

Chinese (Simplified) Localization Style Guide

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1 Welcome



Welcome to the *Microsoft Localization Style Guide* for Chinese (Simplified). This guide will help you understand how to localize Chinese (Simplified) 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 Chinese (Simplified).

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 Simplified Chinese 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 Simplified Chinese 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 contents yourselves. It will make the contents more perfect for Simplified Chinese users. Sometimes, you may need to remove any unnecessary contents.

English example	zh-CN example	Comments
Drum roll...	请稍等...	This string appears when finishing a set-up. Fun way to keep users waiting and build anticipation. We just translate it as "please wait...". This English source phrase "Drum roll" is a little bit odd for Chinese users. 如果实在找不到合适的翻译或者在中文语境中感觉很突兀的话就不翻，切忌弄巧成拙、过犹不及。
All 3 records were created successfully	3 条记录都已创建成功。	都 implies All, so All can be omitted here. If not, 全部 3 条记录都已成功创建。Has low readability.

2.1.2 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone.

en-US source	zh-CN old word/phrase	zh-CN new word/phrase
blog	日志	博客/微博
if	倘若/假使/假若	假如/如果
if you want...	若要	要/如果要
only	仅是	只是

2.1.3 Word choice

Terminology

Use approved terminology from the [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.

For zh-CN, translators should be aware of that some terms have different translations in different products. Keep in mind that we should check all relevant metadata in TS if you see multiple targets for a same term. In technical documents or UI translation, please choose formal translation. In marketing documents, choose informal translation.

en-US source	zh-CN word	zh-CN word usage
app	应用	Use 应用 for "app." Use 应用程序 for "application."
PC	电脑	Translate "PC" as 电脑 in general context. But be sure to follow the approved targets in TS (if any) for terms containing the word "PC."
computer	计算机	Translate "computer" as 计算机 in general context. But be sure to follow the approved targets in TS (if any) for terms containing the word "computer."
pick	选取	Use 选择 for "select." Use 选取 for "pick."
USB drive	U 盘	Use U 盘 in general context and USB 驱动器 in "Windows To Go" context only.
USB flash drive	U 盘	Don't use "USB 闪存驱动器."
maximum [limits] minimum [limits]	上限 下限	Use 上限 instead of 最大/最高限制 for English source "maximum" in less formal situations. Use 下限 instead of 最小/最低限制 for English source "minimum" in less formal situations.
xxx name	xxx名	Use "xxx名" instead of "xxx名称." For example: Old usage: 列名称/用户名称/文件名称已存在。 New usage: 列名/用户名/文件名已存在。

2.1.4 Word-to-word translation

To achieve a fluent translation, word-to-word translation should be avoided. If texts 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. Thus, it is paramount to check the source text in the live pages in order to avoid translating simply a list of strings without context. The text may be split into different sentences if necessary, simplified. Sometimes you can omit descriptors to make the text snappier.

English text	Correct zh-CN translation	Incorrect zh-CN translation
Reflect your individuality	彰显你的个性	反映你的个性
Serious. Fun.	张弛有度。	严肃。有趣。
In short, your stuff and your info isn't limited to any single PC or device. Because you're bigger than any box.	总之，你的资料和信息不会受限于任何一台电脑或设备。对你而言，世界再无阻隔。	总之，你的资料和信息不会限制于任何一个电脑或设备。因为你比他们更大。
The best of work and play.	尽善尽美的工作和娱乐体验。	最棒的工作和娱乐。

2.2 Sample Microsoft voice text

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

2.2.1 Address the user to take action

US English	Simplified Chinese target	Explanation
The password isn't correct, so try again. Passwords are case-sensitive.	密码有误，请再试一次。密码需区分大小写。	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.	此产品密钥无效。请核对后再试一次。	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	一切已准备就绪	Casual and short message to inform user that setup has completed, ready to start using the system
Would you like to continue?	你是否要继续?	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 high contrast off in PC settings.	为你的电脑命名（你喜欢的任何名字都行）。若要更改背景色，则应关闭电脑设置中的高对比度。	Address the user directly using second person pronoun to take the necessary action.

