Telugu Style Guide

Contents

What's New?

Last Updated: February 2011

New Topics

The following topics were added:

- n/a

Updated Topics

The following topics were updated:

- n/a

Introduction

This Style Guide went through major revision in February 2011 in order to remove outdated and unnecessary content. It contains information pertaining to all Microsoft products and services.

About This Style Guide

The purpose of this Style Guide is to provide everybody involved in the localization of Telugu Microsoft products with Microsoft-specific linguistic guidelines and standard conventions that differ from or are more prescriptive than those found in language reference materials. These conventions have been adopted after considering context based on various needs, but above all, they are easy to follow and applicable for all types of software to be localized.

The Style Guide covers the areas of formatting, grammatical conventions, as well as language stylistic criteria. It also presents the reader with a general idea of the reasoning behind the conventions. The present Style Guide is a revision of our previous Style Guide version with the intention of making it more standardized, more structured, and easier to use as a reference.

The guidelines and conventions presented in this Style Guide are intended to help you localize Microsoft products and materials. We welcome your feedback, questions and concerns regarding the Style Guide. Please send your feedback to the [Microsoft Style Guide working team](#).

Scope of This Document

This Style Guide is intended for the localization professional working on Microsoft products. It is not intended to be a comprehensive coverage of all localization practices, but to highlight areas where Microsoft has preference or deviates from standard practices for Telugu localization.

We have added sections and sub-sections to make it as a one stop reference for localization professionals.

Style Guide Conventions

In this document, a plus sign (+) before a translation example means that this is the recommended correct translation. A minus sign (-) is used for incorrect translation examples.

In Microsoft localization context, the word *term* is used in a slightly untraditional sense, meaning the same as e.g. a segment in Trados or in any CAT tool. The distinguishing feature of a term here is that it is translated as one unit; it may be a traditional term (as used in terminology), a phrase, a sentence, or a paragraph.

References to interface elements really only refer to translatable texts associated with those interface elements.

The Style Guide has so many examples for translation. But, while doing translation, these should not be followed without considering the instances of context, space limitation. Moreover, for general translation, you may use your own words to give a flow to the language.

Example translations in this document are only intended to illustrate the point in question. They are not a source of approved terminology. Always check for approved translation in the Microsoft terminology database.

Sample Text

<div align="center">కంప్యూటరు సాహిత్యం - పారిభాషిక పద పరికల్పన</div>

ఒక భాషలోని పదజాలాన్ని సిద్ధ పదాలు అనీ సాధ్య పదాలు అనీ రెండు రకాలుగా విభజించవచ్చు. పదనిర్మాణం, సాధ్యపదాలలో (సంక్లిష్ట పదజాలం) సాధు రూపాలనూ అసాధు రూపాలనూ వేరుచేసి చూపగలుగుతుంది. ఇట్లా అసాధు రూపాలను గుర్తించగలగడం పద నిర్మాణ శాస్త్ర ప్రధాన ప్రయోజనాలలో ఒకటి. ఆధునిక అవసరాలకు వీలుగా కొత్త భావజాలాన్ని వ్యక్తికరించడానికి కొత్త పదాలు అవసరమైనప్పుడు సాధారణంగా రెండు ప్రధాన ప్రక్రియల ద్వారా పదజాలాన్ని సృష్టించుకుంటాం. అందులో ఒకటి ఎరువు తెచ్చుకోవటం, రెండవది పద నిర్మాణ ప్రక్రియలద్వారా సంక్లిష్ట పదాలను తయారుచేసుకోవడం. అన్ని భాషలలోనూ రెండు ప్రక్రియలూ వాడుకలో ఉన్నా ఏదో ఒక ప్రక్రియ ప్రాధాన్యత వహిస్తుంది. ఆదాన పదాలు భాషలో ఇమడడానికి ఎరువు తెచ్చుకున్న భాషా పదనిర్మాణ ప్రమేయం ఉండదు. కానీ కొత్తగా మన భాషా పదజాలంతో సృష్టించుకున్న సంక్లిష్ట పదాలు మాత్రం పదనిర్మాణ ప్రక్రియలకు లోబడే ఉంటాయి.

భాషలో కొత్త పదజాల నిర్మాణానికి రెండు రకాల వనరులు ఉన్నట్లు చెప్పాలి. ఒకటి పదనిర్మాణం, రెండవది నిఘంటువు. ఆదాన పదాలు నేరుగా నిఘంటువులోకి చొరబడి భాషా ప్రయోగార్థం ఔతాయి. నిఘంటువులోకి చేరిన పదాలు పద నిర్మాణ ప్రక్రియల ప్రమేయం లేకుండా వ్యవహరిస్తాయి. అంటే ఒక భాష పదనిర్మాణ వ్యవస్థకు నిఘంటువులోని పదాలను సాధువులూ అసాధువులూ అని చెప్పగలిగే సామర్థ్యం ఉండదన్నమాట. ఇంకా చెప్పాలంటే అప్పటికే నిఘంటువులో చేరిన పదాలనుండి పదనిర్మాణ ప్రక్రియలతో సంక్లిష్ట రూపాలుగా సృజించినవాటిని సాధువులో అసాధువులో చెప్పడం వరకే పదనిర్మాణ వ్యవస్థ ప్రధానోద్దేశం. అంటే నిఘంటు వ్యవస్థా పదనిర్మాణ వ్యవస్థా రెండూ స్వతంత్ర వ్యవహారం గలిగినవే. ఒకదానిపై ఒకటి ఆధారపడినవి కావు. నిఘంటువును ఒక రకంగా asylum లేక శరణాలయం అనాలి. ఎందుకంటే నిఘంటువులోకి చేరిన పదాలు అన్నీ ఏదో ఒక విలక్షణత కలిగినవే. అంటే నిఘంటువులోని పదాలు అసాధారణమైనవీ, నిర్మాణ పరంగా ఏ సూత్రాలకూ లొంగనివీ. ఈ కారణంగానే నిఘంటువులోని పదాలను జ్ఞప్తిలో(memory) పెట్టుకోడానికి ఎక్కువ శ్రమా, విశేష శ్రద్ధా అవసరం. అదే పదనిర్మాణ ప్రక్రియ ద్వారా తయారైన పదాన్ని జ్ఞప్తిలో పెట్టుకోడానికి విశేష శ్రద్ధా ప్రయత్నమూ అవసరం లేదు. పదనిర్మాణ ప్రక్రియలో వృత్పన్న పారిభాషిక పదాల ఆధారంగా మరికొన్ని కొత్త పదాల నిష్పాదన సులువైనది కూడా. నిఘంటువులో ఎప్పటికప్పుడు కొత్త ఆదాన పదాల చేరికవలన భాషలోని కొన్ని వ్యూహాల సామర్థ్యం తగ్గుతుంది. దీనివలన భాషలో పదనిర్మాణ వ్యవస్థ ప్రమేయం తగ్గి వాక్య నిర్మాణంపై భారం ఎక్కువ ఔతుంది. ఇంగ్లీషులో పారిభాషిక పద ప్రయోగాలలో ఆదాన పదాలు విశేషంగా ఉండడానికి కొంతవరకూ దాని విలక్షణ వాక్య నిర్మాణ పద్ధతిగూడా కారణం కావచ్చు. తెలుగులో భావ వ్యక్తీకరణలో వాక్య నిర్మాణ వ్యవస్థకంటే పదనిర్మాణ వ్యవస్థదే ప్రధాన భారం. తెలుగులో పారిభాషిక పద పరికల్పన పదనిర్మాణ వ్యవస్థ ఆధారంగా జరగాలని చెప్పడానికి ఈ కారణాన్ని చూపించవచ్చు.

తెలుగులో కంప్యూటర్ సంబంధిత రచనలు అతిగా కాకపోయిన ఒక మోస్తరుగా వస్తూనే ఉన్నాయి. కంప్యూటరూ, సమాచార సాంకేతిక రంగానికి సంబంధించి తెలుగులో "కంప్యూటర్ విజ్ఞానం", "కంప్యూటర్ ఫర్ యూ" అనే రెండు పత్రికలు వస్తున్నాయి. వాటిలో ప్రచురితం అయ్యే రచనలలో వచ్చే పారిభాషిక పదాలకు ఎక్కువగా ఇంగ్లీషు పదాలనే వాడటం జరుగుతోంది. కొన్ని వైయక్తిగత రచనలలో మాత్రం తెలుగు పారిభాషిక పదాలు వాడినట్లు కనబడుతోంది. తెలుగు అకాడెమీ ప్రచురించిన గ్రంథాలలో ఇంగ్లీషు పదాలూ తెలుగు పారిభాషిక పదాల వాడుకలో సమతూకం కనబడుతోంది.

గా. ఉమా మహేశ్వర రావు,

అనువర్తిత భాషాశాస్త్రం మరియు అనువాద అధ్యయనాల కేంద్రం,

హైదరాబాదు విశ్వవిద్యాలయం,

హైదరాబాదు - 500 046.

ఫోన్-[040] 23010846.

[11-02-2011] న సాయంత్రం ఐదు గంటల ఇరవై నిమిషాల యాబై ఆరు సెకన్లకి సృష్టించబడింది.

Source: Some Sample letter from the Web.

Recommended Reference Material

The references in this Style Guide are divided into normative references, which must be adhered to at all times, and informative references, which provide additional information, context, and so on. This section of the Style Guide contains the following topics:

1. Normative References
2. Informative References

Normative References

You must adhere to the normative references listed below. Any deviation from them will, in most cases, create inconsistencies in the localized product. You must discuss any exceptions from the terms and information listed in this Style Guide or in glossary files with the assigned Language Specialist, Moderator, or Microsoft Localization Manager.

The Moderator has identified the following normative references for this language. When more than one solution is allowed in these references, look for the preferred solution in this Style Guide.

