Microsoft

Serbian Latin Style Guide

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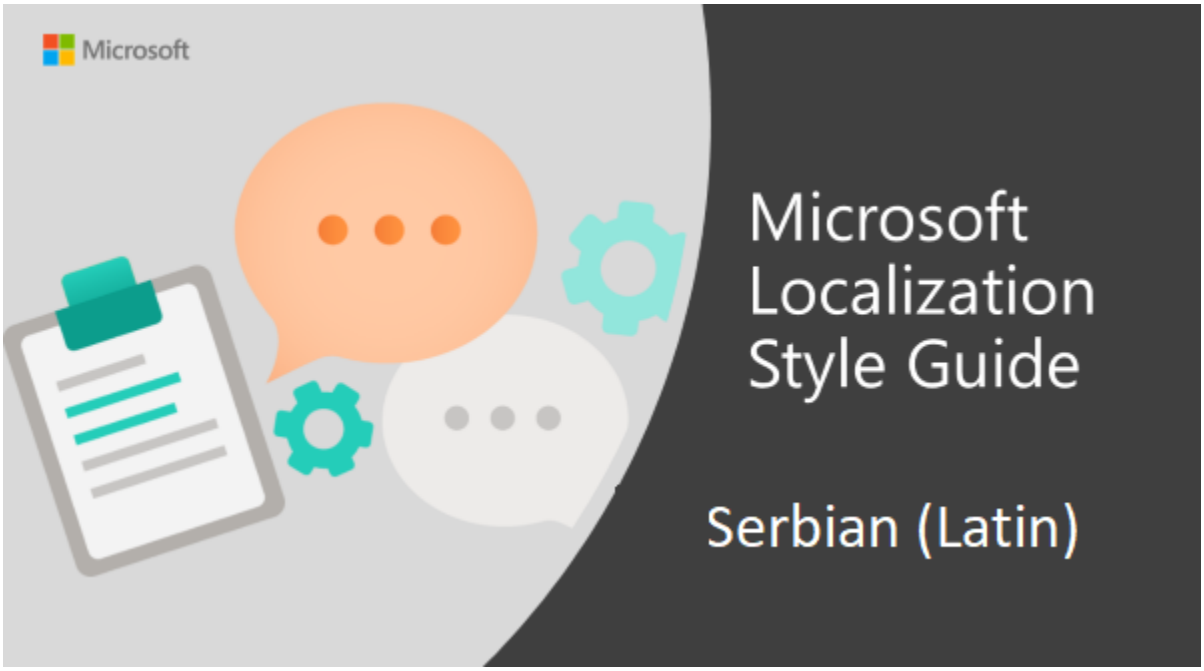
1 Welcome



Welcome to the Microsoft Localization Style Guide for Serbian (Latin). This guide will help you understand how to localize Serbian (Latin) 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 Serbian (Latin).

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

Adhere to these normative references. When more than one solution is possible, consult the other topics in this style guide for guidance.

1. Rečnik srpskohrvatskog književnog i narodnog jezika, vol. I–XVI, Beograd, SANU, 1959-2001
2. Rečnik srpskohrvatskoga književnog jezika, vol. 1–6, Novi Sad, Matica srpska, 1967-1976
3. Pešikan, Mitar et al., Pravopis srpskoga jezika, Novi Sad, Matica srpska, 2010 or later edition
4. Stevanović, Mihailo, Savremeni srpski jezik I, 3. izd., Beograd, Naučna knjiga, 1975 or later edition
5. Stevanović, Mihailo, Savremeni srpski jezik II, 2. izd., Beograd, Naučna knjiga, 1974 or later editio
6. Klajn, Ivan, Tvorba reči u savremenom srpskom jeziku I, Slaganje i prefiksacija, Beograd – Novi Sad, Zavod za udžbenike i nastavna sredstva – Institut za srpski jezik SANU – Matica srpska, 2002
7. Stanojčić, Živojin/Popović, Ljubomir, Gramatika srpskoga jezika, Beograd, Zavod za udžbenike i nastavna sredstva, 2002 or later edition
8. Šipka, Milan, Pravopisni rečnik srpskog jezika sa pravopisno-gramatičkim savetnikom, Prometej, 2010
9. Piper, Predrag and Klajn, Ivan, Normativna gramatika srpskog jezika, Novi Sad, Matica srpska, 2014

Informative references

These sources may provide supplementary and background information.

1. Klajn Ivan, Rečnik jezičkih nedoumica, 3. izd., Beograd, Nolit, 1992 or later edition
2. Ivić, Pavle et al., Jezički priručnik, Beograd, Radio-televizija Beograd, 1991
3. Računarski rečnik, Beograd, CET, 1999
4. Tasić, Vera/Bauer, Ivan, Rečnik kompjuterskih termina, 4. izd., Beograd, Mikro knjiga, 2001

2 Microsoft voice

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The design renaissance across Microsoft products, services, and experiences hinges on crisp simplicity.

Three principles form the foundation of our voice:

- **Warm and relaxed**: We're natural. Less formal, more grounded in honest conversations. Occasionally, we're fun. (We know when to celebrate.)
- **Crisp and clear**: We're to the point. We write for scanning first, reading second. We make it simple above all.
- **Ready to lend a hand**: We show customers we're on their side. We anticipate their real needs and offer great information at just the right time.

The Microsoft voice targets a broad set of users from technology enthusiasts and casual computer users. Although content might be different for different audiences, the principles of Microsoft voice are the same. However, Microsoft voice also means keeping the audience in mind. Choose the right words for the audience: use technical terms for technical audiences, but for consumers use common words and phrases instead.

These key elements of Microsoft voice should also extend across Microsoft content for all language locales. For each language, the specific choices in style and tone that produce Microsoft voice are different.

2.1 Choices that reflect Microsoft voice

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

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

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

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

2.1.1 Flexibility

It's important for translators to modify or re-write translated strings so that they are more appropriate and natural to Serbian customers. To do so, try to understand the whole intention of the sentences, paragraphs, and pages, and then re-write just like you are writing the content yourselves. It will make the content more perfect for Serbian users. Sometimes, you may need to remove any unnecessary contents. For example, "please" should be avoided as it does not sound natural in Serbian.

Check section Word-to-word translation to see some examples of allowed rework of source text.

Rule of thumb is to translate message, not sentence. If preserving the message requires some changes, then you can make them. However, don't make changes that would ruin the message itself.

This is especially notable when it comes to idiomatic or humorous lines. If there is no way to keep subtle humor or keep the pun or cultural reference, rephrase it. Heavy marketing phrases often sound too aggressive in Serbian and can lead to effects opposite from intended ones.

English example	Serbian example
Dad can't dance	Šašavi ples za ukućane
Home sweet homegroup	Matična grupa je slatki dom
Libraries 101	Sve o bibliotekama

Sometimes English contains phrases which sound redundant in Serbian. Apart from "please", there are lots of phrases like "to help do something", "you might want to" and so on. You can adopt them to achieve better fluency.

English example	Better Serbian example	Average Serbian example
You might want to download Microsoft Edge if all of the following apply to you:	Microsoft Edge preuzećete ako se sve ove izjave odnose na vas.	Možete poželeti da preuzmete Microsoft Edge ako se sve ove izjave odnose na vas:

English example	Better Serbian example	Average Serbian example
If you work with offline files in many different folders, you may want to view all of them.	Ako radite sa vanmrežnim datotekama u različitim fasciklama, možete sve njih da prikažete.	Ako radite sa vanmrežnim datotekama u različitim fasciklama, možda ćete želeti da ih sve prikažete.
For example, you might want to do this if you have a storage location that has more available disk space. If your hard disk has two partitions, you may want to choose the drive that has more storage space.	Na primer, ovo možete da uradite ako imate lokaciju za skladištenje sa više slobodnog prostora na disku. Ako čvrsti disk ima dve particije, možete da odaberete disk sa više skladišnog prostora	Na primer, možda ćete ovo želeti da uradite ako imate lokaciju za skladištenje sa više slobodnog prostora na disku. Ako čvrsti disk ima dve particije, možda ćete želeti da odaberete disk sa više skladišnog prostora.
Check out our fun and helpful selection of articles and videos designed to help you set up and use home networks in Windows 11.	Pogledajte naš izbor zabavnih i korisnih članaka i video zapisa koji smo napravili da biste lakše konfigurisali i koristili kućne mreže u operativnom sistemu Windows 11.	Pogledajte naš zabavan i koristan izbor članaka i video zapisa koji je osmišljen da bi vam pomogao da konfigurišete i koristite kućne mreže u operativnom sistemu Windows 11.

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

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

If applicable and in accordance with Serbian language rules, it is possible to use some shortened forms to achieve a more relaxed tone. See the following examples:

en-US source term	Serbian word	Serbian word usage
video	video	When the word does not need to be inflected, feel free to omit the usual “zapis”
drive	disk jedinica	"disk" can be used to achieve a more informal tone as it it clearly conveys the source meaning
laptop/notebook/tablet	laptop/notebook/tablet računar	When the word does not need to be inflected, feel free to omit the usual “računar”
URL/IP	URL/IP adrsea	When the word does not need to be inflected, feel free to omit the usual “adresa”

2.1.3 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. Similar pairs can be found in Serbian too, see examples below.

en-US source	Serbian word to avoid	Serbian word/phrase
be able to	imati priliku/biti u mogućnosti	moći
locate	locirati	pronaći
convenient	pogodno	zgodno
require	zahtevati	potrebno (je da)
also	takođe	i...
next/subsequent	naredno	sledeće
make sure/ensure	uveriti se	proveriti

Don’t invent words or apply new meanings to standard words. Don’t forget that some terms such as hacker, streaming, rooting, etc.—are already part of everyday speech.

en-US source	Serbian word to avoid	Serbian word/phrase
categorize, group	ugrupnjavati	grupisati, kategorisati (kategorizovati)
start	butovati, startovati	pokrenuti

Use everyday words when you can, and avoid words you wouldn’t use in everyday conversation. Imagine you’re looking over a friend’s shoulder and explaining how to accomplish the task.

en-US source	Do	Don't
Follow these steps to change your password.	Uradite ovo da biste promenili lozinku.	Koristite ovu proceduru / ovaj postupak za promenu lozinke. Pratite sledeće korake da biste promenili lozinku.
Word can't complete this actionbecause too many files are open.	Otvoreno je previše datoteka pa Word ne može da obavi ovu radnju.	Radnja ne može biti izvršena.
AutoRecover saves more than your files. It also saves your workspace (if it can).	Automatsko spasavanje ne spasava samo datoteke. Ova opcija štedi i radni prostor (ako je to moguće).	Dodatna korist od opcije Automatsko spasavanje jeste da se neki aspekti programa mogu oporaviti kada se program ponovo pokrene nakon što dođe do neočekivanog prekida u radu.

