se</b>	Soubory <b>se sem nedají</b> uložit. Umístění <b>se nedá</b> otevřít.
nelze	<b>nejde nepůjde</b>	Soubory <b>sem nepůjdou</b> uložit. Umístění <b>nejde</b> otevřít.
nezdařilo se	<b>nepovedlo se</b>	Nastavení <b>se nepovedlo</b> načíst.
nyní	<b>ted'</b>	Možnosti roamingu jsou <b>ted'</b> nedostupné.
opakovat akci	<b>zkusit znovu, zkusit znova</b>	Zavřete dialogové okno a <b>zkuste to znovu</b> .
poté	<b>potom</b>	<b>Potom</b> vyberte typ záznamu, který chcete převést.
zda	<b>jestli</b>	Zkontrolujte, <b>jestli</b> je zařízení připojené k počítači.
zde	<b>tady</b>	Další informace najdete <b>tady</b> :
(Chcete, Tisknete, Nevíte)-li	<b>Pokud/Jestli/Jestliže</b> (chcete, tisknete, nevíte) etc.	<b>Pokud chcete</b> Windows aktivovat online, musíte se připojit k internetu. <b>Jestliže</b> nevíte, co zvolit, klikněte na Přeskočit.
Storno (the Cancel button as opposed to the OK button; this doesn't apply to <i>storno</i> in the context	<b>Zrušit</b>	Klikněte na <b>Zrušit</b> .



of  
accounting)

zakoupit

**koupit**

Pokud si chcete **koupit** předplatné  
Office 365, přejděte na [office.com](https://office.com).

**Important:** Although these words (chcete-li, zde, etc.) may sound formal, sometimes you need to use them, depending on the level of formality that's appropriate for the Czech target text.

#### 2.1.4 Word-for-word translation

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

Source text	Correct Czech translation	Incorrect Czech translation
Users can control their desktops.	Uživatelé si můžou upravit plochu podle svých představ.	Uživatelé mohou řídit vzhled své plochy.
Crashes happen. The power goes out. The network goes down.	Bohužel není vždycky všechno bez problémů. Může vám spadnout počítač, vypnou elektřinu nebo vypadne síť.	Havárie se stávají. Dojde k výpadku elektrické energie. Může být nedostupná síť.
Protect your files in case of a crash—turn on AutoRecover and AutoSave	Zapnutí automatického obnovení a automatického uložení (abyste nepřišli o soubory, když vám spadne počítač)	Ochrana vašich souborů pro případ chyby – zapnutím automatického obnovení a automatického uložení
Other people in the homegroup can get to your shared content but they can't change it.	Ostatní v domácí skupině můžou sdílený obsah používat, ale nemůžou ho měnit.	Ostatní v domácí skupině mohou přistupovat ke sdílenému obsahu, nemohou jej však měnit.

## 2.2 Sample Microsoft voice text

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

### 2.2.1 Focusing on the user action

To make choices and next steps obvious for the user, focus on the action that the user needs to take.

US English	Czech (possible suggestions)	Explanation
The password isn't correct, so try again. Passwords are case-sensitive.	Heslo není správné, zkuste to prosím znovu. U hesel se rozlišují malá a velká písmena.	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.	Tento Product Key nefunguje. Zkontrolujte ho prosím a zkuste to znovu.	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	A je to. Můžete začít. Všechno je připravené.	A casual and short message informs the user that setup has completed and the system is ready to be used. In Czech, the translation you choose will depend on the specific context (surrounding strings) and can even differ from the provided suggestions, but the conversational style is the goal.
You can fill your shape with a picture or texture.	Obrazec můžete vyplnit obrázkem nebo texturou.	Address the user directly, using the second-person pronoun, to help the user take the necessary action.

## 2.2.2 Explanatory text and providing support

US English	Czech target (possible suggestions)	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.	Aktualizace se nainstalovaly, ale instalační program Windows 11 se musí restartovat, aby mohl systém fungovat. Po restartování budeme pokračovat, kde jsme skončili.	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" conveys a personal tone. In Czech, note the active voice „se nainstalovaly,” „se musí,” or keeping the first-person plural in the last sentence.
If you restart now, you and any other people using this PC could lose unsaved work.	Když tento počítač teď restartujete, mohli byste vy i všichni ostatní, kdo ho používají, přijít o všechno, co není uložené.	The tone is clear and natural, informing the user what will happen if this action is taken. In Czech: Note the use of subordinate clauses and the pronoun „ho.”
This document will be automatically moved to the right library and folder after you correct invalid or missing properties.	Až opravíte neplatné vlastnosti nebo zadáte ty, které chybí, přesune se tento dokument automaticky do správné knihovny a složky.	The text is informative and clearly and directly tells the user what will happen. In Czech: Note the use of the subordinate clause „které chybí” and the active voice „přesune se.”
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	Něco se nepovedlo. Nemůžeme najít stažené soubory a vytvořit pro vás spouštěcí USB flash disk.	Short, simple sentences inform the user what has happened. In Czech: Note the use of „pro vás” and the translation „Něco se nepovedlo.”

### 2.2.3 Promoting a feature

US English	Czech target (possible suggestions)	Explanation
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	Aplikace vám můžou personalizovat obsah podle umístění počítače, jména, obrázku účtu nebo dalších informací o doméně.	Depending on the context, commonly used abbreviations (such as "PC") can help make the text sound familiar and friendly. This is valid for English only though. In Czech, express the Microsoft voice principles through anthropomorphism, using <i>vám</i> and <i>můžou</i> .

### 2.2.4 Providing how-to guidelines

US English	Czech target (possible suggestions)	Explanation
To go back and save your work, click Cancel and finish what you need to.	Pokud se chcete vrátit zpátky a uložit si svoje změny, klikněte na Zrušit a dodělejte si, co potřebujete.	The second-person pronoun and short, clear direction help the user understand what to do next. In Czech: Note using "si," using <i>změny</i> instead of <i>práce</i> to let the text sound less formal, leaving out the descriptor before <i>Zrušit</i> , and the choice of words ( <i>dodělat</i> ).
To preview a theme on the slide you have open, rest your pointer on the theme's thumbnail image.	Pokud se chcete podívat, jak by motiv mohl vypadat na snímku, který máte otevřený, přejděte myší na miniaturu motivu.	The second-person pronoun "you" and direct, clear language explain how to preview a theme. In Czech: Note the use of subordinate clauses and less formal language.

## 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 simpler alternative words or several clear words instead of one complicated term or concept.

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

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

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

**Don't use profane or derogatory terms.**

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

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

Use this	Not this	Use this	Not this
English examples		Czech examples	
blocklist	blacklist	seznam blokovanych or zakazany seznam	cerna listina
primary/subordinate	master/slave	nadřizený/podřizený	otrokář/otrok
perimeter network	demilitarized zone	perimetrová síť	demilitarizovaná zóna

parent	mother or father	rodič	matka nebo otec
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### 3.1 Avoid gender bias

#### Use gender-neutral alternatives for common terms.

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

Use this	Not this	Comments
vyučující	učitel	term "vyučující" can be used for both men and women
předsedající	předseda	term "předsedající" can be used for both men and women

**When presenting generalization, use plural noun forms (for example, *lidé, jednotlivci, studenti, zaměstnanci*, etc.).**

**Don't use gendered pronouns (ona, jí, on, jemu, etc.) in generic references.** Instead:

- Rewrite the sentence to have a plural noun and pronoun (this does not always result in gender neutral forms of words).
- Do not overuse possessive pronouns (for example, *dokument* instead of *jeho dokument*).
- Refer to a person's role (*čtenář, zaměstnanec, zákazník*, or *klient*, for example).
- Use *osoba* or *jednotlivec*.
- *Regarding the foreign female surnames, add a suffix -ová to them.*

Use this	Not this	Use this	Not this
English examples		Czech examples	
A user with the appropriate rights can set other users' passwords.	If the user has the appropriate rights, he can set other users' passwords.	Oprávnění uživatelé mohou nastavovat hesla ostatních uživatelů.	Pokud má tento uživatel příslušná práva, může nastavovat hesla ostatních uživatelů.