1. Radhakrishna, B. 1985. Language – style, Principles. (In Telugu). Telugu Academy. Hyderabad

2. Uma Maheshwar Rao, G. 2005. Standard Telugu: Written language. (In Telugu). Vidyullipi-4. pp. 1-14. Hyderabad: SCIL.

3. Uma Maheshwar Rao, G. 2003. Telugu Design Guide And General Information. Vidyullipi-2. pp. 1-37

Informative References

The following informative references provide supplementary and comparative information, background details, and so on; these references are for your information only and do not supersede the information found in this Style Guide or in the normative references.

1. A Grammar of Modern Telugu. Bh. Krishnamurti and JPL Gwynn. 1985. Delhi. OUP.

2. Ray, Jayanta: A REVIEW OF TERMINOLOGICAL WORK BEING DONE IN INDIAN LANGUAGES Term banks for tomorrow's world: Translating and the Computer 4. Proceedings of a conference... pp. 11-12 November 1982, ed. Barbara Snell. (London: Aslib, 1983)

3. te.wikipedia.org

4. Eenadu [Daily]

5. Computer Vignanam [Magazine]

Language Specific Conventions

This part of the style guide contains information about standards specific to Telugu.

Country/Region Standards

Characters

Country/region	India
Lower-case characters	n/a
Upper-case characters	n/a
Characters in caseless scripts	అ ఆ ఇ ఈ ఉ ఊ ఋ ౠ ఎ ఏ ఐ ఒ ఓ ఔ ం ఁ ః క ఖ గ ఘ చ ఛ జ ఝ ఞ ట ఠ డ ఢ ణ త థ ద ధ న ప ఫ బ భ మ య ర ఱ ల ళ వ శ ష స హ
Extended Latin characters	n/a
Note on alphabetical order	Alphabetical order is not necessarily indicative of sorting order.
Total number of characters	52
Unicode codes	అ = U+0C05, ఆ = U+0C06, ఇ = U+0C07, ఈ = U+0C08, ఉ = U+0C09, ఊ = U+0C0A, ఋ = U+0C0B, ౠ = U+0C60, ఎ = U+0C0E, ఏ = U+0C0F, ఐ = U+0C10, ఒ = U+0C12, ఓ = U+0C13, ఔ = U+0C14, ం = U+0C66, ఁ = U+0C01, ః = U+0C03 క = U+0C15, ఖ = U+0C16, గ = U+0C17, ఘ = U+0C18, ఙ = U+0C19, చ = U+0C1A, ఛ = U+0C1B, జ = U+0C1C, ఝ = U+0C1D, ఞ = U+0C1E, ట = U+0C1F, ఠ = U+0C20, డ = U+0C21, ఢ = U+0C22, ణ = U+0C23, త = U+0C24, థ = U+0C25, ద = U+0C26, ధ = U+0C27, న = U+0C28, ప = U+0C2A, ఫ = U+0C2B, బ = U+0C2C, భ = U+0C2D, మ = U+0C2E, య = U+0C2F, ర = U+0C30, ఱ = U+0C31, ల = U+0C32, ళ = U+0C33, వ = U+0C35, శ = U+0C36, ష = U+0C37, స = U+0C38, హ = U+0C39
Notes	For some words, we use Zero Width Non-Joiner [ZWNJ].

Date

Country/region	India
Calendar/Era	కాలసూచి/యుగం
First Day of the Week	Monday
First Week of the Year	n/a
Separator	(/) slash
Default Short Date Format	DD/MM/YY
Example	17/03/11
Default Long Date Format	dd/MMMM/yyyy
Example	17/మార్చి/2011
Additional Short Date Format 1	n/a
Example	n/a
Additional Short Date Format 2	n/a
Example	n/a
Additional Long Date Format 1	MMMM dd yyyy
Example	మార్చి 17 2011
Additional Long Date Format 2	yyyy MMMM dd
Example	2011 మార్చి 17
Leading Zero in Day Field for Short Date Format	Yes
Leading Zero in Month Field for Short Date Format	Yes
No. of digits for year for	2

Short Day Format	
Leading Zero in Day Field for Long Date Format	Yes
Leading Zero in Month Field for Long Date Format	n/a
Number of digits for year for Long Day Format	4
Date Format for Correspondence	dd/mm/yyyy
Example	17/మార్చి/2011
Notes	According to the circumstances, point, slash and hyphen are also used in Telugu language as separators.
Abbreviations in Format Codes	**d** is for day, number of d's indicates the format (d = digits without leading zero, dd = digits with leading zero, ddd = the abbreviated day name, dddd = full day name) **M** is for month, number of M's gives number of digits. (M = digits without leading zero, MM = digits with leading zero, MMM = the abbreviated name, MMMM = full name) **y** is for year, number of y's gives number of digits (yy = two digits, yyyy = four digits)

Time

Country/region	India
24 hour format	Yes Both formats are used (12 hour and 24 hour)
Standard time format	hh:mm:ss
Standard time format example	12:36:21
Time separator	Colon (:)
Time separator examples	12:36:21
Hours leading zero	n/a
Hours leading zero example	n/a
String for AM designator	ఉ.
String for PM designator	సా.

Notes	- English expressions AM/PM do not have equivalent expressions in Telugu. In the expressions of time, generally, the hours are usually prefixed with abbreviations standing for different time periods in a day. A day of 24 hours is divided into five divisions (పూటలు) as shown below with a roughly corresponding English equivalent. - ఉదయం ఉ. Morning 06:00:01 – 11:59:59 Roughly - మధ్యాహ్నం మ. Noon 12:00:01 – 03:59:59 correspond to AM - సాయంత్రం సా. Evening 04:00:01 – 06:59:59 - రాత్రి రా. Night 07:00:01 – 12:59:59 PM - తెల్లవారుజాము తె. Midnight 01:00:01 – 05:59:59

Days

Country/region: India

Day	Normal Form	Abbreviation
Monday	(+) సోమవారం	(+) సోమ.
Tuesday	(+) మంగళవారం	(+) మంగళ.
Wednesday	(+) బుధవారం	(+) బుధ.
Thursday	(+) గురువారం	(+) గురు.
Friday	(+) శుక్రవారం	(+) శుక్ర.
Saturday	(+) శనివారం	(+) శని.
Sunday	(+) ఆదివారం	(+) ఆది.

First Day of Week: Monday
Is first letter capitalized?: No

Months

Country/region: India

Month	Full Form	Abbreviated Form	Long Date Form
January	(+) జనవరి	(+) జ.	(+) 17 జనవరి 2011
February	(+) ఫిబ్రవరి	(+) ఫి.	(+) 17 ఫిబ్రవరి 2011
March	(+) మార్చి	(+) మా.	(+) 17 మార్చి 2011
April	(+) ఏప్రిల్	(+) ఏ.	(+) 17 ఏప్రిల్ 2011
May	(+) మే	(+) మే	(+) 17 మే 2011
June	(+) జూన్	(+) జూ.	(+) 17 జూన్ 2011
July	(+) జులై	(+) జు.	(+) 17 జులై 2011
August	(+) ఆగష్టు	(+) ఆ.	(+) 17 ఆగష్టు 2011
September	(+) సెప్టెంబరు	(+)సె.	(+) 17 సెప్టెంబరు 2011
October	(+) అక్టోబరు	(+) అ.	(+) 17 అక్టోబరు 2011
November	(+) నవంబరు	(+) న.	(+) 17 నవంబరు 2011
December	(+) డిసెంబరు	(+) డి.	(+) 17 డిసెంబరు 2011

Now a days, 12 Telugu months (Chaitramu, Vaisaakhamu etc.) are not in wide usage.

Is first letter capitalized?: No

Numbers

Phone Numbers

Country/region	International Dialing Code	Area Codes Used?	Number of Digits – Area Codes	Separator	Number of Digits – Domestic	Digit Groupings – Domestic
India	+91	Yes	3	-	11	(##); (#### ####)
Country/region	**Number of Digits – Local**	**Digit Groupings – Local**	**Number of Digits – Mobile**	**Digit Groupings – Mobile**	**Number of Digits – International**	**Digit Groupings – International**

India	8	#### ####	10	(##);#### ####	n/a	+91; ### ### ####: +91; # ## ### ####

Notes: n/a

Addresses

Country/region: Andhra Pradesh, India

Disclaimer: Please note that the information in this entry should under no circumstances be used in examples as fictitious information.

Address Format:

1. [Title/Honorific] FirstName LastName
2. [CompanyName]
3. Address1
4. PostalCode City
5. [Country]

Example Address:

(+) గా. ఉమామహేశ్వర రావు

ఎ-25 , ఫ్యాకల్టీ క్వార్టర్స్

సెంట్రల్ యూనివర్సిటి పోస్ట్

గచ్చిబౌలి

హైదరాబాదు - 500 046

ఇండియా

Local Postal Code Format: xxx xxx

Notes: The ways of using the postal code in Andhra Pradesh is found in two ways, either in full form (in complete digits) or just denoting the place code only.

Example: Tirupati postal code is re written into Tirupati-2.

Normally Telugu names do not have first name and Last name.

Currency

Country/region	India
Currency Name	Rupee
Currency Symbol	₹
Currency Symbol Position	Normal

Positive Currency Format	₹1000 (One Thousand)
Negative Sign Symbol	- ₹1000
Negative Currency Format	Normal
Decimal Symbol	. (Point)
Number of Digits after Decimal	Two (2)
Digit Grouping Symbol	, (comma)
Number of Digits in Digit Grouping	3 digits up to thousands, then 2 digits Ex. 10,00,000
Positive Currency Example	₹1,000 (one thousand)
Negative Currency Example	- ₹1,000
ISO Currency Code	INR
Currency Subunit Name	Paisa
Currency Subunit Symbol	n/a
Currency Subunit Example	50 పై / 50 పైసా / 50 నపై

Digit Groups

Country/region: India

Decimal Separator: .

Decimal Separator Description: Period

Decimal Separator Example: (+) [1.50] = One point five zero

[5.30] = Five hours past thirty minutes.