Use short, plain words as much as possible. Shorter words are more conversational, save space on screen, and are easier to scan.

2.1.4 Word-to-word translation

To be more fluent translation, word-to-word translation should be avoided. If they are translated directly without overall understanding of the paragraph or the page, the contents will not be natural and even ridiculous. And our customers will not come again. Strict word-to-word translation would make the tone stiff and unnatural. The text may

be split into different sentences if necessary, simplified. You can omit descriptors to make the text snappier:

Pay special attention to very frequent construction in English: "to make something (more) x." It often appears literally translated which is not acceptable. It is absolutely artificial and plain ugly in Serbian since no native speaker would use it in daily speech. Review following examples, so you can get familiar with much needed rework of this phrase.

English text	Correct Serbian translation	Incorrect Serbian translation
Windows 11: Designed to simplify everyday tasks, work the way you want, and make new things possible.	Windows 11: stvoren da olakša svakodnevne zadatke, radi po vašoj želji i donese nove mogućnosti.	Windows 11: stvoren da olakša svakodnevne zadatke, radi po vašoj želji i učini nove stvari mogućim.
See what makes Microsoft Edge stand out.	Pogledajte po čemu se Microsoft Edge izdvaja.	Pogledajte šta čini Microsoft Edge drugačijim
Learn how automatic updates from Windows Update and Microsoft Update can make your computer more secure, stable, and happy.	Saznajte kako automatsko ažuriranje putem usluga Windows Update i Microsoft Update može dodatno da obezbedi, stabilizuje i obraduje računar.	Saznajte kako automatsko ažuriranje putem usluga Windows Update i Microsoft Update može da učini vaš računar bezbednijim, stabilnijim i srećnijim.
New skins, Auto Playlists, and Visualizations make it more fun to enjoy your music.	Nove maske, automatske liste za reprodukciju i vizuelizacije unose dodatnu zabavu u slušanje muzike.	Nove maske, automatske liste za reprodukciju i vizuelizacije čine slušanje muzike zabavnijim.
You can make your storage space bigger if you archive old files.	Arhiviranjem starih datoteka možete da povećate skladišni prostor.	Arhiviranjem starih datoteka možete da učinite skladišni proctor većim.

Make your web experience faster, easier and safer than ever	Ubrzajte, pojednostavite i osigurajte svoj rad na vebu kao nikada pre.	Učinite utisak pri radu sa vebom bržim, jednostavnijim i bezbednijim
Making the screen more readable	Kako da vam ekran bude čitljiviji	Učinite ekran čitljivijim
You can adjust these settings on the Make the mouse easier to use page in the Ease of Access Center.	Jednostavnije korišćenje miša" u Centru za lakše korišćenje računara.	Ove postavke možete podesiti na stranici „Učinite miš jednostavnijim za korišćenje" u Centru za lakše korišćenje računara.

In a nutshell, literal translation should be avoided by all means. The next examples will show you some rework that should be done in order to avoid unnecessary repetitions, bad looking constructions, and literal reading of idiomatic phrases.

English text	Correct Serbian translation	Incorrect Serbian translation
Each site's icon and primary color is used to help your more easily identify each site, which is helpful when you have many sites to choose from. Also, a site indicator shows if the site is one you visit often or not. Your favorite sites are shown with the sites you visit most frequently listed first.	Ikona i primarna boja svake lokacije se koriste da biste ih lakše identifikovali, što je korisno kada treba da izaberete neku od njih. Slično tome, indikator lokacija pokazuje da li ih posećujete često ili ne. Omiljene i lokacije koje najčešće posećujete navedene su pri vrhu liste.	Ikona i primarna boja svake lokacije se koriste da biste lakše identifikovali svaku lokaciju, što je korisno kada treba da izaberete neku lokaciju od puno lokacija. Isto tako, indikator lokacija pokazuje da li često posećujete određenu lokaciju ili ne. Omiljene lokacije su prikazane tako što su lokacije koje najčešće posećujete navedene na vrhu liste.
Windows 11 wasn't built in a day	Windows 11 nije nastao preko noći	Windows 11 nije napravljen za jedan dan

Don’t be afraid to migrate	Bezbrižna migracija	Nemojte da se plašite migracije
Socialize and stay in touch	Družite se i budite u kontaktu	Socijalizujte se i budite u kontaktu
Your life, connected	Sve što vam je važno je tu	Vaš život, povezan
First steps with Windows 11	Prvi koraci u operativnom sistemu Windows 11	Prvi koraci sa operativnim sistemom Windows 11 / Prvi koraci uz operativni sistem Windows 11
Industry leading solutions	Vodeća rešenja u branši	Vodeća rešenja u industriji

2.2 Sample Microsoft voice text

Following the EN text, the user should feel that is getting advice from a person talking about everyday IT situations in an everyday language.

In the process, the translator should NOT:

- Try to revert to old norms and render the text in a formal style when the EN text is looser and in a more familiar tone. This is how the Voice change is expressed. No extra effort should be required or made to alter the style, i.e. do not adjust the language, it is not a mistake.
- Translate the EN word-for-word in order to comply with the new style. Such approach will render the content unusable and will only lower the quality.
    - In this context, do not invent words or expressions that do not apply to/exist in SR in order to match the original.
    - Also avoid using Serbian word for “please” unless absolutely necessary.
- Try to avoid the inclusion of sayings or everyday expressions that may be found from now on in the EN. On the other hand again, these should by no means be translated literally.
- Overcompensate and rewrite any text from scratch. Again, follow the EN text that will have been authored according to the new style.
- Use colloquialisms in order to "lighten" the text artificially.

On the contrary:

- The translation should follow effortlessly the EN text. Just think in terms of natural speech.
- Equivalent Serbian expressions should be used to render sayings/expressions.
- Terminology should be adhered to at all times so as to maintain the link with the UI items the particular help context is elaborating on. Don't reinvent commands etc. in order to express them differently.
- Use the TM as much as possible. This is not a contradiction in terms. The Serbian text already has appropriate register and tone for the biggest part.

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

2.2.1 Focusing on the user action

US English	Serbian target	Explanation
The password isn't correct, so try again. Passwords are case-sensitive.	Lozinka nije ispravna, pa probajte ponovo. U lozinkama se razlikuju mala i velika slova.	The user has entered an incorrect password so provide the user with a short and friendly message with the action to try again.
This product key didn't work. Check it and try again.	Ova šifra proizvoda ne funkcioniše. Proverite je i probajte ponovo.	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	Sve je spremno	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	Želite li da nastavite?	Use of the second person pronoun "you" to politely ask the user if they would like to continue.
Give your PC a name—any name you want. If you want to change the background color, turn	Dajte računaru ime – koje god želite. Ako želite da promenite boju pozadine, isključite visoki kontrast u postavkama računara.	Address the user directly using second person pronoun to take the necessary action.

high contrast off in PC settings.		
To go back and save your work, click Cancel and finish what you need to.	Da biste se vratili i sačuvali ono što radite, kliknite na dugme „Otkaži" i završite to što treba.	A message in Windows that informs the user about the required steps to save their work

2.2.2 Explanatory text and providing support

US English	Serbian target	Explanation
If you restart now, you and any other people using this PC could lose unsaved work.	Ako odmah ponovo pokrenete računar, vi i druge osobe koje koriste ovaj računar možete da izgubite nesačuvane dokumente.	Voice is clear and natural informing the user what will happen if this action is taken.
This document will be automatically moved to the right library and folder after you correct invalid or missing properties.	Ovaj dokument će se automatski premestiti u pravu biblioteku ili fasciklu kada ispravite pogrešna ili nepotpuna svojstva.	Voice talks to the user informatively and directly on the action that will be taken.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	Loše vesti! Nije moguće pronaći preuzete datoteke da bi se kreirao USB fleš disk sa kojeg se može pokrenuti računar.	Without complexity and using short sentences inform the user what has happened.

2.2.3 Promoting a feature

US English	Serbian target	Explanation
Picture password is a new way to help you protect your touchscreen PC. You choose the picture—and the gestures you use with it—to create a password that's uniquely yours.	Lozinka u vidu slike je nov način koji vam pomaže da zaštitite dodirni ekran računara. Vi birate sliku i pokrete koje koristite uz nju da biste napravili lozinku koja je samo vaša.	Promoting a specific feature with the use of em-dash to emphasis the specific requirements to enable the feature which in this case is picture password.

Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	Neka vam aplikacije pruže personalizovani sadržaj na osnovu lokacije računara, imena, slike naloga i drugih informacija o domenu.	Promoting the use of apps. Depending on the context of the string we can add some more familiarity to the text by using everyday words for e.g. PC.