Developers need access to servers in their development environments, but they don't need access to the servers in Azure.	A developer needs access to servers in his development environment, but he doesn't need access to the servers in Azure.	Vývojáři potřebují přístup k serverům ve svých vývojových prostředích, ale nepotřebují přístup k serverům v Azure.	Tento vývojář potřebuje přístup k serverům ve svém vývojovém prostředí, ale nepotřebuje přístup k serverům v Azure.
To call someone, select the person's name, select Make a phone call, and then choose the number you'd like to dial.	To call someone, select his name, select Make a phone call, and then select his number.	Chcete-li někomu zavolat, vyberte jméno dané osoby, vyberte možnost Uskutečnit hovor a poté vyberte číslo, které chcete vytočit.	Chcete-li někomu zavolat, vyberte jeho jméno, vyberte možnost Uskutečnit hovor a poté vyberte jeho číslo.
Mary Johnson Send this email to our director Jenny Smith.	- -	Mary Johnsonová Pošlete tento e-mail naší ředitelce Jenny Smithové.	Mary Johnson Pošlete tento e-mail naší ředitelce Jenny Smith.

When you're writing about a real person, use the pronouns that the person prefers, whether it's *on*, *ona*, *oni*, or another pronoun. It's OK to use gendered pronouns (like *on*, *ona*, *jeho*, *její*, *jemu* a *jí*) when you're writing about real people who use those pronouns themselves.

When addressing the user, ensure gender neutrality by using the second-person plural.

Example:

en-US source	Czech target
Ensure you have closed all the files.	Ujistěte se, že jste zavřeli všechny soubory.

However, in some situations gender can't be avoided or it's preferable to reference both genders instead of using the neutral form with the descriptor *uživatel* (for example, in less formal style). In such cases, include both the masculine and feminine gender. See the examples below.

en-US source	Czech target
{ut1} has updated this group with a better chat experience.	{ut1} aktualizoval(a) tuto skupinu novou verzí chatu. or {ut1} aktualizoval/a tuto skupinu novou verzí chatu.  More info at: <a href="http://prirucka.ujc.cas.cz/?ref=163&amp;id=167">http://prirucka.ujc.cas.cz/?ref=163&amp;id=167</a> and <a href="http://prirucka.ujc.cas.cz/?id=163">http://prirucka.ujc.cas.cz/?id=163</a>
{ut1} left the group.	{ut1} opustil(a) skupinu.  or  {ut1} odešel/odešla ze skupiny.

In dynamic strings, such as the greeting in a mail-merge document, try to ensure gender neutrality by omitting the username placeholder entirely, referencing both genders, or using a combination of the two approaches, as appropriate. Note that the feminine form precedes the masculine.

Example: Vážená paní / Vážený pane,

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

## 3.2 Accessibility

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

**Focus on people, not disabilities.** Don't use expressions that imply pity, such as *postižení* or *trpící*, to describe people with a disability. The preferred option is not to mention a disability unless it's relevant.



Use this	Not this	Use this	Not this
English examples		Czech examples	
person with a disability	handicapped	osoba se zdravotním postižením	handicapovaná osoba; postižený/postižená (as a noun)
person without a disability	normal person; healthy person	osoba bez zdravotního postižení	normální člověk; zdravý člověk

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

Use this	Not this	Use this	Not this
English examples		Czech examples	
Select	Click	Vyberte	Klikněte

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

**Spell out words like *plus*, and *minus*.** Screen readers can misread text that uses special characters like the plus sign (+), and minus sign (-).

## 4 Language-specific standards

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

### 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 button and option names) due to lack of space. This can be done in the following ways.

Abbreviations are usually formed from the first few letters of the abbreviated word or from the first letters of the individual words in a multiple-word expression. The last letter in an abbreviation must be a consonant and is followed by a period.

Exception: A handful of abbreviations are formed from the first and the last letter of a word (such as *fa*), in which case the period is omitted.

The exception applies also for time-related words, such as *hodina*, *minuta*, *sekunda*. Time-related words can be abbreviated in several ways. Note that some abbreviations of time-related words require the period, but some of them are used without the period. See the table below.

Except in the UI, where space is often very limited, avoid ad hoc abbreviations in Czech localized text. The abbreviations listed below, however, are OK to use because they're common and well established. These are familiar to Czech readers and are used often in many types of content.

List of common abbreviations:

Expression	Acceptable abbreviation
a tak dále	atd.
a podobně	apod.
a jiné	aj.
akciová společnost	a. s.
číslo	č.
kapitola	kap.
milion	mil.
miliarda	mld.

například	např.
obrázek	obr.
poznámka	pozn.
respektive	resp.
rok, roku	r.
strana	str.
tisíc	tis.
to je	tj.
to znamená	tn.
tak zvaný	tzv.
hodina, hodin	h, h., hod.
minuta, minut	min, min.
sekunda, sekund	s

Don't use abbreviations that are ambiguous or could confuse the user.

#### 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).

In Czech, acronyms don't include periods. Because acronyms aren't inflected, they are often preceded by a declinable descriptor word in much the same way that unlocalized product names are. In general, acronyms shouldn't be placed before the governing noun in the premodifier position, but there are exceptions—for example, *IP adresa*.

In longer texts, spell out the acronym in parentheses on its first appearance in the text. For subsequent occurrences, you can use only the acronym.

#### Localized acronyms

Very few acronyms should be translated. The ones that are include well-established and familiar expressions that occur commonly outside technical contexts. Note that because of their integration into the syntactic and morphologic structure of the sentence, localized acronyms don't require a declinable descriptor.

Example:

en-US source	Czech target
Such operations will require consultations within the UN and the OSCE.	Taková operace se neobejde bez konzultací v rámci OSN a OBSE.

### Unlocalized acronyms

Acronyms that aren't localized aren't integrated into the syntactic structure of the sentence and do require a descriptor word.

Example:

en-US source	Czech target
The function is affected by the BIOS error.	Funkci ovlivňuje chyba systému BIOS.
FTP provides an easy way to transfer files. To use FTP, you must know the FTP server address and login credentials.	Protokol FTP (File Transfer Protocol) nabízí jednoduchý způsob přenosu souborů. Pokud ho chcete používat, musíte znát adresu serveru FTP a přihlašovací údaje.
Enter the IP address.	Zadejte IP adresu.

#### 4.1.3 Adjectives

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

- Ensure that all adjective forms appear in their correct inflections, matching the governing noun.
- Noninflected loanwords and acronyms can act as adjectives (and may precede the governing noun) unless specified otherwise in the Language Portal.

**Examples:** PIN kód, IP adresa, proxy server

- The nominal forms (such as *mlád, zdraví*) should be avoided in subject complement. Use "the long form" of the deverbative adjective (for example, *je definovaný, je zaškrtnuté*).

## Special cases

- When the adjective is formed from a number + a word (for example, *12minutový záznam* and *4kolíkový konektor*), there should be no space between the number and the word.

## Possessive adjectives

The frequent use of possessives is common in English. However, in Czech, possessive adjectives are usually associated only with actual animate subjects. Usually, in the localized text, they should be replaced by a corresponding generic adjective or by a prepositional phrase.

Example:

English source	Czech target
PC software	Počítačový software / software v počítači

### 4.1.4 Articles

Pay special attention to articles in the source sentence. Sometimes they convey a subtle shift in meaning that may need to be reflected in the translation by using a suitable demonstrative or quantifier.

en-US source	Czech target
Select <b>the</b> check box to enable fast saving.	Pokud chcete povolit rychlé ukládání, zaškrtněte <b>příslušné</b> políčko.

The Czech language doesn't use articles, so there are no specific guidelines for localizing.

The information conveyed by articles in an English sentence is often expressed in Czech by functional sentence perspective. In Czech, we often have to change the word order and proceed from the known pieces of information (generally speaking, the words

carrying "the" in English) to new information. Of course, this guideline can't be applied universally, but often the guideline helps to make sure the meaning and focus of a sentence are clear.

Examples:

en-US source	Czech target
You cannot start an application now.	Ted' nemůžete spustit aplikaci. (This means any application.)
You cannot start the application now.	Aplikaci ted' nemůžete spustit. (Even without a demonstrative, it's clear that this refers to an application that has already been discussed or is otherwise known to the reader.)