[2.50] = Two rupees and fifty paisa

Thousand Separator: ,

Thousand Separator Description: Comma

Thousand Separator Example: (+) [1,000] = One thousand rupees

Notes: n/a

Measurement Units

Metric System Commonly Used?: Yes

Temperature: Celsius

Category	English	Translation	Abbreviation
Linear Measure	Kilometer	(+) కిలోమీటర్	(+) కి.మీ.
	Meter	(+) మీటర్	(+) మీ.
	Decimeter	(+)డెసిమీటర్	(+) డె.మీ.
	Centimeter	(+) సెంటిమీటర్	(+) సెం.మీ.
	Millimeter	(+) మిల్లిమీటర్	(+) మి.మీ.
Capacity	Hectoliter	(+) హెక్టోలీటర్	(+) హె.లీ.
	Liter	(+) లీటర్	(+) లీ.
	Deciliter	(+) డెసిలీటర్	(+) డె.లీ.
	Centiliter	(+) సెంటిలీటర్	(+) సెం.లీ.
	Milliliter	(+) మిల్లిలీటర్	(+) మి.లీ.
Mass	Ton	(+) టన్ను	(+) ట.
	Kilogram	(+) కిలోగ్రాం	(+) కి.గ్రా.
	Pound	(+) పౌండ్	(+) పౌ.
	Gram	(+) గ్రాం	(+) గ్రా.
	Decigram	(+) డెసిగ్రాం	(+) డె.గ్రా.
	Centigram	(+) సెంటిగ్రాం	(+) సెం.గ్రా.
	Milligram	(+) మిల్లిగ్రాం	(+) మి.గ్రా.
English Units of Measurement	Inch	(+) అంగుళం	(+) అం.
	Feet	(+) అడుగు	(+) అ.
	Mile	(+) మైలు	(+) మై.
	Gallon	(+) గాలన్	(+) గా.

Notes: n/a

Percentages

Percentage values are represented using % and written format in Telugu language.

Sorting

Sorting rules	1. Primary characters and secondary characters are equal. No distinction is made between them. 2. The special symbols of compound character క్ష will follow the normal క్+ ష. 3. Sort order of characters is strictly the order of orthographic characters in the alphabet. 4. Homorganic nasal when written with the symbol [ఀం] should always be treated as part of vowels; In case homorganic nasals written with the corresponding nasal consonant then it shall be sorted according to its place in the order of consonants. 5. The sorting of halant or pure consonants in the word final positions shall receive precedence over others. 6. Non-alphabetical characters (i.e. symbols like @ ! #) sort before the letters of the alphabet. 7. Digits sort after the non-alphabetical characters and before the letters of the alphabet.
Character sorting order	As per Telugu alphabetical sorting order, it is concerned that vowel comes first and followed by a pure consonant and vowel consonant. In the case of English, sorting order will be based on English alphabets i.e., A-Z. అ 3077 ఆ 3078 ఇ 3079 ఈ 3080 ఉ 3081 ఊ 3082 ఋ 3083 ఎ 3086 ఏ 3087 ఐ 3088 ఒ 3090 ఓ 3091 ఔ 3092 అం 3077, 3074 అః 3077, 3075 క 3093 ఖ 3094 గ 3095 ఘ 3096

	ఇ 3102
	చ 3098
	ఛ 3099
	జ 3100
	ఝు 3101
	ఞ 3100, 3149, 3102
	ట 3103
	ఠ 3104
	డ 3105
	ఢ 3106
	ణ 3107
	త 3108
	థ 3109
	ద 3110
	ధ 3111
	న 3112
	ప 3114
	ఫ 3115
	బ 3116
	భ 3117
	మ 3118
	య 3119
	ర 3120
	ఱ 3121
	ల 3122
	ళ 3123
	వ 3125
	శ 3126
	స 3128
	ష 3127
	హ 3129
	క్ష 3093, 3149, 3127
Examples of sorted words	అందం అమ్మ ఆవిరి

	ఆవేశం
	ఇక్కడ
	ఇద్దరు
	ఈల
	ఈసారి
	ఉంగరం
	ఉత్తరం
	ఊరు
	ఊహ
	ఎండ
	ఏనుగు
	ఏర్పాటు
	ఐకమత్యం
	ఐదు
	ఒకటి
	ఒక్కసారి
	ఓడ
	ఓదార్పు
	ఔటు
	ఔషధం
	కట్నం
	కథ
	క్షమ
	ఖడ్గం
	ఖరము
	గుర్తు
	గోల
	ఘడియ
	ఘర్షణ
	చదువు
	చోటు
	ఛత్రము
	జవాబు
	ఝుండా
	టపాసు

	టోపి
	డబ్బా
	డమరుకం
	తండ్రి
	త్యాగం
	దిక్కు
	దూరం
	ధనం
	నలబై
	నిజం
	పాలు
	పేరు
	ఫలం
	బొమ్మ
	బ్రతుకు
	భగ్నం
	భోజనం
	మంచు
	మధ్యాహ్నం
	యజ్ఞం
	రంగు
	లక్ష
	లయ
	వంశం
	వడి
	శంఘం
	శిల్పం
	షికారు
	సముద్రం
	హక్కు

Geopolitical Concerns

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

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

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

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

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

Guideline

As country/region and city names can change, please use the most up-to-date Telugu list for every release of your product.

Grammar, Syntax & Orthographic Conventions

This section includes information on how to apply the general rules of the Telugu language to Microsoft products and documentation.

Adjectives

Adjectives are Telugu words that give attributes to nouns, extending their definitions. Following are some of the examples of adjectives:

English example	Telugu example
non-member	(+) సభ్యులు కాని
undefined	(+) అనిర్వచిత
invisible	(+) అదృశ్య
unavailable	(+) అలభ్యం

Possessive adjectives

The frequent use of possessives is a feature of English language. However in Telugu, whenever a stress given to possession, possessive adjectives are needs to be translated, in other cases, we need to ignore the possessive adjectives.

Example:

Input your password.

(+) పాస్‌వర్డ్ నమోదు చేయండి. (Possessive adjective ignored in translation)

Articles

General considerations

English articles, 'A', 'An', 'The', are mostly translated as ఓ, ఒక in Telugu. But translating the Articles in Telugu language is not necessary in all circumstances. It should be translated wisely.

For Example, "An apple was eaten by the baby" is better translated as "పాప ఆపిల్‌ను తినింది" leaving the article in the translation.

Unlocalized Feature Names
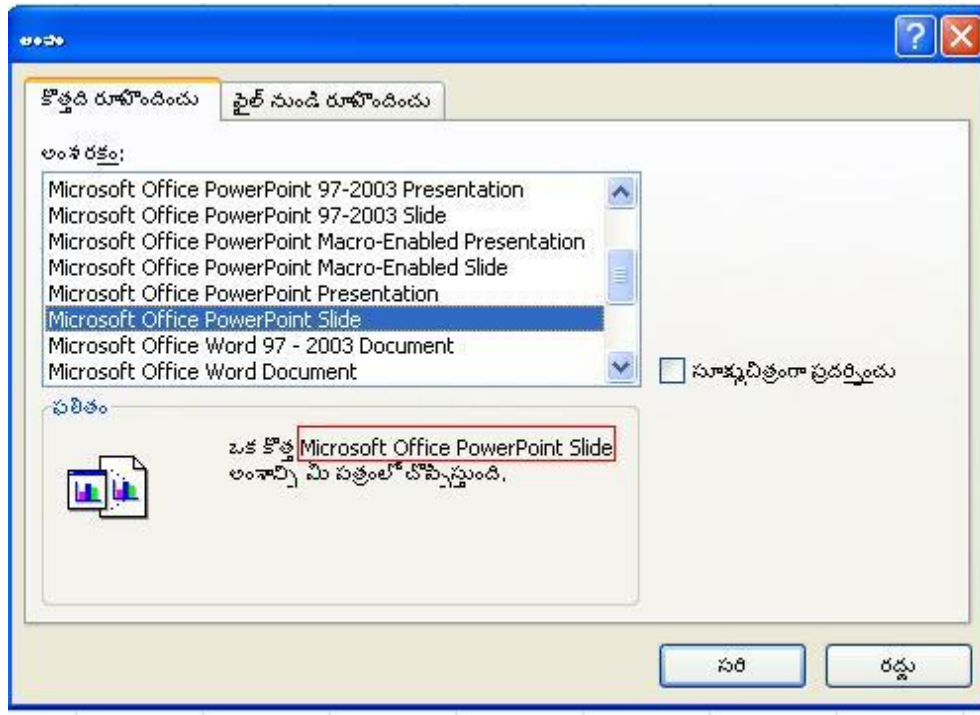
Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language. We treat them as separate words, suffixes, postpositions should be added after a space ( ).

Example:

(+) Source: What's new in Word 2007?

(+) Translation: Word 2007 లో కొత్తది ఏమిటి?

Localized Feature Names

Localized and transliterated feature names are handled as usual Telugu words only. All the grammar and language rules are applicable to them.

Example:

(+) Source: Select a location closest to your office.

(+) Translation: మీ కార్యాలయానికి అతి సమీపంలోని ఒక స్థానాన్ని ఎంచుకోండి.

Articles for English Borrowed Terms

When faced with an English loan word previously used in Microsoft products, consider the following options:

- Motivation: Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of Telugu language? Names, trademarks and product names are to be considered as proper nouns.
- Analogy: Is there an equivalent Telugu term whose article could be used?
- Frequency: Is the term used in other technical documentation? If so, what article is used most often?

The internet may be a helpful reference here.

Example: (+) 3.5 Floppy – 3.5 ఫ్లాపీ

Capitalization

Capitalization does not apply to Telugu.

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.

Compounding is one of the important grammatical features in Telugu for word formation. Most of the Telugu compounds are classified in to four major types. Among the types, commonly occur three types such as noun+noun, noun+verb and verb+noun. The usual word formation process is that nouns are freely combined with other nouns.