2.2.4 Providing how-to guidelines

US English	Serbian target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Da biste se vratili i sačuvali ono što radite, kliknite na dugme „Otkaži" i završite to što treba.	Short and clear action using second person pronoun.
To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.	Da biste potvrdili trenutnu lozinku u vidu slike, pogledajte snimak i pratite primere pokreta prikazane na slici.	Voice is simple and natural. The user isn't overloaded with information; we tell them only what they need to know to make a decision.
It's time to enter the product key. When you connect to the Internet, we'll activate Windows for you.	Vreme je da unesete šifru proizvoda. Kada se povežete sa internetom, aktiviraćemo vam Windows.	Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter the product key.

3 Inclusive language

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

General guidelines

Comply with local language laws.

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

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

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

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

Don't use profane or derogatory terms.

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

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

Use this	Not this	Use this	Not this
English examples		**Target examples**	
primary/subordinate	master/slave	primarno/sekundarno	podređeno/nadređeno
perimeter network	demilitarized zone (DMZ)	perimetarska mreža	demilitarizovana zona (DMZ)
expert	guru	stručnjak	guru
colleagues; everyone; all	guys; ladies and gentlemen	kolegijum; kolektiv; svako; svi	momci/devojke; dame i gospoda
parent	mother or father	roditelj	majka ili otac

3.1 Avoid gender bias

Use gender-neutral alternatives for common terms. Avoid the use of compounds containing gender-specific terms.

The table below contains examples of gender-biased words or compounds that should be avoided in Serbian and the alternative that should be used to promote gender-inclusivity. It is more likely that, in Serbian, there will be a need to use gendered nouns (for example, predstavnik or predstavnica prodaje). This can be an issue in general cases since it can jeopardize the comprehension of the meaning and is space consuming. Avoid this by using neutral language as much as possible or by rewriting the sentence in plural. If the person is known and their gender is known, the appropriate gendered noun/form can be used (for example Poštovana Jelena/potpredsednice, but never use the title 'gospođica' if referring to a female person).

Use this	Not this
Jednočasovni rad osobe, radni sat	Jednočasovni rad muškarca/žene
Osoba (lice) koje vrši dužnost	Vršiteljka dužnosti (v. d.), vršilac dužnosti
Osoba (lice) koje sprovodi obuku	Trener, trenerka (ili trenerica)

When presenting generalization, use plural noun forms (for example, ljudi, osobe, pojedinci, lica, itd.). Avoid writing sentences that refer to a single person whose gender is unknown.

Example:

Use this	Use this	Not this
English example	**Target example**	
This contact might not respond because his or her contact is Away.	Možda nećete dobiti odgovor jer je status kontakta „Odsutan".	Ovaj kontakt možda neće odgovoriti jer je njegov/njen status „Odsutan/Odsutna".

In cases where you cannot avoid it, such as letters, use suffix /a

English example	Target example
Dear OneDrive user,	Poštovani korisniče usluge OneDrive,
Dear USER_NAME_PLACEHOLDER,	Poštovani/a USER_NAME_PLACEHOLDER,

Don't use gendered pronouns (ona, nju/njoj, on, njega/njemu, itd.) in generic references. Instead:

- Rewrite to use the second or third person plural (vi, oni, bezlično se).
- Rewrite the sentence to have a plural noun and pronoun.
- Use determiners instead of a pronoun (for example, ovaj/dati dokument instead of njegov dokument.
- Refer to a person's role (čitalac, zaposleni, kupac ili klijent, for example). In this case, avoid using the gender distinction in some cases (for example, there is a gender distinction between klijent/klijentkinja, whereas there is only one form for čitalac).
- Use osoba or pojedinac, lice.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
A user with the appropriate rights can set other users' passwords.	If the user has the appropriate rights, he can set other users' passwords.	Osobe sa odgovarajućim pravima mogu da postavljaju lozinke drugih korisnika.	Ako korisnik ima odgovarajuća prava, može da postavi lozinke drugih korisnika.
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.	Developerima je potreban pristup serverima u njihovom okruženju za programiranje, ali im nije potreban pristup serverima u usluzi Azure.	Developeru je potreban pristup serverima u njegovom okruženju za programiranje, ali mu nije potreban pristup serverima u usluzi Azure.
When the author opens the document ….	When the author opens her document ….	Kada autori otvore dati dokument …	Kada autorka otvori svoj dokument.
To call someone, select the person's	To call someone, select his name,	Da biste nekoga pozvali, izaberite ime	Da biste nekoga pozvali, izaberite

name, select Make a phone call, and then choose the number you'd like to dial.	select Make a phone call, and then select his number.	osobe, izaberite opciju „Pozovi broj", a zatim odaberite broj koji želite da pozovete.	njegov/njen broj, izaberite opciju Pozovi broj, a zatim izaberite njegov/njen broj.

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 words that imply pity, such as vezan/vezana za kolica, boluje od, ometen/ometena. The preferred option is not to mention a disability unless it's relevant.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
person with a disability	handicapped	osoba sa invaliditetom	invalid, hendikepirani, osoba sa posebnim potrebama
person without a disability	normal person; healthy person	osoba bez invaliditeta	normalna osoba; zdrava osoba

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

Use this	Not this	Use this	Not this
English examples		**Target examples**	
Select	Click	Izaberite	Kliknite

Keep paragraphs short and sentence structure simple—aim for one verb per sentence. Read text aloud and imagine it spoken by a screen reader.

Spell out words like i, plus, and otprilike. Screen readers can misread text that uses special characters like the ampersand (&), plus sign (+), and tilde (~).

4 Language-specific standards

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

4.1 Grammar, syntax and orthographic standards

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

4.1.1 Abbreviations

Common abbreviations

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

Method	Examples:
Truncation with a period	vidi –> v.; na primer –> npr.; i tako dalje –> itd.; i slično –> i sl.;

List of common abbreviations:

1. The basic measurement units are: length—meter, weight—gram, liquid volume—liter. Unit names are often abbreviated; no period is used in the abbreviation. Value and measurement unit are always separated by a space.

Expression	Acceptable abbreviation
metar	m
kilometar	km
centimetar	cm
milimetar	mm
gram	g

Expression	Acceptable abbreviation
kilogram	kg
litar	l

2. Units of information are often abbreviated. Always use the following abbreviations.

Expression	Acceptable abbreviation
KB (kilobyte)	kB
kb (kilobit)	kb
MB	MB
MiB (mebibyte)	MiB
bit	bit
bit/s	bit/s

3. Normally you do not put a period after the following units:

Expression	Acceptable abbreviation
sekund	s
minut	min
čas	č

Don’t abbreviate such words as Microsoft by your own.

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) or HTML (Hypertext Markup Language).

Avoid declining the acronyms as much as possible and trying to use a modifier, usually the main word from the translation, e.g. "RAM"—RAM memorija. Refer to Compounds section for more information about modifying acronyms.

In the rare cases, declensional forms are unavoidable and case endings should be added following the rules below: In Serbian Latin, case-endings are hyphenated and written in Latin.

Example:

en-US source	Serbian target
Error in XML	Greška u XML-u

Unlocalized acronyms

Many acronyms are standardized and remain untranslated. They are only followed by their full spelling in English if the acronym needs to be explained to Serbian-speaking audiences. In other cases, where the acronym is rather common, adding the fully spelled out form will not add any value but only confuse users. In these cases, the acronym can be used on its own.

Examples:

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

4.1.3 Adjectives

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

Serbian adjectives, unlike the English ones, have gender and number and it is impossible to localize single adjective correctly without having a context or when the context requires the adjective to be in masculine, feminine or neuter at the same time (this often happens in menus). In these cases use the neuter adjective in singular, as the most neutral word-form.

Examples:

en-US source	Serbian target
New	Novo
Unknown	Nepoznato

In cases where adjective refers to several nouns of different gender, adjectives should be used in a way that covers all of them.

Example:

en-US source	Serbian target
Upload updated photo or video.	Otpremite ažuriranu fotografiju, odnosno video zapis.
New product or feature integration	Integrisanje novog proizvoda ili funkcije

Possessive adjectives

The frequent use of possessives is a feature of English language. However in Serbian, possessive determiners are handled differently. That is especially the case with the possessive determiner "your" which is usually omitted in Serbian. The best way to decide whether it should be kept or omitted is to check the meaning. If omitting the word your does not affect the meaning, it should be omitted.

en-US source	Serbian target
Click Discard to discard **your** changes and edit the latest version.	(+) Kliknite na komandu „Odbaci" da biste odbacili izmene i uredite poslednju verziju. (−) Kliknite na komandu „Odbaci" da biste odbacili vaše izmene i uredite poslednju verziju.
In order to continue using this product, you must renew **your** subscription.	(+) Da biste mogli i dalje da koristite ovaj proizvod, morate da obnovite pretplatu. (−) Da biste mogli i dalje da koristite ovaj proizvod, morate da obnovite vašu pretplatu.
In order for **your** subscription to work properly, **your** computer's clock must be set to the correct date. Set **your** clock before continuing.	(+) Da bi pretplata ispravno funkcionisala, sat na vašem računaru mora biti tačno podešen. Podesite sat pre nego što nastavite. (−) Da bi vaša pretplata ispravno funkcionisala, sat na vašem računaru mora biti tačno podešen. Podesite vaš sat pre nego što nastavite.

en-US source	Serbian target
According to our records, **your** last attempt to download the license failed. Click Next to download **your** license now.	(+) Prema našoj evidenciji, poslednji pokušaj preuzimanja licence nije uspeo. Kliknite na dugme „Sledeće" da biste preuzeli svoju licencu odmah. (−) Prema našoj evidenciji, vaš poslednji pokušaj preuzimanja licence nije uspeo. Kliknite na dugme „Sledeće" da biste preuzeli vašu licencu odmah.
Write **your** letter	(+) Napišite pismo (−) Napišite vaše pismo (−) Napišite svoje pismo
Compose **your** document	(+) Sastavite dokument (−) Sastavite vaš dokument (−) Sastavite svoj dokument

The Serbian grammar prescribes that the possessive pronoun svoj should be used instead of vaš when the subject of sentence matches the object.

en-US source	Serbian target
Click the button below to locate **your** list of recipients.	(+) Kliknite na dugme u nastavku da biste locirali svoju listu primalaca. (−) Kliknite na dugme u nastavku da biste locirali vašu listu primalaca.
Enter **your** authentication information.	(+) Unesite svoje podatke za potvrdu identiteta. (−) Unesite vaše podatke za potvrdu identiteta.
Preview your letters	(+) Pregledajte svoja pisma (−) Pregledajte vaša pisma (−) Pregledajte pisma

4.1.4 Articles

English articles are normally omitted from translation. However, they should be kept when they clarify the meaning.

en-US source	Serbian target
Select **an** option from **the** list.	(+) Izaberite neku opciju sa liste. (−) Izaberite opciju sa ove liste.