#### 4.1.5 Capitalization

The general rules of capitalization are covered in Czech grammar rules online: <http://prirucka.ujc.cas.cz/?id=180>.

The English language tends to use capitalization more often than Czech does. Only phrases that are clearly translated feature names or that are capitalized in the Language Portal should be capitalized in Czech. Only the first word of a multiple-word term is capitalized, unless the component words are standalone proper nouns.

#### 4.1.6 Interjections

English interjections—words that have no grammatical meaning, but just signify emotions, such as "Aha," "Wow," "Uh-oh" —are now more common in the source text. These can be omitted entirely in the translation, but sometimes you may feel that leaving them in the translation is appropriate, or you can come up with a creative translation.

en-US text	Recommended translation
Uh-oh, your search had no results. Try again.	Jejda, nenašly se žádné výsledky. Zkuste to prosím znovu.

However, make sure that you **don't blame the user**:

en-US text	Possible translation
Sorry, you need to add a question to your form before we can save it!	A jsme tu zas. <b>Zapomněli jste</b> totiž do formuláře přidat otázku a bez ní se formulář nedá uložit.

**Note:** We encourage you to be creative. The Czech text doesn't have to be a word-for-word translation of the source text, but always make sure you follow the Microsoft voice rules and characteristics.

#### 4.1.7 Nouns

Try to avoid a string of three and more concatenated, prepositionless genitives. Such sentences are difficult to read and comprehend.

Example:

Don't use	Use
Po otevření souboru klíčů certifikátů počítačů zahajete import.	Až otevřete soubor s klíči k certifikátům počítačů, spustíte import.

### Inflection

Make sure that all nouns are in the correct form. Keep in mind that when you edit a previously translated or recycled sentence (such as changing or adding a preposition or using a verb that might have a different valency), the edit often requires additional changes in that sentence or even in surrounding sentences. Make sure that all such edits are resolved before you finalize your translation. For more information, see <http://prirucka.ujc.cas.cz/>.

### Plural formation

If you have questions, see <http://prirucka.ujc.cas.cz/>.

#### 4.1.8 Numbers

This topic includes guidelines for when to use numerals (the symbol that represents a number, for example, 1, 2, 3, and 234) and when to spell out numbers (for example, *one*, *two*, *three*, and *two hundred thirty-four*).

In Czech, numerals below 11 should be written as words. For example, "You have three unanswered calls" (instead of "You have 3 unanswered calls").

#### 4.1.9 Participles

In Czech, the passive participle is often considered a formal or academic form. Use "the long form" of the respective deverbative adjective instead, wherever possible, or use the reflexive "se."

en-US text	Recommended use of verb	Not recommended use of verb
Almost done installing Windows	Systém Windows je už skoro <b>nainstalovaný</b> .	Systém Windows je již téměř <b>nainstalován</b> .
This partition type isn't supported. Select another partition.	Tento typ oddílu není <b>podporovaný</b> . Vyberte jiný.	Tento typ oddílu není <b>podporován</b> . Vyberte jiný oddíl.
Windows Setup is already running.	Instalační program Windows už je <b>spuštěný</b> .	Instalační program systému Windows už je <b>spuštěn</b> .
This product key only works on PCs that are activated.	Tento kód Product Key funguje jenom v počítači, který je <b>aktivovaný</b> .	Tento kód Product Key funguje pouze v počítači, který je <b>aktivován</b> .
Dashes will be added automatically.	Pomlčky <b>se přidají</b> automaticky.	Pomlčky <b>budou přidány</b> automaticky.
Any changes made to your PC won't be saved.	Žádné změny, které jste <b>udělali</b> v počítači, <b>se neuloží</b> .	Žádné změny, které <b>byly provedeny</b> v PC, <b>nebudou uloženy</b> .
The installation was canceled.	Instalace <b>je zrušená</b> .	Instalace <b>byla zrušena</b> .



#### 4.1.10 Pronouns

In Czech, we can use the informal forms of demonstrative pronouns. In certain cases, the more neutral forms of demonstrative pronouns may be more appropriate (for example in technical content). In other places, you might be able to use the more colloquial alternatives.

Example:

en-US source	Czech target
This, these, that, those	tento, tato, tímto, etc.
This way	takto

The neutral or formal forms are preferred, especially if the resulting translation sounds funny or ridiculous using the colloquial demonstrative pronoun alternatives.

In many cases, the form of pronoun that you choose is a matter of judgment, but it helps to focus on the approach taken in the source text.

Compare the possible translations:

en-US source	Czech target
Here's how:	Uděláte to <b>takto/takhle</b> :
<b>This</b> method must be called in the application only after calling the send method.	Aplikace musí <b>tuto</b> metodu volat až po metodě send.
Oops, we couldn't open this workbook in the browser.	<b>Tento/Tenhle</b> sešit se nám nepovedlo v prohlížeči otevřít. Je nám to líto, ale <b>tento/tenhle</b> sešit nám nejde v prohlížeči otevřít

## Possessives

English tends to use possessive pronouns more often than Czech does. Because possessives can function as determiners in English, they are often used interchangeably with the definite article—that is, in a generic sense, with a weakened attributive aspect. In such cases, you can often omit the pronoun from the translation entirely.

When you decide to include the possessive, keep in mind that the reflexive form **svůj** is used when the governing noun is being attributed to the subject of the sentence. This is a common source of errors, especially when the subject is implied, not explicitly named in the sentence.

Examples:

en-US source	Czech target
New window appears on your desktop.	Na ploše se otevře nové okno.
Download the file to your computer.	Stáhněte si soubor na <b>svůj</b> počítač.
Email server rejected your username.	E-mailový server odmítl <b>vaše</b> uživatelské jméno.

## Second person pronoun

In Czech, use the neutral "you" (the second-person plural) whenever possible. Don't use the informal "you" (second person singular—*tykáni*) unless it's appropriate for the context (such as an example of a Skype chat between friends). In some cases (such as emails or letters to customers), you may need to use the formal "You" (*vykání*, uppercase Vy) when the text is directed to a specific user and the neutral second-person plural isn't possible. But that situation is rare.

en-US text	Do	Don't
Your file has been saved, but you might experience problems when you try to open it.	Soubor je uložený. Nemusí se <b>vám</b> ho ale povést bez problémů otevřít.	Soubor je uložený. Nemusí se <b>ti</b> ho ale povést bez problémů otevřít.
To apply these settings, click Next.	Nastavení <b>aplikujete</b> , když kliknete na Další. Nastavení <b>použijete</b> , když kliknete na Další.	Nastavení <b>aplikuješ</b> , když klikneš na Další. Nastavení <b>použiješ</b> , když klikneš na Další.
Enter password.	Zadejte <b>heslo</b> .	<b>Zadej</b> heslo.
Change user.	<b>Změňte</b> uživatele.	<b>Změň</b> uživatele.

#### 4.1.11 Punctuation

General punctuation rules for Czech are available in the recommended reference material. A few common uses of punctuation in Microsoft text are highlighted below. For more detail, see <http://prirucka.ujc.cas.cz/>.

#### Bulleted list

There are no strict usage rules for bulleted list in Czech. When translating a bulleted list, use consistent punctuation for all items in a list. You can find the recommendations for punctuating bulleted lists here: <http://prirucka.ujc.cas.cz/?id=870>.

Here are some recommendations for Microsoft content:

The introductory sentence (preceding the list of items) usually ends with colon.

1. When the items are complete sentences, each item starts with a capitalized word and ends with a period.

Výhody:

- Dokumenty, tabulky a prezentace můžete vytvářet online nebo ve verzi Office pro počítače.
- Svoje soubory můžete ukládat online na OneDrive.
- Můžete sdílet obsah s ostatními a spolupracovat v reálném čase.

2. When the items aren't complete sentences, each item can start with either a lowercase or capitalized letter (but all the items in the list should be capitalized consistently, except when a word such as a product name requires capitalization in an otherwise lowercase list) and shouldn't end with a period.

S touto verzí získáte:

- aplikace Office v několika zařízeních
- 1 TB úložiště navíc na OneDrive
- volné minuty volání přes Skype do víc než 60 zemí

**Note:** In a list that contains both complete sentences and sentence fragments, we suggest that you start all items with a capital letter and end them with a period.