Noun and verb compounds are a frequent word formation strategy in English. Product user interfaces, online help, and documentation contain a number of such examples. However, not all languages use compounding to create complex word meanings. Some of the compound word formations used in Telugu language are given below:

Examples:

Noun-noun compounds

(+) వస్త్ర (cloth) + దుకాణం (Shop) = వస్త్ర దుకాణం (cloth shop)

Verb-noun compounds

(+) త్రాగు (drink) + నీరు (water) = త్రాగు నీరు (drinking water)

Compounds with Product or Component Names

Product names are usually trademarked and, therefore, must remain unchanged. Additions to a product or component name are added with a hyphen or, if that is not appropriate, you need to create a periphrastic construction.

Note: These are considered product names and are always used without a hyphen or article in any language:

- Microsoft Office System
- Microsoft Windows Server System
- Windows Mobile

English example	Telugu example
Windows password	(+) Windows పాస్వర్డ్
Microsoft Word document	(+) Microsoft Word పత్రం
Microsoft SQL Server Database	(+) Microsoft SQL Server డేటాబేస్
Microsoft BackOffice product family	(+) Microsoft BackOffice ఉత్పత్తి కుటుంబం
ActiveX Control	(+) ActiveX నియంత్రణ

Compounds with Acronyms, Abbreviations or Numerals

The compounds below contain either an abbreviation or a numeral followed by a component name. The abbreviation or numeral is marked in red in the English example. The Telugu examples below show how such constructions should be translated.

English example	Telugu example
CD-ROM drive	(+) CD-ROM డ్రైవ్
2-D gridlines	(+) 2-D గ్రిడ్లైన్లు
24 bit color value	(+) 24 బిట్ రంగు విలువ
3.5 Floppy	(+) 3.5 ఫ్లాపీ

English example	Telugu example
51/4-inch Floppy	(+) 51/4 అంగుళాల ఫ్లాపీ
35mm slides	(+) 35 మిమీ స్లయిడ్లు

Gender

Gender differences are needs to be handled as follows in Telugu language:

Instead of stressing gender differences or reinforcing stereotypical distinctions between men and women, neutral language should be used as much as possible. The neutral approach also applies to the localization of scenarios, comparisons, examples, illustrations, and metaphors.

Instead of using phrases which mention the two genders separately, general term that includes both genders such as "people", "users", or "persons" should be used.

Example:

Linguistic method	Example	Context
Use a Neutral noun	(+) డ్రైవర్, ఆఫీసర్	Concept descriptions, explanations.
Three separated genders	(+) అతను, ఆమె, అది	**Only** in exceptional cases such as License Terms, sometimes in tables (headers or column/row titles, for example).

Genitive

This section does not apply to Telugu.

Modifiers

This section does not apply to Telugu.

Nouns

General considerations

Many languages differentiate between different noun classes based on features such as shape, gender, and so on. English loan words must be integrated into the noun class system of Telugu language.

If the choice of noun class is left up to you, ensure that you provide consistent translations within the Microsoft product. Please consult with your translation team lead and team members to decide what noun class to assign.

Example:

English example	Telugu example
Delete it from server.	(+) సర్వర్ నుండి దీన్ని తొలగించండి.
Enter a password to log into the server	(+) సర్వర్‌లోనికి లాగ్ ఇన్ అయ్యేందుకు పాస్‌వర్డ్ నమోదు చేయండి
DNS cannot resolve the server IP address	(+) సర్వర్ IP చిరునామాను DNS పరిష్కరించలేదు
Verify the name of the server's certificate	(+) సర్వర్ ధ్రువపత్రం యొక్క పేరును ధృవీకరించండి

Inflection

Most of the technical words are translated into the Telugu words and loan words also function as Telugu words. Therefore there is no problem with inflection category.

Example:

Select a theme.

(+) ఒక థీమ్‌ని ఎంచుకోండి.

(+) థీమ్‌ని ఎంచుకోండి.

Plural Formation

For most of the Telugu words, a word is converted into its plural for by adding "లు" (lu) at the end of the word, like "S" in English. Last part of the word will be changed in same places in plural form.

Example:

English example	Telugu example
Clients	(+) క్లయింట్‌లు
Websites	(+) వెబ్‌సైట్‌లు
Downloads	(+) డౌన్‌లోడ్‌లు
Proxys	(+) ప్రాక్సీలు
Administrators	(+) నిర్వాహకులు

Prepositions

Pay attention to the correct use of the preposition in translations. Influenced by the English language, many translators omit them or change the word order.

Prepositional phrases in English need to be translated according to their context; Anglicism should be avoided. The table below contains frequently used verbs and the prepositions that follow them. Please use this table as a reference. Here how to use prepositional phrase to postpositional phrase:

US Expression	Telugu Expression	Comment
Migrate from	(+) నుండి వలస	
import to	(+) కు దిగుమతి	
upgrade to	(+) కు ఉన్నతీకరణ	
in the toolbar	(+) టూల్‌బార్‌లో	
on the desktop	(+) డెస్క్‌టాప్‌పై	

Pronouns

Pronouns are needs to only be transliterated unless there is a direct equivalent word available in Telugu.

Example:

(+) Tea – తేనీరు

Punctuation

Telugu language is following the general punctuation characters and rules which are applicable to English language.

Comma

Comma (,) is used as a separator when several names or items are written consecutively and also short pauses.

Example: (+) ఈ పరీక్షలో ఉత్తీర్ణులైనది కుసుమ, కృష్ణ, మోహిత, శివ, గాయత్రి మాత్రమే.

Colon

Colon (":") informs that what follows proves, clarifies, explains, or simply enumerates elements of what is referred. Do not use colons to inappropriate places.

Example of correct usage - (+) కాంగ్రెస్‌లో పీఆర్పీ విలీనం కాబోతోంది: చిరంజీవి

Dashes and Hyphens

Three different dash characters are used in English, but Telugu language only uses hyphen in all the places:

Hyphen

The hyphen is used to divide words between syllables, to link parts of a compound word, and to connect the parts of an inverted or imperative verb form. In Telugu language, sometimes we need to use, hyphen to connect a foreign or English borrowed word with Telugu words.

Example:

(+) 1. మొత్తం పేజీలు, 1-10 వరకు

En Dash

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

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. Telugu language usually does not use en dash. If source contains, then the same needs to be followed.

Example: (+) 10–5 p.m.

Em Dash

The em dash should only be used to emphasize an isolated element or introduce an element that is not essential to the meaning conveyed by the sentence. This is used in writing and printing to indicate a break in thought or sentence structure, to introduce a phrase added. Telugu language usually does not use em dash. If source contains, then the same needs to be followed.

Example: (+) నాకు సహాయం చేసిన స్నేహితుడివి—ఒకే స్నేహితుడివి—నువ్వు

At that age I once stabbed my best friend, Fred, with a pair of pinking shears in the base of the neck, enraged because he had been given the comprehensive sixty-four-crayon Crayola box—including the gold and silver crayons—and would not let me look closely at the box to see how Crayola had stabilized the built-in crayon sharpener under the tiers of crayons.

Ellipses (Suspension Points)

Omission from a sentence of words needed to complete the construction or meaning. The triple-dot punctuation mark is also called a *suspension point, points* of *ellipses.*

Example: (+) 1, 2, 3…

Period

A punctuation mark (.) indicating a full stop, placed at the end of declarative sentences and other statements thought to be complete, and after many abbreviations.

Usage of period in Telugu language, is same as English.

Example: (+) ఈ ప్రమాదం నుండి తప్పించుకోగలగడం నీ అదృష్టం.

Quotation Marks

In US source strings, you may find software references surrounded by English quotation marks, Telugu
"" used to denote either speech or a quotation.

Example: (+) నేడు "ఉగాది పండుగ"

Parentheses

In English, there is no space between the parentheses and the text inside them. Telugu language also uses the
parentheses in the same way.

Example: (+) (గమనిక: విజయదశమి సందర్భంగా రేపు శెలవు ప్రకటించడమైనది.)

Singular & Plural

Singular and Plural forms are followed as per the source. Telugu language usually adds a suffix at the end of
words to make a singular word into plural. Sometimes the spelling of the word also changes to make a word into
plural.

Singular – Plural

(+) జంతువు – జంతువులు

(+) వస్తువు - వస్తువులు

Split Infinitive

This section does not apply to Telugu.

Subjunctive

This section does not apply to Telugu.

Symbols & Non-Breaking Spaces

Symbol usage should match with the English Source terms, sometimes, English may contain Special characters
that are used to denote special combinations in English, and they should be replaced or matched correctly in the
localized versions.

Example: You can also create your own views to customize the way you look at your e-mail.

(+) మీరు మీ ఇ-మెయిల్‌ను చూసే పద్ధతిని అనుకూలీకరించేందుకు మీరు మీ స్వంత వీక్షణలను కూడా సృష్టించవచ్చు.

The non-breaking space is also known as a hard space or fixed space. In HTML non-breaking space is created by
replacing the space with " ".

Syntax

Syntax and register differ between Telugu and English in the following ways:

1. English: Subject Verb Object => I speak Telugu
   Telugu: Subject Object Verb => I Telugu speak (నేను తెలుగు మాట్లాడుతాను)

2. English: Subject Verb Preposition Object => I go to the school
   Telugu: Subject Object Postposition Verb => I school to go (నేను పాఠశాలకు వెళ్తాను)

Verbs

Sometimes an English verb can be used as loan word in the target language. Such loan words usually follow the syntactic and morphological rules of the target language. Be consistent in how you translate verbs in error messages. If it is grammatical to omit the predicate "be" in your language, you can omit it in error messages, but you should be consistent in your usage across all error messages. Be concise without changing the meaning of the source string.

Continuous operations are usually expressed in English with a gerund, which should be translated into Telugu in a present continues tense.