Unlocalized feature names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language. We treat them the same way and we do not use quotation marks.

Examples:

en-US source	Serbian target
Microsoft Silverlight	Microsoft Silverlight
Microsoft Teams	Microsoft Teams
In OneDrive you can…	U usluzi OneDrive možete da…

Localized feature names

Translated feature names are handled in the following way:

- when parts of product and feature names are localized, first word of the localized product or feature name should not be capitalized.
- when localized product names are used without the unlocalizable part, quotation marks should be used.

Examples:

en-US source	Serbian target
Microsoft Teams Advanced Management	Microsoft Teams napredno upravljanje
Microsoft Teams classes	Microsoft Teams razredi
Bing comes with many useful enhancements. **Mail** lets you check	Usluga Bing je opremljena mnoštvom korisnih poboljšanja. Aplikacija „Pošta“ vam omogućava da za tren oka proverite e-poštu direktno u pregledaču.

en-US source	Serbian target
your e-mail directly from your browser in a snap.	

4.1.5 Capitalization

In English, it is a general practice to capitalize all first characters of the words in titles, names, etc, and sometimes middle characters in words too. Bear in mind that this is an error for the Serbian texts.

en-US source	Serbian target
Move Down...	(+) Premesti nadole... (–) Premesti Nadole...
AutoArchive	(+) Automatsko arhiviranje (–) AutoArhiviranje

The names of days, months, languages and adjectives derived from country names are not capitalized. Words Web and Internet should not be capitalized in Serbian language.

en-US source	Serbian target
Monday	(+) ponedeljak (–) Ponedeljak
Serbian	(+) srpski (–) Srpski
Search Web	(+) Pretraži veb (–) Pretraži Veb

4.1.6 Compounds

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

Word order should be kept in compounds consisting of:

1. adjectival noun used in common collocations (such as Internet) + headword. Note that compounds containing the term "Web" should be written without the hyphen (e.g. veb stranica, veb lokacija, veb aplikacije etc.)
2. acronym + headword.

Example:

En-US source	Serbian target
Web page	(+) veb stranica (–) stranica na vebu
Internet connection	(+) internet veza (–) veza sa internetom
Word document	(+) Word dokument (–) Dokument programa Word
HTML file	(+) HTML datoteka (–) datoteka HTML
Save file in .rtf format.	(+) Sačuvajte datoteku u .rtf formatu. (–) Sačuvajte datoteku u formatu .rtf.
RAM memory	(+) RAM memorija (–) Memorija RAM

4.1.7 Conjunctions

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

Generally, sentences can be started with conjunctions in Serbian for achieving a more relaxed tone. Feel free to use these constructions, but be careful about the appropriateness in the given context. You can begin sentences with conjunctions (and, but, or) if it helps readability, but conjunctions must be used very carefully.

Examples:

en-US source text	Serbian old use of conjunctions	Serbian new use of conjunctions
Since this action cannot be undone, it is recommended only to advanced users.	Budući da se ova radnja ne može opozvati, preporučuje se samo naprednim korisnicima.	Pošto se ova radnja ne može opozvati, preporučuje se samo naprednim korisnicima.
However, it is not possible anymore.	Međutim, to više nije moguće.	Ali to više nije moguće.
You can also contact your adiministrator.	Takođe možete da se obratite administratoru.	A možete i da se obratite administratoru.

4.1.8 Contractions

Use contractions (e.g. Je l') only in rare cases when you want to emphasize a colloquialism of an expression.

en-US source text	Serbian contracted form
Uploads are limited to 15 GB. Got something smaller?	Veličina datoteka za otpremanje je ograničena na 15 GB. Je l' može nešto manje?

4.1.9 Frequent errors

Frequent errors are usually connected with wrong usage of comma. Refer to reference materials and review these examples thoroughly:

en-US source	Serbian target
Under File, click New.	(+) U meniju „Datoteka" izaberite stavku „Novo". (−) U meniju „Datoteka", izaberite stavku „Novo".
For more information, review …	(+) Za više informacija pogledajte… (−) Za više informacija, pogledajte…

Errors could derive from lack of context. You should always try to find out the subject of the text, especially in software.

en-US source	Serbian target
Border (document formatting)	(+) Ivica (−) Granica
Reality (TV program types)	(+) Rijaliti (−) Stvarnost
In theaters (movies)	(+) U bioskopima (−) U pozorištima

4.1.10 Genitive

You should not try to transfer word order from English system of compounds which are formed by connecting nouns and/or adjectives in a row thus forming a long genitive construction. In Serbian, too long genitive constructions should be avoided. They should be translated as this:

1. main word (noun) + supporting word(s) in genitive
2. supporting word (noun translated as adjective) + main word in nominative
3. main word + preposition (za, o etc.) + supporting words in preposition determined case

en-US source	Serbian target
Title font color	Boja fonta naslova
User name	Korisničko ime
Power BI Add-in for PowerPoint	programski dodatak Power BI za PowerPoint

Avoid genitive constructions such as od strane. They imply literal translation.

en-US source	Serbian target
Powered by	(+) Obezbeđuje (−) Obezbeđeno od strane
Posted by	(+) Objavio/la (−) Objavljeno od strane

Convention 1: Attaching a genitive "s" to (trademarked) product names is not feasible, as it could be interpreted as a modification of such names.

Example:

- (–) Microsoft's products
- (+) Microsoft products
- (+) Products by Microsoft

4.1.11 Localizing colloquialism, idioms, and metaphors

The Microsoft voice allows for the use of culture-centric colloquialisms, idioms and metaphors (collectively referred to "colloquialism"). A little humor is OK, but it must be used very carefully. Use colloquialisms and humor used in English in specific situations, such as Getting Started experiences, Product Tours, and Setup screens. Avoid colloquialisms and idioms that might be offensive or too expressive. Be mindful of cultural consideration and globalization.

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

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

Examples:

en-US source	Serbian target
We've hit a snag…	Nešto je zapelo…
Uploads are limited to 15 GB. Got something smaller?	Veličina datoteka za otpremanje je ograničena na 15 GB. Je l' može nešto manje?
Bummer…	Smaranje…
Working on it… Bear with us.	Radimo na tome… Izdržite!

4.1.12 Modifiers

In Serbian localized text you often need to use modifiers in cases when you need to decline a term or component that must not be declined. These are mainly UI items and unlocalizable product names.

1. UI items modifiers. To select a suitable modifier, find out what kind of component is in question. E.g. menus contain commands rather than functions, etc.

Here's an overview of most common UI elements and corresponding translation patterns if UI element in question is "Insert":

en-US source	Serbian target	Part of speech	Select/click/in translation:
Button	Dugme	Verb (imperative mode)	Kliknite na dugme **Umetni**
Item	Stavka	Verb (imperative mode)	Izaberite stavku **Umetni**
Checkbox	Polje za potvrdu	Verb (imperative mode)	Potvrdite izbor **Umetni** / Opozovite izbor **Umetni**
Radio button	Opcija	Verb (imperative mode)	Izaberite opciju **Umetni**
Menu	Meni	Noun (or gerund)	U meniju **Umetanje** izaberite stavku …
Dialog box	Dijalog	Noun (or gerund)	U dijalogu **Umetanje** …
Pane	Okno	Noun (or gerund)	U oknu **Umetanje** …
Section	Odeljak	Noun (or gerund)	U odeljku **Umetanje** …
Tab	Kartica	Noun (or gerund)	Na kartici **Umetanje** …
Group	Grupa	Noun (or gerund)	U grupi **Umetanje** …

Take a look at (deverbative) noun/imperative use in the following example:

2. Product names modifiers. To select a suitable modifier, get to know product in question. Generally speaking, confusion mainly appears among programs and services. Check if there is an installation file. In cases where you can use an .exe file

to install a product on your local computer, correct modifier is most likely program/application. If you can use a product on the Web, but you cannot install it locally, the most likely correct modifier is service. Also, services usually do not have version or edition labels (Windows **11**, Microsoft **365**).

Here are several common examples:

Product	Modifier	Comment
Windows	operativni sistem	Windows is always OS!
Microsoft Office	sistem	Old modifier was „programski paket“, as it mainly consists out of various programs such as Word, PowerPoint etc. However, in the meantime, Microsoft Office got its cloud based mirror—Office Online. Modifier "system" better reflects new Microsoft Office features.
Microsoft Office Outlook	program	Program (e-mail client) is installed locally.
Creative Commons Add-in for Microsoft Office	programski dodatak	Add-in is installed locally, but it is not used as a separate program. Rather, it enhances existing program functions.
Microsoft Teams	usluga	Collaboration service for teams and individual users, integrated with the Office applications.
Outlook.com	usluga	Web based e-mail service. Users cannot install it locally. They need Web browser to access the service.
Microsoft Outlook for Microsoft 365	program	Stand alone e-mail client.
Microsoft Edge	program	Web browser

4.1.13 Nouns

Sometimes it is hard to distinguish if noun should be treated as proper or a common noun. You should always double check context as this often happens with product names when they appear with no tags, unlocalizable parts and so on. Check as many products names as you can to become aware of this.