## Comma

Ensure the correct placement of commas, especially at the end of embedded clauses. Use the comma as the decimal separator, to separate the name of the day and date, and in certain lists.

US English	Czech target
"I think so," he said.	„Myslím, že ano," řekl.

## Colon

Use colons to introduce lists. The colon is also typically used in the UI labels for forms and dialog boxes where the user enters data. A colon is often used to separate an inline heading from the paragraph that immediately follows it.

US English	Czech target
Error: The specified data is not valid.	Chyba: Zadaná data nejsou platná.
He said: "I think..."	Řekl: „Myslím si..."
Can't save—Make sure you're online.	Nejde uložit: Ověřte si prosím, že jste online.

Adding a colon is also a useful solution in sentences with a placeholder where the noun replacing the placeholder needs to be declined.

en-US source	Czech target
Sharing with {0}	Sdílí se s: {0}
{0} participants	Počet účastníků: {0}

## Dashes and hyphens

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

### Hyphen

The hyphen is used to divide words between syllables, to link parts of a compound word, and to express a close relationship between two words. No spaces are placed between the hyphen and the words it links.

US English	Czech target
input-output devices	vstupně-výstupní zařízení
Taiwan	Tchaj-wan

## En dash

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

Examples:

US English	Czech target
-20°C	– 20 °C

The en dash is also used in ranges, such as those specifying page numbers. No spaces are used around the en dash in this case, as long as the expressions on both sides of the dash are single words.

US English	Czech target
page 3-7	str. 3–7
AC: 100 - 240 V	stř. napětí: 100–240 V

## Em dash

The em dash isn't used in the Czech language.

## Ellipsis (suspension points)

Avoid using the ellipsis in text that's localized into Czech. The ellipsis should be used only when it's part of UI item such as a button or error message.

Example:

US English	Czech target
Loading data...	Načítají se data...

## Period

Use the period to punctuate complete sentences within a text, unless another punctuation type (such as the question mark or exclamation point) is necessary for the meaning of the sentence. The period can be used as an alternative to the colon when a heading is integrated into the paragraph text and not separated visually. (Note that if the period is used in this way, it should be used consistently throughout the text.)

Abbreviations end with a period (such as *str.*, *a. s.* or *atd.*), but acronyms don't (for example, *USB*, *ČR*).

The period also indicates ordinal numerals.

The period is normally omitted in titles/headings/subheadings, captions and callouts, the official names of organizations and institutions, address lines, after date/time values, names on business cards, and similar places.

### Quick basic rules for software localization

- **Use a period** at the end of a **complete sentence**, regardless of the punctuation used in the source text.
- **Don't use a period** at the end of a **fragment (which isn't a complete sentence)**, regardless of the source text punctuation, unless the fragment is followed by other strings or sentences so they need to be graphically separated.
- **Don't use a period** in the **titles or headers** if they're complete sentences.
- **Don't use a period** at the end of **complete sentences if the text is a control name** (for example, the label for a check box or radio button).
- **Don't use a period** at the end of a **complete sentence if the text ends with a placeholder** (such as %s, %d, %2, %2!#010x!) **and you aren't sure what it will be replaced with**. That is, don't use a period at the end of a complete sentence if there is a possibility that the **placeholder will be replaced with a long list of items, each on a separate line, or with a paragraph of text** (such as an error message). In such cases, when the text is rendered at runtime, the result could be a misplaced period, or two periods (your period plus the one from the inserted paragraph).

en-US source	Czech target
Form that can't be saved.	Formulář, který se nedá uložit
You must first enter a valid phone number for this contact.	Nejdřív musíte pro tento kontakt zadat platné telefonní číslo.

## Quotation marks

Quotation marks are used when referring to direct speech.

In US source strings, you may find software references surrounded by English quotation marks. In the Czech translation, don't use quotation marks for this purpose. In general, most of the quotation marks used in the English source text can be left out of the Czech text. However, if you need to use them, use ALT+0132 and ALT+0147 („ ”) to type them correctly in Czech.

## Parentheses

In both Czech and English, there's no space between the parentheses and the text inside them.

Except in code samples or snippets, use only round parentheses in products localized into Czech.

US English	Czech target
Use only round brackets (ALT+0404 and ALT+041).	Používejte jenom kulaté závorky (ALT+0404 a ALT+041).

## Slash

The slash is used in some measurement units (km/h, Mb/s...).

It's also used to express possibilities. When there's only one word on each side of the slash, don't use spaces. If there's more than one word on either side of the slash, use spaces on both sides of the slash.

US English	Czech target
Czech/French/English	česky/francouzsky/anglicky
	Vážená paní / vážený pane,



Don't use abbreviations, except for approved acronyms.

- Don't use semicolons. Two shorter sentences are better than a single, long sentence and are easier to read.
- Don't use exclamation points. Choose stronger words.
- An em dash is used to set off an isolated element or to introduce an item that isn't essential to the meaning of the sentence.

Example:

English example	Czech example
It's easy to rearrange your lineup of taskbar buttons—just click and drag them. And Jump Lists give you quick access to what you use the most—like frequently viewed websites or favorite documents.	Pořadí tlačítek na hlavním panelu nadno změníte – stačí kliknout a přetáhnout je. A díky seznamům odkazů se rychle dostanete k nejčastěji používaným položkám, jako jsou často zobrazované weby nebo oblíbené dokumenty.

#### 4.1.12 Sentence fragments

The Microsoft voice allows the use of sentence fragments to help convey a conversational tone. They are used whenever appropriate because they are short and to the point.

Sentence fragments can also be used in Czech and can be translated in a lively and natural way.

US English source text	Not recommended	Recommended (possible suggestions)
Here's how:	Proved'te tyto akce: Proved'te následující kroky:	Ukážeme si, jak na to:

		Uděláte to takhle: Jak na to:
To add text:	Chcete-li přidat text, proveďte následující akce:	Postup pro přidání textu: Přidání textu: Text přidáte takhle: Text přidáte takto:
You're almost done.	Akce je téměř hotova.	Ještě chvíličku a už to bude. Už to skoro bude.

#### 4.1.13 Split infinitive

Because Czech has a relatively flexible word order, you can translate split infinitives so that the adverbial is placed appropriately in terms of syntax as well as the Functional Sentence Perspective.

Example:

US English	Czech target
In order to correctly close the file, click here.	Jestli chcete soubor správně zavřít, klikněte sem.

#### 4.1.14 Style of strings describing the narrator text

Based on the consultation with the ÚJČ (Czech Language Institute), the following guidelines outline the style of the strings describing what the narrator program says to the user.

English	Czech
You hear "Search Bing".	Uslyšíte „Hledat Bingem“.
You hear "Search Bing" and the focus is in the <b>Bing Image Search</b> box.	Uslyšíte „Hledat Bingem“ a fokus je v poli <b>Vyhledávání obrázků Bingem</b> .

You hear "Enter a name".	Uslyšíte „Zadejte jméno”. nebo Uslyšíte „Zadejte jméno.”. (less preferred variant)
--------------------------	--

These strings include text representing both option names and whole sentences. Therefore, in order to preserve a consistent style, *don't* treat them like direct speech. Use the correct inverted commas (Alt+0132 and Alt+0147) but not the colon. The period after a sentence within the inverted commas is optional and not recommended. **Use this format only if you know the narrator app is localized and you were able to find the narrator strings in glossaries or tenants.**

### Unlocalized narrators and screen reader apps

**Always check whether the narrator or screen reader program is localized into Czech.**

English	Czech
You hear "Search Bing".	Uslyšíte „Search Bing” (Hledat Bingem).
To turn on VoiceOver, say, “Hey Siri, start VoiceOver.”	Když chcete zapnout VoiceOver, řekněte „Hey Siri, start VoiceOver”. (Ahoj Siri, zapni VoiceOver.)