English example	Telugu example	Explanation
The document is too large. Document too large.	(+) పత్రం చాలా పెద్దదిగా ఉంది.	Be consistent in your usage of the verb
Access was denied. Access denied.	(+) ప్రాప్తి తిరస్కరించబడింది.	In all the sentences, use verbs and the same tense as in the source string.
The file '%s' is an unknown graphics format.	(+) '%s' ఫైల్ ఒక అజ్ఞాత గ్రాఫిక్స్ ఆకృతిని కలిగి ఉంది.	Rephrase "is" with "have" if necessary to produce an appropriate translation and use "an" (ఒక) if necessary.
The application may attempt to convert the graphic.	(+) అనువర్తనం గ్రాఫిక్స్‌ని మార్చడానికి ప్రయత్నిస్తుంది.	may + Verb can be rephrased as Verb + possibly

Word Order

Except in poetry, the subject precedes the object, and the verb must conclude the sentence. In a standard sentence, therefore, the order is usually Subject Object Verb (SOV) though Object Subject Verb is also not uncommon.

Word order in Telugu is flexible. Not all Telugu sentences have subjects, verbs, and objects. It is possible to construct grammatically valid and meaningful sentences which lack one or more of the three. Telugu does not have an equivalent for the word *is* and the word is included in the translations only to convey the meaning.

Example: (+) అతను ఉత్తరం వ్రాసాడు – SOV

Style and Tone Considerations

This section focuses on higher-level considerations for audience, style, tone, and voice.

Audience

You should always recognize your audience's sensitivity to male and female stereotypes. Instead of stressing gender differences or reinforcing stereotypical distinctions between men and women, use language that is as neutral as possible. The neutral approach also applies to the localization of scenarios, comparisons, examples, illustrations, and metaphors.

Create a balance when assigning roles and functions to men and women (active vs. passive roles, leading vs. secondary roles, technical vs. non-technical professions, and so on). Scenarios, pictures, metaphors, and comparisons should be based on areas and attributes common to both genders.

Instead of using phrases which mention the two genders separately, use a general term that includes both genders such as "people," "users," or "persons."

Avoid writing sentences that refer to a single person whose gender is unknown. You can often avoid this situation by rewriting the sentence to make the subject plural. In cases where a reference to a single person is impossible to avoid, do not use "he or she," "him or her," or "his or hers." The language in Microsoft products should sound natural, as if part of a spoken conversation. Also, generally avoid the use of slashes to combine both genders (although sometimes exceptions are made - see table below).

Use the following strategies to avoid the use of overtly gender-based expressions:

Linguistic method	Example	Context
Use a Neutral noun	(+) డ్రైవర్, ఆఫీసర్	Concept descriptions, explanations
Three separated genders	(+) అతను, ఆమె, అది	**Only** in exceptional cases such as License Terms, sometimes in tables (headers or column/row titles, for example)

Style

There should be used a simple writing style, which is easy to understand by general user of products as well as a product specific user. Localizer should be used that words which is used in general for some products or hardware equipment so that general users understand it easily. Telugu Grammar is concerned, it is a highly inflected language with three genders- the masculine, feminine and the neutral, there are two numbers-singular and plural. Telugu is inflecting for gender, number and tense, among other things.

(+) Source: DVD, Server, Internet

(+) Translation: డి.వి.డి, సర్వర్, అంతర్జాలం

Tone

The tone of the Telugu translation should mimic the tone of the source product, but should also be respectful. Any word forms that are specific to a particular dialect should be avoided.

Tone is formal in Telugu.

Active voice should be use everywhere.

Example:

English	Translation
You are now connected to the Internet.	(+) మీరు అంతర్జాలంకు ఇప్పుడే అనుసంధానించబడ్డారు.

Voice

As passive structures are rarely used in common situations it is better to use active voice unless the context requires passive voice. Translation of "You" or any possessive adjective is not required until it is contextually important.

Example:

English	Translation
You are now connected to the Internet.	(+) ఇప్పుడు మీరు ఇంటర్నెట్‌కు కనెక్ట్ అయ్యారు.

Localization Guidelines

This section contains guidelines for localization into Telugu.

General Considerations

Localization is more than the process of simply translating a product for a specific international market. Localization includes the adaptation of the product to the language, standards, and cultural norms of a particular country or region, as well as the accommodation of the requirements and expectations of a specific target group. Language, gestures, images, symbols, values, and norms can vary significantly from one country or region to the next.

Abbreviations

The abbreviations are formed by taking 1st letter of the word followed by a full stop. They are also formed by taking the 1st letter or 1st syllable of the word.

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:

Use the common abbreviations listed in this section, but avoid extensive use of abbreviations. If you have any doubt, spell out the word rather than using an abbreviation.

List of common abbreviations:

Expression	Acceptable Abbreviation
ఐక్య రాజ్య సమితి	(+) ఐ.రా.స
తెలంగాణ రాష్ట్ర సమితి	(+) తె.రా.స
తెలుగు దేశం పార్టీ	(+) తె.దే.పా
భారతీయ జనతా పార్టీ	(+) భా.జ.పా
బ్యాచులర్ ఆఫ్ ఆర్ట్స్	(+) బి.ఎ

Don't abbreviate such words as "and", "or", "something", "someone" or any other word that users might not recognize.

Accessibility

Microsoft provides people with disabilities (single-handed or with hearing or motion disabilities) with more accessible products and services. These may not be available in Telugu. Please check with your Microsoft contact and remove these references from Telugu text if necessary.

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), OLE (Object Linking and Embedding), or RAM (Random Access Memory).

Localized Acronyms

Example:

ఐరాస	= (+)	ఐక్యరాజ్య సమితి
తెరాస	= (+)	తెలంగాణా రాష్ట్ర సమితి
భాజపా	= (+)	భారతీయ జనతా పార్టీ
శ్రీశ్రీ	= (+)	శ్రీరంగం శ్రీనివాసరావు
చేరా	= (+)	చేకూరి రామారావు
భకృ	= (+)	భద్రిరాజు కృష్ణమూర్తి
టూరా	= (+)	టూదరాజు రాధాకృష్ణ
చానో	= (+)	చాగంటి సోమయాజులు
సినారె	= (+)	సింగిరెడ్డి నారాయణ రెడ్డి
కసాగు	= (+)	కనిష్ట సామాన్య గుణిజం
గసాభా	= (+)	గరిష్ట సామాన్య భాజకం
మభా	= (+)	మహాభారతం
హెమా	= (+)	హెడ్ మాస్టర్
హెమి	= (+)	హెడ్ మిస్ట్రెస్
విరసం	= (+)	విప్లవ రచయితల సంఘం
అరసం	= (+)	అభ్యుదయ రచయితల సంఘం

Unlocalized Acronyms

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

Example:

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

మ్యాక్రో అమర్పుల డెవలపర్

☐ VBA ప్రణాళిక అంశం నమూనాకు ప్రాప్తిని విశ్వసించండి

ANSI (American National Standards Institute)
ISO (International Standards Organization)
ISDN
DOS
DSL
CD
DVD

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™). Before translating any application, product, or feature name, please verify that it is in fact translatable and not protected in any way.

For Telugu, we usually do not translate any product and feature names until and otherwise the particular product or feature is localized with their names. This should be followed for application names too.

Note: Mistakes with product names and trade marking are considered accuracy errors.

Frequent Errors

Product names should not be localized.

Example: The Microsoft Feedback Tool is unable to send feedback.

(+) Translation: Microsoft ఫీడ్‌బ్యాక్ ఉపకరణం ఫీడ్‌బ్యాక్‌ను పంపలేకపోతోంది.

Glossaries

You can find the translations of terms and UI elements of Microsoft products at Microsoft Language Portal (http://www.microsoft.com/Language/en-US/Default.aspx).

Fictitious Information

Fictitious content is legally sensitive material and as such cannot be handled as a pure terminology or localization issue. Below is some basic information and contact points when dealing with fictitious content:

Vendors and Localizers are not allowed to create their own fictitious names. You must either use the source names or use the list of legally approved names.

Please contact your product team representative for further information on how to deal with fictitious companies, names, addresses, email addresses, phone numbers, etc. in your product. For technical products, you may also check with the product team representative whether localized fictitious content is required or not (e.g. Visual Studio).

Recurring Patterns

This section does not apply to Telugu.

Standardized Translations

There are a number of standardized translations mentioned in all sections of this Style Guide. In order to find them more easily, the most relevant topics and sections are compiled here for your reference as listed below:

Symbols & Non-Breaking Spaces

Unlocalized Items

Trademarked names and the name Microsoft Corporation shouldn't be localized. A list of Microsoft trademarks is available for your reference at the following location: http://www.microsoft.com/trademarks/t-mark/names.htm.