Example:

en-US source	Serbian target	Tip
News is installed and ready to use.	(+) Aplikacija „Vesti" je instalirana i spremna za upotrebu. (−) Vest je instalirana i spremna za upotrebu.	This is an obvious example where one can easily recognize the meaning since option no. 2 does not make sense.
Start Call	(+) Pokretanje programa „Poziv" (−) Upućivanje poziva.	In this case, translator might ignore capital letter due to its wide usage in titles and make a logical, but incorrect conclusion.

Inflection

Declination of nouns that refer to non-alive things should not be the same as the declination of nouns that refer to humans or alive beings. These two types of declination are different.

Example:

en-US source	Serbian target
Start the import wizard.	(+) Pokrenite čarobnjak za uvoz. (−) Pokrenite čarobnjaka za uvoz.
Add contact.	(+) Dodajte kontakt. (−) Dodajte kontakta.

Plural formation

Sometimes English text uses singular in cases that actually denote plural. That is especially the case with genitive constructions.

Example:

en-US source	Serbian target
Information collection	(+) Prikupljanje informacija (−) Prikupljanje informacije

en-US source	Serbian target
NTFS file system	(+) NTFS sistem datoteka (−) NTFS sistem datoteke

Special attention should be paid to collective nouns which denote group, but grammatically speaking, they are singular. It is always better to do some workaround in order to avoid awkward formulations.

Example:

en-US source	Serbian target
Adjust lightness or exposition using these buttons:	(+) Koristite ovu dugmad da biste podesili svetlinu ili ekspoziciju: (−) Podesite svetlinu ili ekspoziciju pomoću ovih dugmadi:

4.1.14 Numbers

This topic includes guidelines when to use numerals (symbol that represents a number. e.g. 1, 2, 3, 234, etc.) and when to spell out numbers (one, two, three, two hundred and thirty-four) and other aspects for the particular language.

It is generally considered that writing smaller numbers as words represents good style, but this refers to descriptive texts, prose, news articles etc.

Certain linguists advise that it is "better" to write them out in letters, but this is not official rule and it is also context dependent.

It certainly does look better to use words in, say, background image captions in Windows online gallery (for example, "two birds on a roof", not "2 birds on a roof"). However, in technical texts, dates, chapters, bulleting lists, version numbers etc, using words instead of small numbers would look like some weird purism, not to mention that sometimes length has to be taken into consideration.

Official orthography does not address this issue. There is no hard coded rule so that it would be good to follow source which is written using the same pattern. Sentence should not be started with a numeral.

4.1.15 Prepositions

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

Examples:

en-US source	Serbian target	Comment
Account information	(+) Informacije o nalogu (−) Informacije naloga	Translation is not clear enough if we omit preposition.
Divide the amount with the number from this filed	(+) Podelite iznos brojem u ovom polju. (−) Podelite iznos sa brojem u ovom polju.	Literal transfer of prepositions often leads to incorrect formulation.

Important!

The preposition "for" in product names is always translated, e.g. "Visual Basic for Applications" is Visual Basic za aplikacije.

4.1.16 Pronouns

Avoid usage of personal pronouns and possessive determiners whenever that does not affect the meaning, especially when it comes to pronoun “you /yours” which is used very frequently in English (See section Possessive adjectives). However, if you have to use it, use lowercased formal 2nd person plural (vi/vaš).

Example:

en-US source	Serbian target
In order to use this feature, both you and your contact must have compatible web cameras installed on your computer.	(+) Da biste mogli da koristite ovu funkciju, neophodno je da i vi i kontakt imate instalirane kompatibilne veb kamere na svojim računarima. (−) Da biste mogli da koristite ovu funkciju, neophodno je da i Vi i Vaš kontakt imate instalirane kompatibilne veb kamere na svojim računarima.

However, that does not apply to personal pronoun "me/my" as it is often used as integral part of UI items. For example: "My computer," "My photos" etc.

Pronouns should be used in situations when they can replace a word that appears many times in a single sentence or paragraph

en-US source	Serbian target
Select the file that you want, right click the file, and then click Delete to delete that file.	(+) Izaberite željenu datoteku, kliknite desnim tasterom miša na nju, a zatim izaberite stavku „Izbriši" da biste je izbrisali. (−) Izaberite željenu datoteku, kliknite desnim tasterom miša na datoteku, a zatim izaberite stavku „Izbriši" da biste izbrisali datoteku.

The usage of pronouns works similarly in Serbian in terms that indirect reference to users should not be used. Try to avoid impersonal constructions as much as possible to achieve fluency and more personal style. However, keep in mind that spelling out pronouns should generally be avoided (i.e. use Preporučujemo da instalirate ovaj program instead of **Mi** preporučujemo da instalirate ovaj program).

Find the examples for Serbian provided in the table below:

Serbian old user reference	Serbian new user reference
Korisnici mogu da promene vreme kada se nove ispravke instaliraju.	Možete da promenite vreme kada se nove ispravke instaliraju.
Ova postavka obezbeđuje korisnicima najbolji doživljaj prikaza.	Ova postavka vam obezbeđuje najbolji doživljaj prikaza.

4.1.17 Punctuation

General punctuation rules are available in the recommended reference material. Below are some points that should be taken into account during Microsoft products localization process.

Bulleted lists

A phrase preceding a bulleted list (or enumeration) can end with a semicolon (A), comma (B), full stop (C) or have no punctuation at all (D), according to whether the

phrases following the bullet are complete sentences, or a continuation of the leading sentence, and depending on other punctuation rules.

In example (C), the items in the list are complete sentences. Each sentence starts with an initial capital letter and ends with a full stop.

Example (A):

U nastavi se kombinuju:

- usmeni i pismeni metod izlaganja. Usmeni je češći i bolje veže pažnju učenika;
- kontrolni i redovni pismeni zadaci;
- audio i video kasete;
- grafoskopi i dijaprojektori.

Example (B):

Tri osnovne funkcije crtice izgledaju ovako:

a) pisanje polusloženica (auto-servis),

b) pisanje udvojenog prezimena (Vesna Janjević-Popović),

c) rastavljanje reči na slogove (na-pi-sa-ti), na kraju retka i drugde, npr. u rečnicima koji daju sve reči rastavljene na slogove.

Example (C):

Crtica se, za razliku od crte, uvek piše bez belina:

- U polusloženicama, u kojima je istovremeno i spojni i razdvojni znak, nekad više jedno, nekad više drugo (spomen-ploča, auto-servis, auto-kuća, auto-prevoznik), mada izostaje u spojevima kada auto znači samo-, a ne samohodni, tj. kada ne znači automobilski (autobiografija, autoportret, autosugestija).
- U udvojenim prezimenima, koja su posledica novijeg nepatrijarhalnog vremena, crtica se redovno piše (Nada Popović-Perišić, Vesna Janjević-Popović).
- Piše se i pri rastavljanju reči na slogove, na kraju reda i, naročito, u rečnicima koji sve reči rastavljaju na slogove kako bi se to rastavljanje olakšalo pedantnim korisnicima rečnika, odnosno pravopisa (na-pi-sa-ti, ras-tu-ri-ti).

Example (D):
Za sledeće engleske termine postoje ova rešenja: • promotion mix – promotivna mešavina • marketing mix – marketinška mešavina • Public Relations – odnosi s javnošću • full service agency – agencija koja pruža kompletnu uslugu • copywriter – pisac reklama • press clipping – pres kliping • business-to-business advertising – uzajamno oglašavanje među firmama

In Serbian Latin, alphabetical order is the same as in English (usually, Serbian Latin extended characters are not used): **a), b), c), d), e), f),** etc.

Comma

In Serbian, a regular order in sentences containing two clauses is main clause + subordinate clause. You do not normally put comma after the main sentence:

en-US source	Serbian target
To join the service yourself, click Join.	(+) Kliknite na dugme „Pridruži se“ da biste se pridružili usluzi. (−) Kliknite na dugme „Pridruži se“, da biste se pridružili usluzi.
To check the spelling of a document, press F7.	(+) Pritisnite taster F7 da biste proverili pravopis u dokumentu. (−) Pritisnite taster F7, da biste proverili pravopis u dokumentu.
Cannot post instructions because a worksheet is not active.	(+) Nije moguće objaviti uputstva jer radni list nije aktivan. (−) Nije moguće objaviti uputstva, jer radni list nije aktivan.

If you want to emphasize the content of a subordinate clause, a regular order could be inverted—subordinate clause + main clause. In that case you must put comma after the subordinate clause:

en-US source	Serbian target
To export all subfolders, select the check box.	(+) Da biste izvezli sve potfascikle, potvrdite izbor u polju za potvrdu. (−) Da biste izvezli sve potfascikle izaberite polje za potvrdu.
If this is correct, click OK.	(+) Ako je to ispravno, kliknite na dugme „U redu“. (−) Ako je to ispravno kliknite na dugme „U redu“.
To reduce the amount of space needed for the PivotTable report, change some of the row and column fields to page fields.	(+) Da biste smanjili prostor neophodan za izveštaj izvedene tabele, promenite neka od polja reda ili tabele u polja stranice. (−) Da biste smanjili prostor neophodan za izveštaj izvedene tabele promenite neka od polja reda ili tabele u polja stranice.
Since you have chosen not to synchronize this folder, Outlook will remove it from the quick synchronization group(s) that it belongs to.	(+) Pošto ste odlučili da ne sinhronizujete ovu fasciklu, Outlook će je ukloniti iz grupa za brzu sinhronizaciju kojima pripada. (−) Pošto ste odlučili da ne sinhronizujete ovu fasciklu Outlook će je ukloniti iz grupa za brzu sinhronizaciju kojima pripada.