Here you can check if the Narrator (Předčítání) in Windows is available in Czech:

<https://support.microsoft.com/cs-cz/help/17173/windows-10-hear-text-read-aloud>

### Unfound strings for localized narrators or screen reader apps

Sometimes you might know that the narrator or screen reader program uses Czech, but you can't locate the exact strings in references (for example, VoiceOver for Mac OS or iOS, TalkBack for Android). In these cases, you can translate descriptively:

You hear "Formula content. Text mode is editing."	Uslyšíte, že jde o obsah vzorce a že je nastavený režim textu pro úpravy.
Repeatedly press VO+Right Arrow until you hear "Rotate handle."	Opakovaně stiskněte VO+Šipka vpravo, dokud neuslyšíte, že jste na úchyty pro otočení.

#### 4.1.15 Strings for narrators or screen reader apps that you aren't able to identify in the article

Sometimes you must translate an article where it isn't completely obvious what specific narrator or screen reader app the text refers to. In these cases, you can translate descriptively as with unfound strings for localized narrators or screen reader apps.

#### 4.1.16 Symbols and nonbreaking spaces

All unit symbols should be separated from their respective numeric value by a nonbreaking space. This also applies to foreign currency symbols in the form of three-letter codes (such as EUR, USD, and GBP).

Example:

US English	Czech target
12x14x24cm	12 x 14 x 24 cm
\$126	126 \$ / 126 USD / 126 amerických dolarů (depends on context which possibility is the best)

Where the numeric value + symbol functions as an adjective (which is typical for some percentage values), the space between the number and symbol is omitted. With symbols other than percentage, we recommend that you spell out such adjectives rather than use numerals.

**Note:** Under no circumstances should there be a dash or hyphen inserted to separate the number and the non-numeric component of the adjective.

Example:

US English	Czech target
3 m cable	3metrový kabel
50% discount	50% sleva

#### 4.1.17 Verbs

The US English source text uses simple verb tenses to support the clarity of the Microsoft voice. The easiest tense to understand is the simple present, like we use in this guide. Avoid the future tense unless you're describing something that really will happen in the future and the simple present tense isn't accurate. Use the simple past tense when you describe events that have already happened.

Czech tends to use more verbs than English, where verbo-nominal structures (including infinitives and gerunds) abound. In fact, the subject of Czech sentences is often omitted or implied, so verb phrases naturally carry more semantic weight. Keep this in mind: When your translated sentence contains multiple nouns (and possibly a verbo-nominal predicate), consider whether it could work better if a full verb (or a subordinate clause) is inserted.

In the Czech text, try to use the **active voice**, which emphasizes the person or thing doing the action. It's more direct and personal than the passive voice, which can be confusing or sound formal. Sometimes, however, you might feel that the passive voice is more appropriate.

US English source text	Czech use of verb tense
When you save this document, it'll be updated to include changes made by other authors.	Když tento dokument uložíte, aktualizuje se, aby obsahoval změny od jiných autorů.
The settings will be changed.	Nastavení se změní.

Be positive. **Emphasize what customers can accomplish, rather than what they can't.**

US English source text	Czech use of verb tense	Czech classic use of verb voice
The virtual machine will not have network connectivity until this problem is resolved.	Virtuální počítač bude mít připojení k síti, <b>až se</b> tento problém <b>vyřeší</b> .	Virtuální počítač nebude mít připojení k síti, <b>dokud nebude</b> problém vyřešen.
We can't sync your shared settings until you verify your email address.	Sdílená nastavení budete moci synchronizovat, <b>až</b> pro svůj účet Windows Live ID <b>zadáte</b> pár dalších informací.	Sdílená nastavení nelze synchronizovat, <b>dokud neověříte</b> svou e-mailovou adresu.

## 5 Localization considerations

Localization means that the translated text needs to be adapted to the local language, customs, and standards.

The language in Microsoft products should have the "look and feel" of a product originally written in Czech, using idiomatic syntax and terminology, yet it should maintain a high level of terminological consistency, so as to guarantee the maximum user experience and usability for our customers.

The general style should be clear, friendly, and concise. However, being friendly doesn't mean using overly colloquial language; always maintain a professional tone. In order to appeal to the intended audience, use contemporary, up-to-date style and terminology, close to what people actually say in everyday settings, rather than the formal, technical language that's often used in technical and commercial content.

**Create a Czech translation that is friendly, approachable, and conversational, but which sounds professional.** In other words, avoid being too formal, but also too informal. The translator's task is to find a perfect balance between the two extremes.

### Recommendations for translation

#### Descriptors in UI references

The baseline Microsoft style guidelines require you to use descriptors in almost every situation. This also applies to the case, where there is no descriptor in the source text. As the translator, you sometimes need to do a lot of investigation to find the right descriptor.

It's now OK to omit descriptors in certain cases, mainly in procedures:

- **If there is a descriptor in the source, use it in the translation.**
- **If there is no descriptor in the source, you don't have to use it.**

Examples:

en-US text	Recommended translation
<b>Click</b> Save ...	<b>Klikněte na</b> Uložit...
In the Help <b>menu click</b> Options.	<b>V nabídce</b> nápověda <b>klikněte na</b> Možnosti.
On the Design <b>tab</b> , in the Themes <b>group</b> , click the theme you want to apply.	<b>Na kartě</b> Návrh <b>ve skupině</b> Motivy klikněte na motiv, který chcete použít.
For more choices, in the Themes <b>group</b> , <b>click</b> More.	Pokud chcete zobrazit další možnosti, klikněte <b>ve skupině</b> Motivy <b>na</b> Více.
Click the File <b>tab</b> .	Klikněte <b>na kartu</b> Soubor.
Click Save.	<b>Klikněte na</b> Uložit.

Occasionally, you may need or want to use the UI item descriptor to make the translation text clearer.

en-US text	Recommended translation
<b>In</b> Customize IPsec Defaults, <b>in</b> Key exchange (Main Mode), <b>select</b> Advanced, and <b>click</b> Customize.	<b>V okně</b> Upravit výchozí nastavení protokolu IPsec vyberte v <b>části</b> Výměna klíčů (hlavní režim) <b>možnost</b> Upřesnit a <b>klikněte na</b> Přizpůsobit.

## 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 Czech-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/>.

For reference in Czech, you can check: <http://www.pristupnost.cz/>.

## 5.2 Accuracy

**The accuracy of the translation now emphasizes the meaning of the sentence**, not just including every "key word" from the source text. Up until now, the accuracy factor meant that the translated text had to include *only* the translation of the source text (that is, it was important not to add anything extra) and that the translated text had to include every "key word" from the source text.

**Don't be afraid to be creative:** you can add extra text or **paraphrase the text**, provided that you:

- **Keep all the source text "key words."**
- **Keep the meaning of the source sentence.**

Examples:

en-US text	Example translation	Comment
<b>Crashes happen.</b> The power goes out. The network goes down.	<b>Bohužel není vždycky všechno bez problémů. Může vám spadnout počítač,</b> vypnou elektřinu nebo vypadne síť.	"Crashes happen" translated as „Bohužel není vždycky všechno bez problémů. Může vám spadnout počítač...”



<b>Protect your files</b> in case of a crash—turn on AutoRecover and AutoSave	Zapnutí automatického obnovení a automatického uložení ( <b>abyste nepřišli o soubory</b> , když vám spadne počítač)	The words " <b>protect your files</b> " in this article title aren't included in the translation word for word, but rather the text is rather as „ <b>abyste nepřišli o soubory.</b> “
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**Note:** These recommendations won't always be possible, and the applicability of these instructions will depend on what kind of text you're translating. Depending on the type of source text and how well you know the context, this may be easier to do in user-friendly messages or marketing materials. In very technical texts, you may still need to stick to the source text closely and use more word-for-word translation.

### Methods to avoid gender correct formulations

In general, it's better to avoid gender correct formulations, but don't be afraid to use them if necessary.

en-US text	Recommended translations	Also possible, but less preferred
Yes, it was me.	Ano, jsou to moje změny. Ano, změny jsou moje.	Ano, změny jsem udělal(a) já. Ano, změny jsem udělal/udělala já.

**Note:** Be careful if there is a nonzero ending. In these cases, you will need to use the whole word for the gender formulation of masculine and feminine.

**Compare:** udělal(a)/udělal/a and odešel/odešla

You can use the Czech present tense for the English present perfect tense, if applicable, to avoid the gender correct formulations.

en-US text	Recommended translations	Also possible, but less preferred
%1 has invited you to a party.	%1 vás zve na párty.	%1 vás pozval(a) na párty.