Words	Comments
.Net logo	
Access	database software
Active Accessibility	programming interfaces tools
Active Desktop	interface item
Active Directory	directory service
ActiveMovie	application programming interface
ActiveStore	retail technology architecture
ActiveSync	Technology
ActiveX	technologies, platform, controls, scripting, server framework
Advisor FYI	personalized financial guidance

Words	Comments
Aero	desktop experience
Age of Empires	video game
Age of Mythology	video game
Amalga	software for healthcare
Ask for Genuine Microsoft Software	computer software
Authenticode	Technology
AutoRoute	road atlas
AutoRoute Express	road atlas
AutoRoute Plus	professional road atlas
Azurik	video game
Bankshot Billiards	video game
BattleTech	game universe
BitLocker	drive encryption
Bizspark	Technology
BizTalk	Server
Blinx	video game
Blood Wake	video game
Blue Dragon	video game
Bookdings	Font
Brute Force	video game
BugLight	IT pro technology
Calibri	Font
Cambria	Font
Candara	Font
Carbonated Games	video games
Cariadings	Font
ClearType	display technology
Consolas	Font
Constantia	font
Convection	font
Convergence	Conference
Corbel	Font
Cortana	action figure
Crackdown	video game
Crimson Skies	video game

Words	Comments
DataTips	pop-up information
DaunPenh	Font
Dexterity	Software
Digital Anvil	video games
Direct3D	application programming interface
DirectAnimation	application programming interface
DirectBand	wireless technology
DirectDraw	application programming interface
DirectInput	application programming interface
DirectMusic	application programming interface
DirectPlay	application programming interface
DirectShow	application programming interface
DirectSound	application programming interface
DirectX	application programming interface
DreamSpark	Technology
DreamScene	visualization technology
Drivatar	AI technology
Encarta	multimedia encyclopedia/online encyclopedia
Encarta logo (graphic only)	
Ensemble Studios	Games
Entourage	e-mail and personal information manager
ESP	visual simulation platform
Excel	spreadsheet software
Exhibition	demo disc
Expression	design software
Expression Blend	design software
FASA Studio	video games
Finty Flush	video game
FlexGo	prepaid and subscription technology
Fluent	user interface
Forefront	client security
Forza Motorsport	video game

Words	Comments
Fox head logo	
Freelancer	video game
Fringer	video game
FRx	Software
Fuzion Frenzy	video game
GameSpring	subscription service
Game with Fame	Event
Genuine Advantage Logo	
Georgia	Font
Gisha	Font
Great Plains	Software
Groove	Software
Habu	gaming mouse
Halo	video game
Halo logo	
Halo Wars	video game
Halo 2 logo	
HDCD	audio enhancement technology
HDCD logo	
HealthVault	healthcare website technology
HealthVault logo	
Hexic	video game
High Road to Revenge	video game
Hotmail	web-based e-mail service
HotStart	Technology
Hyper-V	Technology
Imagine Cup logo	
Infinite Undiscovery	video game
InfoPath	information-gathering program
Inkseine	computer search engine software
IntelliMirror	management technologies
IntelliMorph	Software
IntelliMouse	pointing device
IntelliSense	Technology

Words	Comments
IntelliShrink	text compression system
Internet Explorer	internet browser
Iskoola Pota	Font
It's Mr. Pants	video game
Jawbreaker	video game
JScript	development software
Kung Fu Chaos	video game
Laser Technology logo	
LifeChat	Headset
LineDrive	mapping feature
Lionhead	video game
Lionhead logo	
Lips	video game
Live Mesh logo	
Lost Odyssey	video game
MapPoint	business mapping software
Marine Mania	video game
Master Chief	action figure
Maximum Chase	video game
MechAssault	video game
MechCommander	video game
MechWarrior	video game
Mediaroom	multimedia software platform
Mediaroom logo	
MedVault	computer software for medical database/storage
Microsoft	Software
Microsoft Auto logo	
Microsoft Digital by Choice logo	
Microsoft Dynamics	business software
Microsoft Dynamics logo	
Microsoft eMbedded Visual Tools logo	
Microsoft Game Studios logo	

Words	Comments
Microsoft Internet Explorer logo (graphic only)	
Microsoft .NET Connected logo	
Microsoft Points logo	
Microsoft Press	Books
Microsoft Surface	software and touch computing platform
Microsoft Surface logo	
Midtown Madness	video game
Monster Truck Madness	video game
MorphX	Software
Motocross Madness	video game
Mozaki	video game
MS	computer software
MS-DOS	operating system
MSDN	developer program
MSN	network of Internet services
MSN logo (butterfly)	
MultiPoint	Technology
Natural	keyboard mouse
Navision	Software
NavReady	Software
Nina	Font
Ninety-Nine Nights	video game
Office logo (puzzle design)	
Office logo	
OneCare	computer protection and maintenance software and services
OneCare logo	
OneNote	note-taking program
OpenType	font technology
Optical Technology logo	
OptiMatch	game matchmaking system

Words	Comments
Outlook	messaging and collaboration client
Outlook Launch Icon (2007)	
OutSmart	online game
Passport logo	
People Ready	business software
Perfect Dark Zero	video game
PerformancePoint	business intelligence software
PGR	video game
Phantom Dust	video game
Photosynth	Technology
Photosynth logo	
PinPoint	online business marketplace
PivotChart	dynamic views
PivotTable	dynamic views
PlayFX	suite of audio enhancement technologies
PlayReady	content access technology
PlaysForSure logo	interoperability and compatibility logo
Popfly	Technology
PowerPoint	presentation graphics program
PowerPointLaunch Icon (2007)	
ProClarity	business analysis software
Project Gotham Racing	video game
Quantum Redshift	video game
Rally	device connectivity service
Rare	video game
Rare logo	
Reader logo	
ReadyBoost	Technology
ReadyDrive	Technology
Reclusa	gaming keyboard
Response Point	phone system software
Response Point logo	

Words	Comments
Rise of Legends	video game
Rise of Nations	video game
Rise of Perathia	video game
RoundTable	communications and archival system
RP Stylized	computer hardware/software for voice over IP services
Sabre Wulf	video game
SeaDragon	Technology
Security Shield logo	
Segoe	Font
Shadowrun	video game
SharePoint	team services portal server services
ShapeSheet	shape extensibility
SideGuide	wi-fi access service
SideShow	Technology
SideShow logo	
SideWinder	joystick game pad computer mice keyboard
SideWinder logo	
Silverlight	browser plug-in browser plug-in development tool
Silverlight logo	
SkyDrive	storage technology
SmartArt	Graphics
Smarter Hospitality	technology architecture
Smarter Retailing	retail technology architecture
SmartShapes	Symbols
Sneakers	video game
SoftGrid	Technology
Softricity	Technology

Words	Comments
Software Jukebox logo	
Songsmith	Software
Spaces logo	
Spaces for our World	social causes program
SportsLounge	streaming technology
Starlancer	video game
Starts Here	multimedia training series
SteadyState	technology for multiple computers
Sudeki	video game
SuperFetch	memory management technology
SQL Server	database software
Tahoma	Font
Tao Feng	video game
Terminal Services RemoteApp	network software
The Age of Kings	video game
The Code Room	entertainment services
The Hive and Design	
The Time Sweeper	video game
TrueSkill	matchmaking ranking
Turn 10	video games
Ultimate Play the Game logo	
Verdana	Font
Virtual Earth	mapping software
Visio	drawing and diagramming software
Visual Basic	development system
Visual C++	development system
Visual C#	development tool
Visual FoxPro	database development system
Visual InterDev	web development system
Visual J++	development system, development system for the Java language
Visual J#	development tool
Visual SourceSafe	version control system, version control software

Words	Comments
Visual Studio	development system
Visual Studio logo (graphic only)	
Viva Piñata	video game
Voodoo Vince	video game
Webdings	Font
Whacked!	video game
Win32	application programming interface
Windows	operating system
Windows Calendar icon	
Windows Cardspace	identity selector
Windows Contacts icon	
Windows DVD Maker icon	
Windows Flare logo	
Windows Game icon	
Windows Live	network of internet services
Windows Live Call Button logo	
Windows Live Messenger icon (single)	
Windows Live Messenger icon (double)	
Windows Live OneCare logo	
Windows logo (aka the flag logo, graphic only)	
Windows logo (the 2002 edition)	
Windows Mail icon	
Windows Marketplace icon	
Windows Media	technologies, player
Windows Media Player Icon	
Windows Meeting Space Icon	
Windows Mobile	Software
Windows Movie Maker Icon	
Windows NT	operating system
Windows Photo Gallery Icon	
Windows PowerShell	command line interface
Windows Server	operating system

Words	Comments
Windows Server System	integrated server software
Windows Sidebar Icon	
Windows start button	
Windows Start logo (design)	
Windows Update Icon	
Windows Vista	operating system
WinFX	application programming interface
Wingdings	Font
Word Launch Icon (2007)	
WMV/HD logo	
Xbox	video game system
Xbox 360	video game and entertainment system
Xbox Authentic Product logo	
Xbox LIVE	online game service
Xbox LIVE logo	
Xbox "Ring of Light" logo	
Xbox "Sphere" logo	
Xbox "X" logo	
XL design (aka the "Microsoft Excel logo")	
XNA	development platform
XNA logo	
xRank	search feature
Your Potential. Our Passion.	
Zoo Tycoon	video game
Zune	digital media player
Zune logo	

Using the Word Microsoft

In English, it is prohibited to use MS as an abbreviation for Microsoft.

In Telugu, 'Microsoft' written as "Microsoft", we do not localize transliteration form of this.

Example: The Microsoft Feedback Tool is unable to send feedback.

(+) Translation: Microsoft ఫీడ్‌బ్యాక్ ఉపకరణం ఫీడ్‌బ్యాక్‌ను పంపలేకపోతోంది.

Software Considerations

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

Refer to http://msdn.microsoft.com/library/aa511258.aspx for a detailed explanation of the Windows user interface guidelines (English).

User Interface

Translating UI items can be challenging at times. One of the main difficulties in many cases is the lack of context and information on the exact function of a particular UI item. This topic is intended to give some general guidelines. Always use all available resources to establish the context for UI items.

Example:

Source	Translation
New	(+) కొత్త
Open	(+) తెరువు
Save	(+) భద్రపరచు
Save as	(+) ఇలా భద్రపరచు
Print	(+) ముద్రించు
Prepare	(+) సిద్ధం చెయ్యి
Send	(+) పంపించు
Publish	(+) ప్రచురించు
Close	(+) మూసివేయి
Copy	(+) నకలు
Paste	(+) అతికించు
Insert	(+) చొప్పించు
Table	(+) పట్టిక
View	(+) వీక్షణ
Reference	(+) ప్రస్తావన

Source	Translation
find	(+) కనుగొను
full screen	(+) పూర్తి తెర

క్రొత్త

తెరువు

భద్రపర్చుము

భద్రపరుచు రీతి ▸

ముద్రణ ▸

సిద్ధం ▸

పంపుట ▸

ప్రచురించు ▸

ముయ్యి
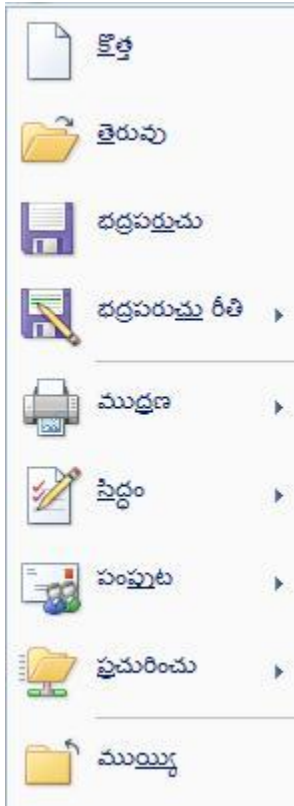
Messages

While localizing the messages the tone should be formal and easy to understand.