In Serbian, the word order should reflect the order of user actions, even if it doesn't in English. In such cases, there is no need to use comma after those steps.

en-US source	Serbian target
Click Save in the File menu.	(+) U meniju „Datoteka“ izaberite stavku „Sačuvaj“ (−) Kliknite na stavku „Sačuvaj“ u meniju „Datoteka“ (−) U meniju „Datoteka“, kliknite na stavku „Sačuvaj“

Don’t transfer all commas from English sentences.

en-US source	Serbian target
For information on XXX, see "YYY", in ZZZ.	(+) Za informacije o XXX pogledajte „YYY“ u ZZZ. (−) Za informacije o XXX, pogledajte „YYY“, u ZZZ.

Colon

All double punctuation marks (colons and semicolons, exclamation and question marks) are not preceded by a space. In cases where colon is used in front of enumeration within the same sentence, do not use capital letters.

Right	Wrong
Ako vam je treća strana dala nalog, ona ima prava na vaš nalog i može da: upravlja nalogom, poništi lozinku, obustavi ili otkaže vaš nalog; prikaže podatke o korišćenju naloga i profilu, uključujući podatke o tome kada i kako se koristi vaš nalog; i pročita ili skladišti sadržaj u vašem nalogu, uključujući elektronsku komunikaciju, liste kontakata i druge informacije.	Ako vam je treća strana dala nalog, ona ima prava na vaš nalog i može da : Upravlja nalogom, poništi lozinku, obustavi ili otkaže vaš nalog ; Prikaže podatke o korišćenju naloga i profilu, uključujući podatke o tome kada i kako se koristi vaš nalog ; I pročita ili skladišti sadržaj u vašem nalogu, uključujući elektronsku komunikaciju, liste kontakata i druge informacije.

Table headings **could be followed by a colon**, but it is not necessary. Every line starts with an initial capital letter:

en-US source	en-US source	Serbian target	Serbian target
To Copy text	Press CTRL+C	Da biste: Kopirali tekst	Pritisnite kombinaciju tastera: CTRL+C

en-US source	en-US source	Serbian target	Serbian target
Paste text	CTRL+V	Nalepili tekst	CTRL+V

Dashes and hyphens

Three different dash characters are used in English:

Hyphen

(U+002D)(ALT+045)

The hyphen is used in English 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 documentation, the preference is not to hyphenate, except in those cases where the words already contain a hyphen (usually compounds and abbreviations).

Some hyphenated words should never be broken and must appear on the same line, such as:

Examples:

auto-servis (car service)
25-godišnji, 8-bitni (special kind of abbreviations)
MMF-a, MMF-om (acronym declination)
322-88-63 (phone number)

En dash

(U+2013) (ALT+150)

The en dash is used as a minus sign, usually with spaces before and after. to emphasize a phrase within a sentence, or to separate clauses in sentences (as in English usage). There should be a space before and after the en dash.

Example:

Zamenite kôd – kao što je prikazano u prethodnom primeru.

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, except the in case where the

linguistic units connected by the dash (or one of them) consist of more than one word e.g.

Examples:

1999–2000.
str. 11–23
Beograd–Jagodina
Beograd – Novi Sad

Using dash instead of hyphen and vice-versa is an error.

Em dash

(U+2014)(ALT+151)

There is no Em dash in Serbian. It should be deleted and replaced by en dash or comma (as in apposition constructions)

Example:

en-US source	Serbian target
Download now — it's free!	(+) Preuzmite odmah – besplatno! (–) Preuzmite odmah — besplatno!

Ellipses (Suspension points)

Use of ellipses is typical in describing ongoing processes, denoting omitted text etc. Do not use space in front of ellipses symbol.

Example:

en-US source	Serbian target
Downloading ...	(+) Preuzimanje je u toku... (–) Preuzimanje je u toku ...

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

Use three dots symbol **(ALT+0133: …)**, not three dots in a row (...).

Period

Remember that Serbian translations never end with a period unless they are complete sentences regardless of the source text. Sometimes, translators use it after long string although it is not a sentence.

Example:

English	Serbian
Get help with a forgotten password and other problems signing in /title/	(+) Pomoć za zaboravljenu lozinku i druge probleme prilikom prijavljivanja (–) Pomoć za zaboravljenu lozinku i druge probleme prilikom prijavljivanja.

Quotation marks

In US source strings, you may find software references surrounded by English quotation marks. Always use Serbian (curly) quotation marks (opening quotation mark: **ALT+0132**; closing quotation mark: **ALT+0147**), except in rare cases of inner quotation when single quotation marks are used (both single quotation marks: **ALT+0146**)

Parentheses

In English, there is no space between the parentheses and the text inside them. The same rule applies to Serbian text.

4.1.18 Sentence fragments

Feel free to shorten the sentences to achieve a more natural tone and better fluency in Serbian too.

en-US source text	Serbian long form	Serbian sentence fragment
Use the following steps/You can to this in the following way/Here's how	Koristite sledeće korake/To možete da uradite na sledeći način.	Evo kako.
Take the following actions.	Preduzmite sledeće radnje.	Uradite sledeće.
Need help with this step?	Da li vam je potrebna pomoć za ovaj korak?	Potrebna vam je pomoć oko ovoga?

4.1.19 Subjunctive

Use active voice and imperative or indicative mood. These are easier to understand than passive voice and subjunctive mood.

Right	Wrong
Ako instalirate više jezika na računaru, možete da pravite dokumente koji sadrže nekoliko jezika.	Sa više jezika koji su instalirani na vašem računaru mogu da se naprave dokumenti koji sadrže više od jednog jezika.

4.1.20 Symbols & nonbreaking spaces

Use non-breaking spaces (CTRL+SHIFT+SPACEBAR or Alt+0160) between words that should not separate onto different lines. If two words are connected by a non-breaking space, Word will keep them together, even if subsequent editing causes line breaks to change. On your screen, a non-breaking space looks like a degree symbol (°), but it will print like a space.

Ampersand (&)

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

4.1.21 Verbs

Pay attention to perfect or imperfect form of translated verbs. English verbs can be translated in either forms in Serbian depending on whether it is a repeated or a single action.

US English source text	Serbian
Read	Čitati, pročitati
Print	Štampati, odštampati

Continuous operations are usually expressed in English with a gerund, which should be translated into Serbian either by deverbative noun or by reflexive or imperfect verb.

US English source text	Serbian
Printing document	(+) Štampanje dokumenta (+) Dokument se štampa (−) Štampa dokument (−) Štampa dokumenta
Downloading page	(+) Preuzimanje stranice (?) Stranica se preuzima (−) Preuzima stranicu

Pay attention to verb transition as it dictates declination of noun (object). That is especially the case with many English verbs in a row.

US English source text	Serbian
In Microsoft Photos you can view, edit, print, upload and manage your photos and videos.	(+) U programu Microsoft fotografije možete da prikazujete, uređujete i štampate fotografije i video zapise, kao i da ih otpremate i upravljate njima. (−) U programu Microsoft fotografije možete da prikažete, uredite, odštampate, otpremite i upravljate fotografijama i video zapisima.

Verb tense

Advantage should be given to present tense in Serbian. Use of future tense should be minimized through simplifying the sentence flow and construction. (i.e. use “Kada” with finite verb instead of „Nakon što“)

US English source text	Serbian old use of verb tense	Serbian new use of verb tense
After you are finished installing the tool, the icon will appear on your desktop.	Pošto ste završili sa instaliranjem alatke, ikona će se pojaviti na radnoj površini.	Kada završite sa instaliranjem alatke, ikona se pojavljuje na radnoj površini. ["finish" is in simple present tense]
Click Open. A dialog launches.	Kliknite na dugme „Otvori“. Pokrenuće se dijalog.	Kliknite na dugme „Otvori“. Pokreće se dijalog.

The file could not be opened.	Nije bilo moguće otvoriti datoteku.	Nije moguće otvoriti datoteku.

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 Serbian, 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.

Use correct and consistent grammar in all texts. If in doubt, see the reference books mentioned in Recommended material. The following are guidelines for consistent use in cases where more than one solution would theoretically be possible, or where errors have been common in the past.

5.1 Accessibility

Accessibility options and programs are designed to make the computer usable by people with cognitive, hearing, physical, or visual disabilities.

Hardware and software components engage a flexible, customizable user interface, alternative input and output methods, and greater exposure of screen elements. Some accessible products and services may not be available in Serbian-speaking markets. Double-check with the appropriate resources.

General accessibility information can be found at https://www.microsoft.com/en-us/accessibility/.

5.2 Applications, products, and features

Application/product names are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (e.g. IntelliSense™).

Version numbers

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

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

Translation of version strings

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

Version strings that contain copyright information should always be translated.

Example:

US English	Serbian target
© 2022 Microsoft Corporation. All rights reserved.	Refer to Microsoft Language Portal to check the correct translations "All rights reserved" and "Microsoft Corporation".

5.3 Recurring patterns

1. **Titles:** When translating titles, there are certain recurrent patterns that you should pay attention to, as indicated below:

English source	Serbian target
What's New in <productname>	Novo u programu <productname>
Getting Started with <productname>	Prvi koraci u modifier +<productname>
Installing and Configuring <productname>	Instaliranje i konfigurisanje programa <productname>
Designing a <productname> infrastructure	Dizajniranje infrastrukture programa <productname>
Core Training for <productname>	Osnovna obuka za <productname>

English source	Serbian target
Upgrading Your <productname> to <productname>	Nadogradnja programa <productname> na <productname>
Deploying <productname>	Postavljanje programa <productname>
Implementing <productname>	Primena programa <productname>

2. **Cross references:** The following translations are standard. Note that no commas are needed in Serbian sentences.

English source	Serbian target
For information on XXX, see "YYY", in ZZZ.	Za informacije o XXX pogledajte „YYY“ u ZZZ.