%1 has sent you a message.	%1 vám posílá zprávu.	%1 vám poslal(a) zprávu.
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### Phrases using the instrumental case like *Klepnutím...*

In writing with a more formal tone, phrases using the Czech instrumental case are frequent. For a more informal tone, try to avoid these structures, for example, subordinate clauses.

en-US text	Recommended translations	Also possible, but less preferred
Tap again to stop and send.	Když klepnete znovu, nahrávání zastavíte a můžete nahrávku poslat.	Dalším klepnutím nahrávání ukončete a nahrávku odešlete.
Pull down to record your first video.	Když posunete prst dolů, můžete začít nahrávat svoje první video.	Posunutím prstu můžete začít nahrávat svoje první video.

### Phrases using *Pomocí*

Phrases with *Pomocí* also sound formal, so try to replace them with more informal language, where possible.

en-US text	Recommended translations	Also possible, but less preferred
Call using Skype	Volat přes Skype	Volat pomocí programu Skype
Shared mailboxes allow a group of users to view and send email from a common mailbox and share a common calendar.	Díky sdíleným poštovním schránkám může skupina uživatelů číst a posílat e-maily ve společné poštovní schránce a sdílet společný kalendář.	Pomocí sdílených poštovních schránek může skupina uživatelů číst a posílat e-maily ve společné poštovní schránce a sdílet společný kalendář.

## Terminology

Always follow the approved terminology in the recommended glossary references.

- If the terminology **is not defined in the Language Portal**, use anything that you find suitable for the context or defined in this Style Guide. (For example, see the recommended translation for "to open/close an application.")

## Open/Close application

en-US text	Recommended translations	Also possible, but less preferred
Open Excel as an independent application and then...	<b>Otevřete Excel</b> jako nezávislou aplikaci a potom...	<b>Spustíte</b> aplikaci Excel jako nezávislou aplikaci a potom...
Close Outlook, and then rerun setup.	<b>Zavřete Outlook</b> a potom znova spustíte instalační program.	<b>Ukončete</b> aplikaci Outlook a potom znovu spustíte instalační program.

## Example

The term **widget** is approved as **pomůcka** for Windows with the following definition: **A unit of execution within the Microsoft support diagnostic tool (MSDT) XML.**

However, for Office, the term is approved as **widget** with the following definition: **A feature of OneNote for Android that allows you to create notes, audio notes, and picture notes right from your phone's home screen.**

You can see that both terms have completely different contexts and are used in different products. You must always be aware of the specific context that the term is approved for in order to use it correctly. If the term is used in a different context than the ones that are listed in the Language Portal, use the translation that suits the new context even if it differs from already approved terms.

If you come across a term that you think doesn't fit the Microsoft voice style (either because you find it too formal or because it's not a term commonly used by the product's users), you need to request a term change.

### 5.3 Anthropomorphism

Anthropomorphism (that is, attributing human characteristics, traits, or behavior to things) helps in making the software more personal, but don't overuse it.

en-US text	Recommended translation	Not recommended
Outlook is trying to get data.	<b>Outlook se snaží</b> získat data.	<b>V aplikaci Outlook probíhá pokus</b> o získání dat.
Outlook can't find the folder.	<b>Outlook nemůže</b> najít složku.	Složka <b>nebyla v aplikaci Outlook nalezena</b> .
Skype creates a group and starts a new chat.	<b>Skype vytvoří</b> skupinu a <b>spustí</b> nový chat.	<b>Ve Skypu se vytvoří</b> skupina a <b>spustí</b> nový chat.

Also, you can use anthropomorphism whenever you feel that the user might be offended by "We" wording.

en-US text	Recommended translation	Also possible
We are trying to get your data.	Outlook se snaží získat data.	Snažíme se získat vaše data.
We are uploading your file.	SharePoint nahrává váš soubor na server.	Nahráváme váš soubor na server.

**Note:** You may not always know the application name, so this may not always be possible.

In general, don't use the first-person singular ("já") when talking to the user from the point of view of the computer or application—one of the reasons being that you'll already be using a lot of the first-person plural ("we"). However, there might be some products where this will be required, so always check the project instructions.

en-US text	Do	Don't
Saving data...	<b>Ukládají se</b> data...	<b>Ukládám</b> data...
Searching folder...	<b>Prohledává se</b> složka...	<b>Prohledávám</b> složku...

## 5.4 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). Before you translate any application, product, or feature name, verify that it can in fact be translated and isn't protected in any way. See the [Language Portal](#) for reference.

### Version numbers

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

US English	Czech target
Version 4.2	Verze 4.2

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

### Copyright

Copyright strings are usually translated with standardized strings or formulas:

US English	Czech target
Terms of Use	Podmínky použití
Microsoft, the Office logo, the Windows logo, and the Windows Start logo are either registered trademarks or trademarks of	Microsoft, logo Office, logo Windows a logo Windows Start jsou registrované ochranné známky nebo ochranné známky společnosti

Microsoft Corporation in the USA and/or other countries.	Microsoft Corporation ve Spojených státech amerických a v dalších zemích.
Other product and/or company names herein may be the trademarks of their respective owners.	Uvedené názvy dalších produktů nebo společností mohou být ochrannými známkami vlastníků těchto známek.

## Translation of version strings

Product, feature, and component names are often located in the so-called "version strings" as they appear in the software. Version strings containing a product name are translated only when the name is translated in Czech. Version strings that contain copyright information should always be translated.

Example:

US English	Czech target
© 2022 Microsoft Corporation. All rights reserved.	© 2022Microsoft Corporation.  Refer to <a href="#">Microsoft Language Portal</a> to check the correct translations for "All rights reserved" and "Microsoft Corporation."

## Recommendations for translating the product names

### 5.5 1. Declining product names

Microsoft voice will introduce the possibility of declining application names in Czech. It depends on how is the product name used. In some cases, it is appropriate to decline the product name but in some cases the product name should not be declined and in this case an appropriate generic word should be used before the product name (this generic word should be declined).

en-US source text	Recommended translations	Comments
In Word	<b>ve Wordu</b>	
In Microsoft Excel	<b>v Microsoft Excelu</b>	
In Microsoft Access	<b>v MicrosoftAccessu</b>	
In Outlook	<b>v Outlooku</b>	
In Office With Office	<b>v Office s Office</b>	Never decline the Office product name: <i>v Officu, s Officem. Officy</i>
In Microsoft Edge in Skype Search in Bing On Facebook On Twitter In Windows Server In SharePoint Online In SharePoint Server	<b>v Microsoft Edgi ve Skypu hledat v Bingu na Facebooku na Twitteru na Windows Serveru na SharePointu Online na SharePoint Serveru</b>	
In Exchange	<b>v Exchangi</b>	
With Exchange	<b>s Exchangem</b>	

Also:

en-US source text	Recommended translations	Comments
Word document	<b>wordový dokument</b>	Also Possible <b>dokument Wordu</b> <b>dokument z Wordu</b> even <b>dokument aplikace Word</b> if appropriate in the context

Excel spreadsheet	<b>excelový sešit</b>	
Access database	<b>accessová databáze</b>	
Outlook file	<b>outlookový soubor</b>	
Office installation	<b>instalace Office</b>	
Skype number	<b>skypové číslo</b>	You can use the adjective skypový in many cases. However, there are some exceptions: <b>Skype credit</b> = kredit Skype <b>Skype account</b> = účet Skype You should be able to find in the Language Portal what to use
Skype name	<b>skypové jméno</b>	
Skype message/Skype call	<b>skypová zpráva/skypový hovor</b>	

**Note:** Do not use the "-ovský/á/é" endings ("wordovský," "excelovský," "accessovská," "outlookovský"), although they are also grammatically correct.

There are more Office applications, but for some of them, this will not make sense, because this is just to reflect, what users use, when they talk. So while this makes perfect sense for Word ("wordový"), it is not possible for all applications.