Example:-

If you click download, you will be redirected to another page.

(+) మీరు డౌన్‌లోడ్ క్లిక్ చేస్తే, మీరు మరొక పుటకు దారి మళ్లించబడతారు.

Status Messages

What is a Status Bar Message?

A status bar message is an informational message about the active document or a selected command as well as about any active or selected interface item. Messages are shown in 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 (for example in Outlook below).
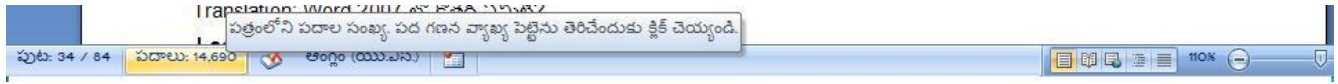
Telugu Style in Status bar Messages

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

Name	Telugu Name	Category	English Status Bar message	Telugu Status Bar message
Edit	(+) సవరణ	menu	Contains editing commands	(+) సవరించు ఆదేశాలను కలిగి ఉంటుంది
Copy to Folder...	(+) సంచికకు నకలు చేయి	menu	Copies the selected items to a new location	(+) ఎంచుకున్న అంశాలను కొత్త స్థానానికి నకలు చేస్తుంది
New	(+) కొత్త	command	Creates a new document	(+) ఒక కొత్త పత్రాన్ని రూపొందిస్తుంది
Action	(+) చర్య	question	Make object visible?	(+) ఆబ్జెక్ట్ కనిపించేలా చేయాలా?
process	(+) ప్రక్రియ	status	Word is converting the document. Press Esc to stop.	(+) పత్రాన్ని Word మార్పిడి చేస్తోంది. ఆపివేసేందుకు Esc నొక్కండి.
View	(+) వీక్షణ	menu	Datasheet View	(+) డేటాషీట్ వీక్షణ
active	(+) సక్రియం	command	Done	(+) పూర్తి

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 Telugu version. Use one standard translation as in the examples below:

| English term	Correct Telugu translation
Press F1 to get Help	(+) సహాయం పొందేందుకు F1 నొక్కండి
If you want Help press F1	
To get Help press F1	
Not enough memory	(+) తగినంత మెమరీ లేదు
Insufficient memory	

English term	Correct Telugu translation
There is not enough memory	
Save changes to %1?	(+) %1 కు మార్పులను భద్రపరచాలనుకుంటున్నారా?
Do you want to save changes to %1?	

Error Messages

What Is An Error Message?

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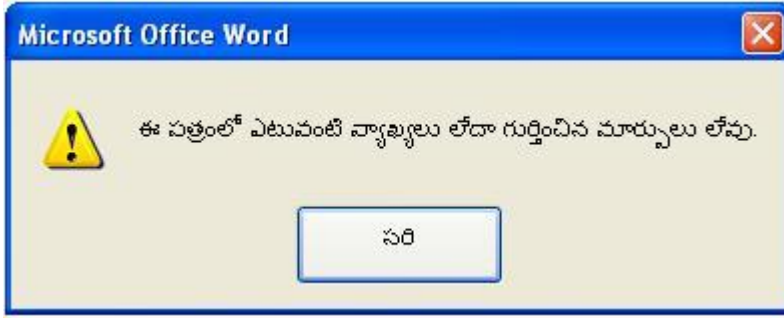
Error messages are messages sent by the system or a program, informing the user that there is an error that must be corrected in order for the program to keep running. For example, the messages can prompt the user to take an action or inform the user of an error that requires rebooting the computer.

Telugu Style in Error Messages

It is important to use consistent terminology and language style in the localized error messages, and not just translate as they appear in the US product. Therefore, please apply the following guidelines when localizing error messages.

Error messages written in US-English are occasionally inconsistent. As you localize the software into Telugu, you should ensure that you use a standard phrase for error messages that have the same meaning and purpose in the US-English version.

Standard Phrases in Error Messages

When translating standard phrases, standardize. Note that sometimes the US uses different forms to express the same thing.

The following table provides US-English examples of inconsistent error messages and their corresponding, standardized Telugu:

Examples:

English	Translation	Example	Comment
Cannot … Could not …	(+) … సాధ్యం కాదు	File cannot be found File could not be found	Those construction usually being used for "unable to affect an outcome".
Failed to … Failure of …	(+) … విఫలమైంది	Failed to connect Failure of connect	
Cannot find … Could not find … Unable to find … Unable to locate …	(+) … కనుగొనడం సాధ్యం కాదు	Cannot find driver software Could not find driver software Unable to find driver software Unable to locate driver software	
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	(+) తగినంత మెమరీ లేదు	No sufficient memory on disk Not enough memory on disk No enough memory is available on disk	
... is not available	(+) … అందుబాటులో లేదు	... enough space is not	Meaning is same.

| ... is unavailable | | available | |
| | | ... enough space is unavailable | |

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".

Error messages contain placeholder text that will be filled in by the operating system when the message is shown to users. The following table provides examples of error messages with placeholder text, and the final error messages that users will see:

Placeholders in English error messages	Final error message text that users will see
%d minute(s) remaining	(+) 3 నిమిషం(లు) మిగిలి ఉన్నాయి
Dialing %s...	(+) వ్యాపార ఫోన్‌ను డయల్ చేస్తోంది...
The disk in drive %c: cannot be formatted.	(+) డ్రైవ్ C: లోని డిస్క్ ఫార్మాట్ చేయబడదు.

When localizing error messages containing placeholders, find out what text will replace the placeholder when the user sees the error message. This process is necessary because you must ensure the resulting sentence will be grammatically correct when the placeholder is replaced with a word or phrase. Most source strings have instructions that detail what text will replace the placeholder.

In the English source string, placeholders are found in the position where they would naturally occur in that language. Since in English numerals typically precede the noun, the numeral placeholders typically precede the noun in the source strings. If the numeral follows the noun it modifies in Telugu, you have to move the placeholder after the noun.

The letters and symbols used in placeholder text convey a specific meaning. Please refer to the following table for examples of placeholder text and corresponding error message text that users will see.

Placeholder text	Error message text that users will see
%d, %ld, %u, and %lu	Number (such as 3 or 512)
%c	Letter (such as "f" or "s")
%s	String (such as "Click here to continue.")
"Checking Web %1!d! of %2!d!"	"Checking Web <number> of <number>"
"INI file "%1!-.200s!" section"	"INI file "<string>" section"

It is important to know what exact string will be in the placeholder, so that a preceding adjective can be inflected accordingly. The wording of most source strings has already been adjusted to avoid such localization issues and a syntactic construction has been chosen in which a placeholder is not modified by an adjective. However, be mindful of such issues when localizing software. In some languages there is also agreement between a noun subject and the verb. If your language has syntactic agreement, try to reword the translation to avoid a potentially ungrammatical sentence.

English example	Message User will see	Telugu example
Replace invalid %s?	Replace invalid data? Replace invalid file?	(+) చెల్లని %s ను భర్తీ చేయాలా?
%s already exists	File already exists Name already exists	(+) %s ఇప్పటికే ఉనికిలో ఉంది
%s is now set as your personal contact.	Regina is now set as your personal contact Mr. Kim is now set as your personal contact	(+) %s ఇప్పుడు మీ వ్యక్తిగత పరిచయంగా అమర్చబడింది
%s stopped working and was closed	The application stopped working and was closed The program stopped working and was closed	(+) %s పని చేయడం ఆగిపోయింది మరియు మూసివేయబడింది

Keys

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

In English, References to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps). Names of keys appearing on keyboard should not be translated.

Example:

ALT

CTRL

END

ENTER

ESC
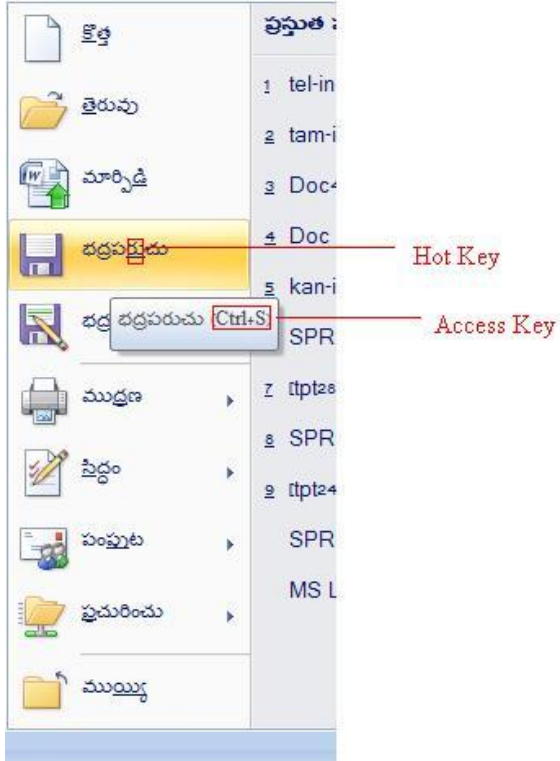
HOME

INS

NUMPAD ENTER

NUM LOCK

BACKSPACE

BREAK

CAPS LOCK

CLEAR

Access Keys/Hot keys

Sometimes, there are underlined or highlighted letters in menu options, commands or dialog boxes. These letters refer to access keys (also known as hot keys) that allow you to run commands, perform tasks, etc. more quickly.