3. **Standard translations for remarks, hints, etc**

English	Serbian target
Attention!	Pažnja!
Caution!	Oprez!
Hint	Predlog / Savet
Important	Važno
Note	Beleška / Napomena
Tip	Savet
Warning	Upozorenje

5.4 Trademarks

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

Using the word "Microsoft"

In English, it is prohibited to use MS as an abbreviation for Microsoft. In Serbian, it is neither abbreviated nor transcribed, it is inflective word, and a possessive adjective form could be made. The correct modifier is corporation and it should not be used in nominative case.

en-US source	Serbian target
Microsoft Corporation Microsoft values your privacy.	Microsoft Corporation Microsoft poštuje vašu privatnost.

5.5 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.

English source	Serbian target
Menu command	U meniju „XXX" izaberite komandu „YYY"
OK	Kliknite na dugme **U redu**
Command button	Kliknite na dugme/vezu „XXX"
Toolbar button with attached command	Kliknite na dugme „XXX" na traci sa alatkama
Option button	Izaberite opciju „XXX"
Check box	Potvrdite izbor „XXX"

English source	Serbian target
Check box in group	U okviru „YYY“ potvrdite izbor „XXX“
Option in list	U listi „XXX“ izaberite opciju „YYY“
Type in text box	Unesite tekst
Push key	Pritisnite taster XXX
Click button/ symbol/icon	Kliknite na dugme/simbol/ikonu
Move to another document window	Premestite u drugi prozor dokumenta
Drag	Prevucite

Refer to https://docs.microsoft.com/en-us/windows/apps/desktop/for a detailed explanation of the Windows user interface guidelines (English). When referring to a command in a menu, first indicate the menu name and afterwards the command name.

5.5.1 Arrow keys

The arrow keys move input focus among the controls within a group. Pressing the right arrow key moves input focus to the next control in tab order, whereas pressing the left arrow moves input focus to the previous control. Home, End, Up, and Down also have their expected behavior within a group. Users can’t navigate out of a control group using arrow keys.

Arrow keys are translated since they don’t have their names printed on the keyboard.

5.5.2 Messages

The US messages sometimes contain abbreviated sentences using an imperative verb. Translate to a question starting with Želite li da... or, only when the space for the translation is limited, with an infinitive, but try to avoid that.

English source	Serbian target
Continue without Undo?	(+) Želite li da nastavite bez opoziva? (?) Nastaviti bez opoziva?

Status messages

What is a Status bar message?

A status bar message is an informational message about the active document or a selected command . Messages appear on the status bar at the bottom of the window when the user has chosen a menu, a command or any other item, or has started a function. The status bar messages refer to actions being performed or already complete.

Example:

English source	Serbian target
Work offline	Rad van mreže
Download headers only	Preuzmi samo zaglavlja

Serbian style in status bar messages

In English, the status bar messages have different forms dependent on the information they must convey. In Serbian, menu and commands status bar messages should follow the format below.

Name	Serbian name	Category	English status bar message	Serbian status bar message
Edit	Uredi	menu	Contains editing commands	Sadrži komande za uređivanje
Copy to Folder...	Kopiraj u fasciklu...	menu	Copies the selected items to a new location	Kopira izabrane stavke na novu lokaciju
New	Novo	command	Creates a new document	Kreira novi dokument
			The display layout for the field	Prikazuje raspored polja
			Make object visible?	Želite li vidljiv objekat?

Name	Serbian name	Category	English status bar message	Serbian status bar message
			Word is converting the document. Press Esc to stop. Datasheet View Done	Word konvertuje dokument. Pritisnite taster Esc da biste zaustavili konverziju. Prikaz lista sa podacima Gotovo

The importance of standardization

In the US product, you can often find messages that are phrased differently even though they have the same meaning. Try to avoid this in the localized Serbian version. Use one standard translation as in the examples below:

English term	Correct Serbian translation
Press F1 to get Help	Pritisnite taster F1 da biste dobili pomoć.
If you want Help press F1	
To get Help press F1	
Not enough memory	Nema dovoljno memorije
Insufficient memory	
There is not enough memory	
Save changes to %1?	Želite li da sačuvate promene u datoteci %1?
Do you want to save changes to %1?	

5.5.3 Error messages

Here are some examples:

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

Considering the underlying principles of Microsoft voice, translators are encouraged to apply them to ensure target translation is more natural, empathetic and not robot-like.

English term	Correct Serbian translation
If this problem persists, contact your administrator.	Ako ne možete da rešite problem, obratite se administratoru.
Not enough memory to process this command.	Nema dovoljno memorije za ovaj zahtev.

Serbian style in error messages

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

Standard phrases in error messages

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

Note that sometimes the US uses different forms to express the same thing.

Examples:

English	Serbian	English example	Serbian example
Cannot ... Could not ...	Nije moguće...	Cannot save the file because it is used by another program.	Nije moguće sačuvati datoteku jer je koristi neki drugi program.
Failed to ... Failure of ...	Nije uspelo...	Failed to open document.	Otvaranje dokumenta nije uspelo.
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	Nije moguće pronaći...	Cannot find requested file Could not find requested file Unable to find requested file	Nije moguće pronaći traženu datoteku

English	Serbian	English example	Serbian example
		Unable to locate requested file	
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	Nema dovoljno memorije	There is not enough memory (or disk space) to save this document.	Nema dovoljno memorije (ili prostora na disku) za čuvanje ovog dokumenta.
... is not available ... is unavailable	Nije dostupno	The requested protocol is not available.	Traženi protokol nije dostupan.

Error messages containing placeholders

When localizing error messages containing placeholders, try to find out what will replace the placeholder. This is necessary for the sentence to be grammatically correct when the placeholder is replaced with a word or phrase. Note that the letters used in placeholders convey a specific meaning, see examples below:

%d, %ld, %u, and %lu means <number>
%c means <letter>
%s means <string>

Examples of error messages containing placeholders:

"Checking Web %1!d! of %2!d!" means "Checking Web <number> of <number>."
"INI file "%1!-.200s!" section" means "INI file "<string>" section."

English source	Serbian target
Cannot open %s	Nije moguće otvoriti datoteku %s.
The %s property can't be found for the Offline Favorite.	Nije moguće pronaći svojstvo %s za ovu omiljenu vanmrežnu stavku.

5.5.4 Keyboard shortcuts

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

Examples:

New (Alt+N)

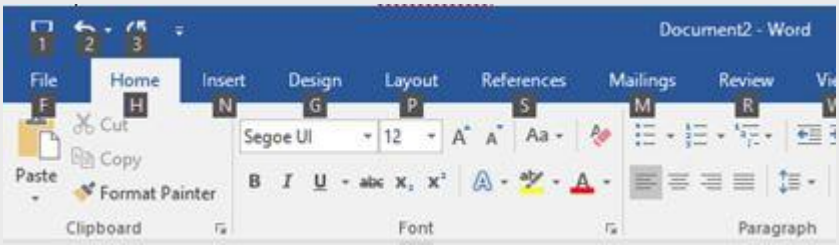
Cancel (Alt+C)

Options (Alt+O)

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
"Slim characters," such as I, l, t, r, f can be used as keyboard shortcuts	Yes	
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	Yes	These characters should be used only when no other characters are available.
Extended characters can be used as keyboard shortcuts	No	These characters may cause technical problems.
An additional letter, appearing between brackets after item name, can be used as keyboard shortcuts	No	
A number, appearing between brackets after item name, can be used as keyboard shortcuts	No	
A punctuation sign, appearing between brackets after item name, can be used as hotkey	No	
Duplicate keyboard shortcuts are allowed when no other character is available	Yes	

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
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.

5.5.5 Keys

In English, references to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps). In Serbian, unlocalized key names and combinations are written in initial capital letters. The localized key names (for example, razmaknica/strelica nalevo/strelica nadesno) are not capitalized in running text.

Example: Taster Enter, Kombinacija tastera Shift+F10

1. Key combination KEY1+KEY2

This term is used to underline that the user is supposed to press the first key, hold it and press the second key. Key names are combined with "+" character. For example, the command Pritisnite kombinaciju tastera ALT+ESC means that the user should press ALT, hold it, press simultaneously ESC and then release both buttons.

2. Key sequence KEY1, KEY2

This term is used to underline that the user is supposed to press and release the given keys one after the other. Key names are separated with a comma (,) and a hard space. For example the command Pritisnite niz tastera ALT, F means that the user is supposed to press ALT first, release it, then press and release the F key.

English key name	Serbian (Latin) key name
Alt	Alt
Backspace	Backspace
Break	Break
Caps Lock	Caps Lock
Ctrl	Control/Ctrl
Delete	Delete
Down Arrow	strelica nadole
End	End
Enter	Enter
Esc	Esc

English key name	Serbian (Latin) key name
Home	Home
Insert	Insert
Left Arrow	strelica nalevo
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	strelica nadesno
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	razmaknica
Tab	tabulator
Up Arrow	strelica nagore
Windows key	Windows taster
Print screen	Print screen
Menu key	taster menija

5.5.6 Numeric keypad

It is recommended that you avoid distinguishing numeric keypad keys from the other keys, unless it is required by a given application. If it is not obvious which keys need to be pressed, provide necessary explanations.

For example: Taster Del na numeričkoj tastaturi.

5.5.7 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes used to perform defined functions in a software application. Shortcut keys replace menu commands and are sometimes given next to the command they represent. While access keys can be used only when available on the screen, shortcut keys can be used even when they are not accessible on the screen.