## 2. Handling application name placeholders

You can do the following:

- Structure the sentence in a way the declination of the product name is not needed.
- Add a descriptor in front of the product name.
- Add the inflection outside the placeholder, e.g. (!ldspnExcel\_NV)u or Excel (displayed with grey font that differs from the rest of the words in the string). However, you can do this only in case you are sure the product name that will replace the placeholder has a zero ending, like Excel, Word, PowerPoint. This procedure will not work with product names like OneDrive, OneNote or Skype that will need to change for the declination (i. e. drop "e" at the end : OneDrivu, OneNotu or Skypu. Also if it is not clear what product name will be used or if the version number/year is included we suggest NOT to use this option.
- Sometimes strings contain placeholders that are editable (especially in the Leaf tool) so you can edit the placeholder directly and use the declination you need.



- In some cases, translators are provided with lists where various declination forms are assigned a number and during the translation they just add the respective number to the placeholder to indicate the correct declination form.

Example:

(!IDS\_SFB\_PRODUCTNAME\_SHORT) &Help translated as &Nápověda ke  
(!IDS\_SFB\_PRODUCTNAME\_SHORT\_1)

In other words, this means that we will decline product names everywhere where it is as a normal text. If it is in a tag, a non-editable placeholder, etc. decline it only when you are sure what the placeholder will be replaced with and that it is ok to decline.

en-US source text	Incorrect translations
Do you want to open the file in {0:Excel} instead?	Chcete soubor radši otevřít v {0:Excel}u? Chcete soubor místo toho otevřít v {0:Excel}u? <b>Note:</b> As you cannot be sure about the placeholder value, this might lead to a translation like this: Chcete soubor radši otevřít v Microsoft Excel 2019u?

en-US source text	Correct translations
Do you want to open the file in {0:Excel} instead?	Chcete soubor radši otevřít v aplikaci {0:Excel}? Chcete soubor místo toho otevřít v aplikaci {0:Excel}? <b>Note:</b> The variant with {0:Excel}u (without a descriptor) is correct only if you know that the placeholder will be replaced with the application name (without the version year). You can sometimes get this info in the Instructions field.

**Exceptions:** "Windows", product names ending with a non-letter sign, product names ending with a pronounced diphthong, product names pronounced in the way that the shape does not allow assigning of proper grammar pattern. **These are not inflected, however, the descriptor is left out in phrases without predicate, in sentences where the product is not the subject (= the predicate does not need to be inflected to indicate the grammatical gender) or in sentences where the product is the subject but the predicate ending is the same for all genders.**

To put it simply, just use Windows without the descriptor, unless you find yourself in a situation where you would have to figure out the gender and number of "Windows." So for example, neither "Windows požádaly," nor "Windows požádal" is correct—in situations like these, always use the "systém" descriptor in front of "Windows"—"systém Windows požádal."

en-US source text	Translations	Comments
Activate so you can personalize Windows.	Aktivujte <b>systém</b> Windows, abyste si <b>ho</b> mohli přizpůsobit.	Here, the descriptor must be kept.
Enter your product key to activate Windows.	Zadejte kód Product Key a aktivujte Windows.	You can omit the descriptor here.
There are files on your PC that are preventing activation. You need to buy and reinstall a new version of Windows.	V počítači jsou soubory, které brání aktivaci. Budete si muset koupit novou verzi Windows a tu nainstalovat.	You can omit the descriptor here.
Windows search history has been deleted.	Historie hledání ve Windows je odstraněná.	You can omit the descriptor here
Where do you want to install Windows?	Kam chcete Windows nainstalovat?	You can omit the descriptor here.

**Note:** Although many users say "**Windowsy**," this form is unacceptable.

## 5.6 3. Declining the Microsoft company name

You can decline the Microsoft company name—this has been approved by the Microsoft Czech subsidiary. The recommendation here is to use it for situations, where it really feels appropriate, e.g. in marketing materials etc.

Examples of recommended translations:

Examples
OneNote od Microsoftu
Skype definitivně patří Microsoftu.
Soutěž Microsoftu o nejlepší aplikaci pro Microsoft Azure pokračuje.
Na privátním cloudu od Microsoftu pustíte i Linux.
Microsoftu vzrostl zisk o 51 %.

**Note:** Generally, it is still perfectly OK to use the descriptor "společnost" ("společnost Microsoft").

## 5.7 File extensions

To make the text clearer to the user, write file extensions with the period (.) and with all lowercase letters (for example, **.bmp** instead of **BMP**). While some file extensions are generally recognized (.jpg, .bmp, .pdf, or .xlsx), other file extensions aren't so obvious (.wim, .iso, .bin, and .cue) to the average user.

The general rule is to copy the style from the source text.

en-US text	Recommended translation	Not recommended
Open the <b>.docx file</b> .	Otevřete <b>soubor .docx</b> .	Otevřete <b>soubor DOCX</b> .
Now you can mount the <b>.wim file</b> .	Ted' můžete <b>soubor.wim</b> připojit.	Ted' můžete <b>soubor WIM</b> připojit.

It's OK to leave abbreviations of format names in uppercase letters.

en-US text	Recommended translation
The image could not be loaded because it is not a <b>PNG</b> or <b>JPEG</b> .	Obrázek se nedá načíst, protože není ve formátu <b>PNG</b> ani <b>JPEG</b> .

## 5.8 Progressive action

Use the reflexive "se" to express statements of progressive actions.

en-US text	Recommended translation	Not recommended
Waiting for server...	<b>Čeká se</b> na server...	<b>Čekání</b> na server...
Installing Office...	<b>Instaluje se</b> Office...	<b>Probíhá instalace</b> systému Office...
Checking compatibility...	<b>Kontroluje se</b> kompatibilita...	<b>Probíhá kontrola</b> kompatibility...
Copying files	<b>Kopírují se</b> soubory.	<b>Kopírování</b> souborů...

Exception: If the subject of the segment is unexpressed, use the general style guide rule for progressive action.

en-US text	Recommended translation
Saving...	<b>Ukládání...</b>
Waiting...	<b>Systém čeká...</b> <b>Aplikace čeká...</b>

## 5.9 Trademarks

Trademarked names and the name Microsoft Corporation shouldn't be localized unless local laws require translation and an approved translated form of the trademark is available. A list of Microsoft trademarks is available for your reference at the following location: <https://www.microsoft.com/en-us/legal/intellectualproperty/trademarks>.

## 5.10 Software considerations

This section provides guidelines for the localization of UI elements.

### General guidelines

- Clarity and simplicity are the key considerations.
- Be as short as possible. Avoid unnecessary words.
- Keep in mind that different devices, sizes, and formats are used, and UI should fit all of them.
- Try to achieve cross-platform consistency in products used on different platforms, including the desktop, mobile, and cloud.

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

#### 5.10.1 Error messages

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

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.

English term	Recommended Czech translation
Sorry, you need to have administrator privileges to install this.	Je nám líto, ale k instalaci tohoto softwaru potřebujete oprávnění správce.
First you need to sign in to Windows with the corresponding Microsoft account.	Nejdřív se musíte přihlásit do Windows přes příslušný účet Microsoft.
Refine your search.	Zadejte prosím přesněji, koho nebo co hledáte.

Take a moment to save your work.	Udělejte si teď prosím čas a uložte si svoje věci. Udělejte si teď prosím čas a uložte si svoje změny. Udělejte si teď prosím čas a uložte si svoje soubory.
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## Standard phrases in error messages

When translating standard phrases, standardize. Note that sometimes the US English source text uses various phrases to express the same thing.

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.

Examples:

English	Translation
Cannot ...	Nejde.../Nedá se.../Nemůžeme...
Could not ...	Nešlo.../Nedalo se.../Nemohli jsme...
Failed to ...	Nepovedlo se.../Nedalo se.../Nešlo...
Failure of ...	Chyba:.../Zjistili jsme chybu.../Našli jsme chybu...
Cannot find ...	Nejde najít.../Nedá se najít.../Nemůžeme najít...
Could not find ...	Nešlo najít.../Nedalo se najít.../Nemohli jsme najít...
Unable to find ...	Nejde najít.../Nedá se najít.../Nemůžeme najít...
Unable to locate ...	
Not enough memory	
Insufficient memory	Nemáte dost paměti.
There is not enough memory	
There is not enough memory available	
... is not available	...není dostupný/dostupná/dostupné/k dispozici.
... is unavailable	...není dostupný/dostupná/dostupné/k dispozici.
There's a problem with...	Máme problém s/se...