The following table lists special options for hot keys in US-English interfaces and describes whether each option is allowed in Telugu:

Hot Key Special Options	Usage: Is It Allowed?	Notes
"Slim characters", such as I, l, t, r, f can be used as hot key	Yes	Telugu characters cannot be termed as 'slim' compared to the Roman ones
Characters with downstrokes, such as g, j, y, p and q can be used as hotkeys	No	
Extended characters can be used as hotkeys	No	
An additional letter, appearing between brackets after item name, can be used as hotkeys	No	
A number, appearing between brackets after item name, can be used as hotkey	Yes	Yes, it can be allowed.
A punctuation sign, appearing between brackets after item name, can be used as hotkey	No	
Duplicate hotkeys are allowed when no other character is available	No	
No hotkey is assigned when no more characters are available (minor options only)	Yes	

Hotkey Localization for Telugu

The standard keyboard Layout used is the InScript Form. Bhava is the local version of Telugu Keyboard which is only little similar to InScript layout.

INSCRIPT Telugu Keyboard:

Suggestion: TO NOT LOCALIZE

• Because of transliteration incompatibilities, lots of people use Telugu/Kannada keyboards in Karnataka. But with soft versions and phonetic keyboards, people don't prefer Kannada/Telugu keyboards.

• When translated Telugu and Kannada are different though they have the same script and use the same keyboard.

• Majorly, only one standard keyboard layout is used. But same hotkeys cannot be localized for both languages. See table.

• Both soft and physical versions are available. With government's several initiatives, free Kannada/Telugu script editors and soft version keyboards (standard/phonetic) are available.

• According to the people we contacted, many people can recognize English characters.

Additional notes: n/a

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.

Numeric Keypad

It is recommended that you avoid distinguishing numeric keypad keys from the other keys, unless it is required by a given application.

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 they are sometimes given next to the command they

represent. In opposition to the access keys, which 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	Telugu Command	Telugu Shortcut key
General Windows Shortcut keys			
Help window	F1	(+) సహాయ గవాక్షం	F1
Context-sensitive Help	Shift+F1	(+) సందర్భోచిత సహాయం	Shift+F1
Display pop-up menu	Shift+F10	(+) ఉద్వాహ మెనుని ప్రదర్శించు	Shift+F10
Cancel	Esc	(+) రద్దు	Esc
Activate\Deactivate menu bar mode	F10	(+) మెను పట్టీ రీతిని సక్రియం/నిష్క్రియం చెయ్యి	F10
Switch to the next primary application	Alt+Tab	(+) తదుపరి ప్రాథమిక అనువర్తనానికి మారు	Alt+Tab
Display next window	Alt+Esc	(+) తదుపరి గవాక్షాన్ని ప్రదర్శించు	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	(+) గవాక్షానికి ఉద్వాహ మెనుని ప్రదర్శించు	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	(+) సక్రియ ఉప గవాక్షానికి ఉద్వాహ మెనుని ప్రదర్శించు	Alt+-
Display property sheet for current selection	Alt+Enter	(+) ప్రస్తుత ఎంపిక కోసం గుణ షీట్ని (+)ప్రదర్శించు	Alt+Enter
Close active application window	Alt+F4	(+) సక్రియ అనువర్తన గవాక్షాన్ని మూసివేయి	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	(+) అనువర్తనం (మోడ్లెస్-అనుకూలిత) లోపల తదుపరి గవాక్షానికి మారు	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	(+) క్లిప్బోర్డ్కు సక్రియ గవాక్షం చిత్రాన్ని సంగ్రహించు	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	(+) క్లిప్బోర్డ్కు డెస్క్టాప్ చిత్రాన్ని సంగ్రహించు	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	(+) విధి పట్టీలో ప్రారంభం బటన్ను ప్రాప్తి చేయి	Ctrl+Esc

Display next child window	Ctrl+F6	(+) తదుపరి ఉప గవాక్షాన్ని ప్రదర్శించు	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	(+) తదుపరి టాబ్ చేసిన పలకాన్ని ప్రదర్శించు	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	(+) విధి సంచాలకం మరియు సిస్టమ్ ఉపక్రమించడాన్ని ప్రారంభించు	Ctrl+Shift+Esc
File Menu			
File New	Ctrl+N	(+) ఫైల్ కొత్త	Ctrl+N
File Open	Ctrl+O	(+) ఫైల్ తెరువు	Ctrl+O
File Close	Ctrl+F4	(+) ఫైల్ మూసివేయి	Ctrl+F4
File Save	Ctrl+S	(+) ఫైల్ భద్రపరచు	Ctrl+S
File Save as	F12	(+) ఫైల్ ఇలా భద్రపరచు	F12
File Print Preview	Ctrl+F2	(+) ఫైల్ ముద్రణా పరిదృశ్యం	Ctrl+F2
File Print	Ctrl+P	(+) ఫైల్ ముద్రణ	Ctrl+P
File Exit	Alt+F4	(+) ఫైల్ నిష్క్రమణ	Alt+F4
Edit Menu			
Edit Undo	Ctrl+Z	(+) సంకలనం చర్యరద్దు	Ctrl+Z
Edit Repeat	Ctrl+Y	(+) సంకలనం పునరావృతం	Ctrl+Y
Edit Cut	Ctrl+X	(+) సంకలనం కత్తిరించు	Ctrl+X
Edit Copy	Ctrl+C	(+) సంకలనం నకలు	Ctrl+C
Edit Paste	Ctrl+V	(+) సంకలనం అతికించు	Ctrl+V
Edit Delete	Ctrl+Backspace	(+) సంకలనం తొలగించు	Ctrl+Backspace
Edit Select All	Ctrl+A	(+) సంకలనం అన్ని ఎంచు	Ctrl+A
Edit Find	Ctrl+F	(+) సంకలనం కనుగొను	Ctrl+F
Edit Replace	Ctrl+H	(+) సంకలనం భర్తీ చేయి	Ctrl+H
Edit Go To	Ctrl+B	(+) సంకలనం దీనికి పెళ్లు	Ctrl+B
Help Menu			
Help	F1	(+) సహాయం	F1
Font Format			

Italic	Ctrl+I	(+) వాలు	Ctrl+I
Bold	Ctrl+G	(+) లావు	Ctrl+G
Underlined\Word underline	Ctrl+U	(+) క్రిందిగీత\పదం క్రిందిగీత	Ctrl+U
Large caps	Ctrl+Shift+A	(+) పెద్ద పెద్దటడి అక్షరాలు	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	(+) చిన్న పెద్దటడి అక్షరాలు	Ctrl+Shift+K
Paragraph Format			
Centered	Ctrl+E	(+) మధ్య	Ctrl+E
Left aligned	Ctrl+L	(+) ఎడమకు సమలేఖించిన	Ctrl+L
Right aligned	Ctrl+R	(+) కుడికి సమలేఖించిన	Ctrl+R
Justified	Ctrl+J	(+) జస్టిఫై చేసిన	Ctrl+J

Document Translation Considerations

Document localization may require some specific considerations that are different from software localization. This section covers a few of these areas.

Titles

In English the titles for chapters usually begin with "How to …" or with phrases such as "Working with …" or "Using …".

When translating titles, you are expected to use consistent terminology and language style in all the titles and ensure that your translations are consistent with translations in other localized applications. Also, applications that are not currently localized may be localized in the future, and the same translations will be used in those applications.

Titles should be consistent with the menus items or menu commands that call them. Typically, menus are verb infinitive; therefore, dialog titles should be verb infinitive. This pattern is usually observed in the source text, and the source text format is decisive here. If the source text does use a headline format ("Doing xyz"), the Telugu equivalent to this format should be used.

Example: (+) ఫైల్, ఫుట్ లేఔట్

Copyright

The general rule is that product names are not translated if they include the word Microsoft and/or are trademarked (for example, Microsoft Draw or Microsoft Graph). The Microsoft PM and/or Subsidiary should always be contacted for final approval before you translate a product or component name.

The terms "Microsoft," "Windows," and "Office" must always remain unlocalized; however, these terms may be transliterated if you receive approval for the appropriate Microsoft PM and Subsidiary. Ensure that you apply the chosen product terminology consistently throughout your translation of a set of content or an interface.

Microsoft product names are usually trademarked and remain unlocalized. Product names and non-translated feature names are considered proper nouns and are used without definite or indefinite articles in English. For instance, attaching a genitive "s" to trademarked product names is not feasible as it could be interpreted as a modification of such names. Additions to a product or component name are either added with a hyphen or a periphrastic construction needs to be used. For example, instead of expressing a possessive relationship by using the genitive marker "s" in English, a periphrastic construction should be used:

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

Product names and non-translated feature names should also be treated as proper nouns in Telugu.

English example	Telugu example
Windows Mail shares your Internet Connection settings with Internet Explorer	(+) Windows Mail మీ అంతర్జాలిక అనుసంధానం అమర్పులను Internet Explorer తో భాగస్వామ్యం చేస్తుంది
Website addresses will be sent to Microsoft	(+) వెబ్‌సైట్ చిరునామాలు Microsoft కు పంపబడతాయి

By contrast, translated feature names are used with a definite or indefinite article as they are not treated as proper names.

English example	Telugu example
Hide the Task Manager when it is minimized	(+) దీన్ని కనిష్టీకరించినప్పుడు Task Manager ను దాచిపెట్టు
Check for updates in your installed Media Player's language	(+) మీ వ్యవస్థాపిత Media Player యొక్క భాషలో నవీకరణల కోసం తనిఖీ చేయండి

Copyright protection is granted to any original work of authorship fixed in any tangible medium of expression from which it can be perceived, reproduced, or communicated.

The following translations must be used:

English text	Telugu translation
Copyright	(+) కాపీరైట్

English text	Telugu translation
All rights reserved	(+) సర్వ హక్కులూ ప్రత్యేకం
Microsoft Corporation	Microsoft Corporation