Standard shortcut keys

US command	US English shortcut key	Serbian command	Serbian shortcut key
General Windows shortcut keys			
Help window	F1	Prozor za pomoć	F1
Context-sensitive Help	Shift+F1	Pomoć prilagođena kontekstu	Shift+F1
Display pop-up menu	Shift+F10	Prikaži iskačući meni	Shift+F10
Cancel	Esc	Otkaži	Esc
Activate\Deactivate menu bar mode	F10	Aktiviraj/deaktiviraj režim trake sa menijima	F10
Switch to the next primary application	Alt+Tab	Pređi na sledeću primarnu aplikaciju	Alt+Tab
Display next window	Alt+Esc	Prikaži sledeći prozor	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	Prikaži iskačući meni za prozor	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	Prikaži iskačući meni za aktivni pomoćni prozor	Alt+-
Display property sheet for current selection	Alt+Enter	Prikaži list sa svojstvima za trenutnu selekciju	Alt+Enter
Close active application window	Alt+F4	Zatvori aktivan prozor aplikacije	Alt+F4

US command	US English shortcut key	Serbian command	Serbian shortcut key
Switch to next window within (modeless-compliant) application	Alt+F6	Pređi na sledeći prozor unutar aplikacije (usklađene za rad bez određenog režima)	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	Snimi sliku aktivnog prozora u ostavu	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	Snimi sliku radne površine u ostavu	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	Pristupi dugmetu „Start“ na traci sa alatkama	Ctrl+Esc
Display next child window	Ctrl+F6	Prikaži sledeći pomoćni prozor	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	Prikaži sledeće okno na kartici	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Pokreni Menadžer zadataka i pokretanje sistema	Ctrl+Shift+Esc
		File menu	
File New	Ctrl+N	Datoteka Novo	Ctrl+N
File Open	Ctrl+O	Datoteka Otvori	Ctrl+O
File Close	Ctrl+F4	Datoteka Zatvori	Ctrl+F4
File Save	Ctrl+S	Datoteka Sačuvaj	Ctrl+S
File Save as	F12	Datoteka Sačuvaj kao	F12
File Print Preview	Ctrl+F2	Datoteka Pregled pre štampanja	Ctrl+F2
File Print	Ctrl+P	Datoteka Odštampaj	Ctrl+P

US command	US English shortcut key	Serbian command	Serbian shortcut key
File Exit	Alt+F4	Datoteka Izlaz	Alt+F4
Edit menu			
Edit Undo	Ctrl+Z	Uređivanje Opozovi radnju	Ctrl+Z/Y (depends on user keyboard)
Edit Repeat	Ctrl+Y	Uređivanje Ponovi	Ctrl+Y/Z (depends on user keyboard)
Edit Cut	Ctrl+X	Uređivanje Iseci	Ctrl+X
Edit Copy	Ctrl+C	Uređivanje Kopiraj	Ctrl+C
Edit Paste	Ctrl+V	Uređivanje Nalepi	Ctrl+V
Edit Delete	Ctrl+Backspace	Uređivanje Izbriši	Ctrl+Backspace
Edit Select All	Ctrl+A	Uređivanje Izaberi sve	Ctrl+A
Edit Find	Ctrl+F	Uređivanje Pronađi	Ctrl+F
Edit Replace	Ctrl+H	Uređivanje Zameni	Ctrl+H
Edit Go To	Ctrl+B	Uređivanje Idi na	Ctrl+G
Help menu			
Help	F1	Pomoć	F1
Font format			
Italic	Ctrl+I	Kurziv	Ctrl+I
Bold	Ctrl+G	Podebljano	Ctrl+B
Underlined\Word underline	Ctrl+U	Podvučeno\Podvlačenje reči	Ctrl+U
Large caps	Ctrl+Shift+A	Velika slova	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	Mala slova	Ctrl+Shift+K
Paragraph format			

US command	US English shortcut key	Serbian command	Serbian shortcut key
Centered	Ctrl+E	Centrirano	Ctrl+E
Left aligned	Ctrl+L	Poravnato levo	Ctrl+L
Right aligned	Ctrl+R	Poravnato desno	Ctrl+R
Justified	Ctrl+J	Obostrano poravnato	Ctrl+J

5.6 Voice video considerations

A good Microsoft voice video addresses only one intent (one customer problem), is not too long, has high audio quality, has visuals that add to the information, and uses the right language variant/dialect/accent in voiceover.

Successful techniques for voicing video content

- Focus on the intent. Show the best way to achieve the most common task and stick to it.
- Show empathy. Understand and acknowledge the viewer's situation.
- Use SEO (Search Engine Optimization). Include search phrases in the title, description, and headers so that people can easily find the topic.
- Talk to the customer as if (s)he is next to you, watching you explain the content.
- Record a scratch audio file. Check for length, pace and clarity.
- Try and keep translations as short as possible. For instance, avoid using semi-colons and split your sentence in two instead. Avoid bullet points and partial sentences, which are difficult to "read."
- Try and read translations out loud. If something sounds bad to your ear, chances are it won't sound great in front of a microphone.
- Whenever possible and as for all types of translations, it is recommended you should gain some product experience before translating, particularly when the text deals with complex instructions. A good example would be interacting with system by trying the task scenarios defined in the text.

Translations should be as short as possible and adapted to Serbian as opposed to strict translation and following the source too closely.

Phonetic transcription of names

If unsure about a correct Serbian phonetic transcription, check Tvrtko Prćić,
Novi transkripcioni rečnik engleskih ličnih imena, Prometej, Novi Sad 1998 or later

edition. General rules for transcription of foreign names in Serbian: Pravopis srpskoga jezika, Matica srpska, Novi Sad 2010.

Pacing

For Serbian language, pace should be relatively moderate; the recommended rate is 140-160 words per minute.

5.6.1 English pronunciation

Generally speaking, English terms and product names left unlocalized in target material should be pronounced the English way, with a pronunciation that follows rules for Serbian phonetic transcription, e.g.: English "th" sounds, /ð/ and /θ/, is pronounced the Serbian way as /t/, e.g. Northwind Traders would be pronounced /nortvind trejders/.

Word **Microsoft** must be pronounced the Serbian way, as Majkrosoft.

en-US example	Phonetics	Explanation/Context/Product
SecurID	/sikjur aj di/	
Release Pack	/riliz pak/	
Digest	/dajdžest/	
Microsoft Windows Server 2022	/majkrosoft vindouz server dve hiljade dvadeset dva/	Numbers are pronounced the Serbian way. Microsoft is pronounced the Serbian way.
Outlook Web Access	/autluk veb akses/	
Exchange Server	/ikščejndž server/	
Program Files	/program fajls/	
SecurNAT	/sikjur nat/	
ECHO_REQUEST	/eko rikvest/	
proxy	/proksi/	

.NET	/dot net/	.NET is considered a product name; do not say /tačka net/
Skype	/skajp/	English terms and product names left unlocalized in target material should be pronounced the English way, with a pronunciation that follows rules for Serbian phonetic transcription

Acronyms and abbreviations

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

Strict acronyms are pronounced like real words, generally when the consonant and vowel combination of the acronym enables it. They should be pronounced the Serbian way.

en-US example	Phonetics
RADIUS	/radijus/
RAS	/ras/
ISA	/isa/
LAN	/lan/
WAN	/van/
WAP	/vap/
MAPI	/mapi/
POP	/pop/
URL	/url/

Other abbreviations are pronounced letter by letter. There are no strict rules when a letter should be pronounced the English way and when the Serbian way. It depends on common usage.

en-US example	Phonetics	Explanation/Context/Product
ICMP	/aj si em pi/	The English way
XPS	/iks pe es/	The Serbian way
TCP/IP	/ti si pi aj pi/	The English way
TCP/IP	/t c p i p/	The Serbian way
HTTP GET	/ha te te pe get/	The Serbian way
Rqc.exe	/er ku ce tačka egze/	The Serbian way
XML	/iks em el/	The Serbian way
HTML	/ha te em el/	The Serbian way
SQL	/es ku el/	The Serbian way
OWA	/o duplo ve a/	The Serbian way
IIS	/aj aj es/	EXCEPTION! Considered a product name, to be pronounced the English way

URLs

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

en-US example	Phonetics	Explanation/Context/Product
http://www.microsoft.com/sr-latn-rs/	/duplo ve duplo ve duplo ve tačka majkrosoft tačka kom kosa crta sr crtica latn crtica rs/	Domain extension .com could be pronounced either as /kom/ or /com/

Punctuation marks

Most punctuation marks are naturally implied by the sound of voice, e.g. ? ! : ; ,

En Dash (–) is used to emphasize an isolated element or introduce an element that is not essential to the meaning conveyed by the sentence. It should be pronounced as a comma, i.e. as a short pause.

Special characters

Pronounce special characters such as / \ ¢ < > + - using the translations approved in Microsoft Language Portal, e.g. "\" will be pronounced as obrnuta kosa crta.

5.6.2 Tone and pronunciation

Use a tone matching the target audience, e.g. more informal, playful and inspiring tone may be used for most Microsoft products, games etc., or formal, informative, and factual in technical texts etc.

Serbian words should be pronounced following the standard pronunciation rules for the language.

If unsure about a correct word accent check in the following order, Rečnik srpskoga jezika, Matica srpska, Novi Sad 2007, Rečnik srpskohrvatskoga književnog i narodnog jezika SANU, knj. 1-18, SANU, Beograd, 1959-2010, Pravopis srpskohrvatskoga književnog jezika sa pravopisnim rečnikom, Matica srpska – Matica hrvatska, Novi Sad – Zagreb, 1960, or Rečnik srpskohrvatskoga književnog jezika, knj. 1-6, Matica srpska, Novi Sad, 1967-1976.

5.6.3 Video voice checklist

Topic and script

- Apply the following Microsoft voice principles:
  - Single intent
  - Clarity
  - Everyday language
  - Friendliness
  - Relatable context

Title

- Includes the intent
- Includes keywords for search

Intro: 10 seconds to set up the issue

- Put the problem into a relatable context

Action and sound

- Keep something happening, both visually and audibly, BUT…
- …maintain an appropriate pace
- Synchronize visuals with voice-over
- Fine to alternate between first and second person
- Repetition of big points is fine

Visuals

- Eye is guided through the procedure
    - Smooth, easily trackable pointer motions
    - Judicious callout use
- Appropriate use of motion graphics and/or branding-approved visuals

Ending

- Recaps are unnecessary