## 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."

Keep in mind that Czech translations must be compatible with any applicable values of the numeric placeholders.

### 5.10.2 Keyboard shortcuts

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

Examples:

New

Cancel

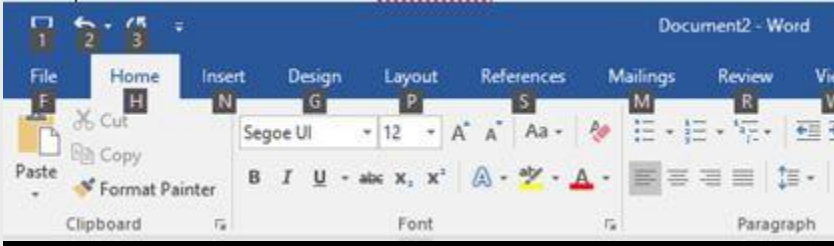
Options

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
"Slim characters," such as <i>l</i> , <i>l</i> , <i>t</i> , <i>r</i> , and <i>f</i> can be used as keyboard shortcuts	Yes	Not preferred due to accessibility concerns.

Characters with downstrokes, such as <i>g, j, y, p,</i> and <i>q</i> can be used as keyboard shortcuts	Yes	Not preferred due to accessibility concerns.
Extended characters can be used as keyboard shortcuts	Yes	Only after all other possible keyboard shortcut assignments have been exhausted.
An additional letter, appearing between brackets after item name, can be used as a keyboard shortcut	No	Never
A number, appearing between brackets after item name, can be used as a keyboard shortcut	No	Never
A punctuation sign, appearing between brackets after item name, can be used as a keyboard shortcut	No	Never
Duplicate keyboard shortcuts are allowed when no other character is available	No	In extremely rare cases, this is acceptable..
No keyboard shortcut is assigned when no more characters are available (minor options only)	No	Never

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



Term	Usage
<b>access key</b>	<p>A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly.</p> <p>Example: F in Alt+F</p> <p>Example in UI localization: H&amp;ome</p> <p>In keyboard shortcuts, most access keys are used with the Alt key.</p>
<b>key tip</b>	<p>The letter or number that appears in the ribbon when the Alt key is pressed. In UI localization, the key tip is the last character present in the strings after the "&amp;" character.</p> <p>Example: In UI localization Home`H</p> 
<b>shortcut key</b>	<p>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 aren't available for every command.</p> <p>Example: Ctrl+N, Ctrl+V</p> <p>In keyboard shortcuts, most shortcut keys are used with the Ctrl key.</p> <p>Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.</p>

### 5.10.3 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes that are used to perform defined functions in an app. 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	Czech command	Czech shortcut key
<b>General Windows shortcut keys</b>			
Help window	F1	Nápověda	F1
Context-sensitive Help	Shift+F1	Kontextová nápověda	Shift+F1
Display pop-up menu	Shift+F10	Zobrazit místní nabídku	Shift+F10
Cancel	Esc	Zrušit	Esc
Activate/deactivate menu bar mode	F10	Aktivovat/deaktivovat panel Nabídek	F10
Switch to the next primary application	Alt+Tab	Přepnout do další spuštěné aplikace	Alt+Tab or Alt+Tabulátor
Display next window	Alt+Esc	Zobrazit další okno	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	Zobrazit místní nabídku pro aktuální okno	Alt+Mezerník
Display pop-up menu for the active child window	Alt+-	Zobrazit místní nabídku pro aktivní podřízené okno	Alt+-
Display property sheet for current selection	Alt+Enter	Zobrazit stránku vlastností vybraného objektu	Alt+Enter
Close active application window	Alt+F4	Zavřít okno aktivní aplikace	Alt+F4

Switch to next window within (modeless-compliant) application	Alt+F6	Přepnout do dalšího okna v rámci (nemodální) aplikace	Alt+F6
Capture active window image to the clipboard	Alt+Prnt Scrn	Uložit snímek aktivního okna do schránky	Alt+Prnt Scrn
Capture desktop image to the clipboard	Prnt Scrn	Uložit snímek plochy do schránky	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	Aktivovat tlačítko Start na hlavním panelu	Ctrl+Esc
Display next child window	Ctrl+F6	Zobrazit další podřízené okno	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	Zobrazit další kartu s podoknem	Ctrl+Tab or Ctrl+Tabulátor
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Spustit Správce úloh a inicializaci systému	Ctrl+Shift+Esc
<b>File menu</b>			
File New	Ctrl+N	Soubor – Nový	Ctrl+N
File Open	Ctrl+O	Soubor – Otevřít	Ctrl+O
File Close	Ctrl+F4	Soubor – Zavřít	Ctrl+F4
File Save	Ctrl+S	Soubor – Uložit	Ctrl+S
File Save as	F12	Soubor – Uložit jako	F12
File Print Preview	Ctrl+F2	Soubor – Náhled	Ctrl+F2

File Print	Ctrl+P	Soubor – Tisk	Ctrl+P
File Exit	Alt+F4	Soubor – Konec	Alt+F4
<b>Edit menu</b>			
Edit Undo	Ctrl+Z	Úpravy – Zpět	Ctrl+Z
Edit Repeat	Ctrl+Y	Úpravy – Znovu	Ctrl+Y
Edit Cut	Ctrl+X	Úpravy – Vymout	Ctrl+X
Edit Copy	Ctrl+C	Úpravy – Kopírovat	Ctrl+C
Edit Paste	Ctrl+V	Úpravy – Vložit	Ctrl+V
Edit Delete	Ctrl+Backspace	Úpravy – Odstranit	Ctrl+Backspace
Edit Select All	Ctrl+A	Úpravy – Vybrat vše	Ctrl+A
Edit Find	Ctrl+F	Úpravy – Najít	Ctrl+F
Edit Replace	Ctrl+H	Úpravy – Nahradit	Ctrl+H
Edit Go To	Ctrl+G	Úpravy – Zpět	Ctrl+G
<b>Help menu</b>			
Help	F1	Nápověda	F1
<b>Font format</b>			
Italic	Ctrl+I	Kurzíva	Ctrl+I
Bold	Ctrl+B	Tučné	Ctrl+B
Underlined/word underline	Ctrl+U	Podtrhnout	Ctrl+U
Large caps	Ctrl+Shift+A	Všechna velká	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	Kapitálky	Ctrl+Shift+K

Paragraph format			
Centered	Ctrl+E	Zarovnat na střed	Ctrl+E
Left aligned	Ctrl+L	Zarovnat vlevo	Ctrl+L
Right aligned	Ctrl+R	Zarovnat vpravo	Ctrl+R
Justified	Ctrl+J	Zarovnat do bloku	Ctrl+J

## 5.11 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.

#### 5.11.1 English pronunciation

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

*Microsoft* must be pronounced the way it is in English.

If a term includes a number, pronounce it as a Czech word.

Example	Phonetics
SecurID	[sɪ'kjuər aɪ di:]
.NET	[dot net]
Skype	[skaip] 

## Acronyms and abbreviations

Acronyms that are pronounced like words should be pronounced as Czech words, adapted to the local pronunciation.

Example	Phonetics
RADIUS	[radius]
RAS	[ras]
ISA	[isa]
LAN	[lan]
WAN	[van]
WAP	[vap]
MAPI	[mapi]
POP	[pop]
URL	[url]

Other abbreviations are pronounced letter by letter.

Example	Phonetics
ICMP	[í cé em pé]

IP	[í pé]
TCP/IP	[té cé pé í pé]
XML	[iks em el]
HTML	[há té em el]
OWA	[ó vé á]
SQL	[es kvé el]

## URLs

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

"www" should be pronounced as [vé vé vé].

The "dot" should be omitted, but can also be read aloud. If read aloud, it must be pronounced the Czech way, as [tečka].

Example	Phonetics
http://www.microsoft.com	[vé vé vé majkrosoft kom] – or – [vé vé vé tečka majkrosoft tečka kom]

## 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 Czech translations approved in Microsoft Language Portal.

### 5.11.2 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.

### 5.11.3 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