2.2.2 Explanatory text and providing support

US English	Simplified Chinese target	Explanation
The updates are installed, but Windows 10 Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	已安装更新，但需要重启 Windows 10 安装程序才能使这些更新生效。在重启后，我们将从之前中断的地方开始继续安装。	The language is natural, the way people talk. In this case voice is reassuring, letting the user know that we're doing the work. Use of "we" provides a more personal feel.
If you restart now, you and any other people using this PC could lose unsaved work.	如果现在重启，你和其他正在使用这台电脑的人都可能会丢失尚未保存的工作。	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.	在你更正无效或缺失的属性之后，此文档将会自动移动到相应的库和文件夹中。	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.	发生错误！找不到下载的 文件，无法创建可启动的 U 盘。	Without complexity and using short sentences inform the user what has happened.
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2.2.3 Promoting a feature

US English	Simplified Chinese 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.	图片密码是一种帮助你保护触摸屏电脑的全新方法。你需要选择图片并在图片上画出各种手势，以此来创建你独一无二的密码。	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.	允许应用根据你的电脑位置、姓名、用户头像及其他域信息为你提供个性化内容。	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	Simplified Chinese target	Explanation
To go back and save your work, click Cancel and finish what you need to.	如果想返回并保存你所做的工作，可单击“取消”，然后完成你要执行的操作。	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.	为了确认你当前的图片密码，请观看手势重播，并描摹出图片上显示的示例手势。	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.	现在请输入产品密钥。连接到 Internet 后，我们将为你激活 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 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
南方人	蛮子
残疾、残障人士	残废
外国人	老外
农村人	乡下人
社会阶层	社会阶级
村委会主任、村主任	村长
回族	回回
朝鲜	北朝鲜

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 Chinese (Simplified) and the alternative that should be used to promote gender-inclusivity.

Use this	Not this
强势女性	母老虎
大龄青年	剩女
女性化男性	娘炮
搬弄是非的人	长舌妇
秘书	女秘书
众所周知	妇孺皆知

Don't use gendered pronouns (她, 他, etc.) in generic references. Instead:

- Rewrite to use the substitutive form (其).
- Omit the pronoun (for example, *the* 文档 instead of 他的文档).
- Refer to a person's role (读者, 员工, 顾客, or 客户, for example).
- Use 人员 or 个人.

Use this	Not this	Use this	Not this
English examples		Chinese (Simplified) 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.	具有适当权限的用户可以设置其他用户的密码。	如果用户具有适当的权限, 他可以设置其他用户的密码。
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.	开发者需要访问其开发环境中的服务器, 但不需要访问Azure中的服务器。	开发者需要访问他的开发环境中的服务器, 但不需要访问Azure中的服务器。

When the author opens the document	When the author opens her document	当作者打开该文档时....	当作者打开她的文档时....
To call someone, select the person's name, select Make a phone call, and then choose the number you'd like to dial.	To call someone, select his name, select Make a phone call, and then select his number.	要呼叫某人, 请选择该人员的姓名, 选择“拨打电话”, 然后选择你要拨打的电话号码。	要呼叫某人, 请选择他的姓名, 选择“拨打电话”, 然后选择他的电话号码。

When you're writing about a real person, use the pronouns that the person prefers, whether it's *他, 她, 他们*, or another pronoun. It's OK to use gendered pronouns (like *他, 她, 他的, and 她的*) when you're writing about real people who use those pronouns themselves.

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 *患病* or *遭受痛苦*. The preferred option is not to mention a disability unless it's relevant.

Use this		Not this		Use this		Not this	
English examples				Chinese (Simplified) examples			
person with a disability	handicapped			残疾人、残障人士		残废人	
person without a disability	normal person; healthy person			健全人士		正常人; 健康人	

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		Chinese (Simplified) examples	
Select	Click	选择	点击

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

Spell out words like 和, 外加, and 关于. 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 Simplified Chinese.

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:

Simplified Chinese words do not generally use abbreviations. When dealing with English abbreviations, apply the following general rules:

- Use of abbreviation is based on English source text.
- Abbreviation should not contain a space.
- Use a non-breaking space (Ctrl+Atl+空格键) in any abbreviation to avoid having one letter move to the beginning of the next line.
- English abbreviation of months and days of the week are as follows;

Month: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec

Days of the week: Mon, Tue, Wed, Thu, Fri, Sat, Sun

List of common abbreviations:

Expression	Acceptable abbreviation
Mon, Tue, Wed, Thu, Fri, Sat, Sun	周一、周二、周三、周四、周五、周六、周日

Don't abbreviate such words as follows:

- Do not abbreviate Microsoft as MS when Microsoft is a part of product names.
- Do not abbreviate Visual Studio as VS in product names.
- Do not abbreviate operating system names.

Example:

Error example	Correct example (+)
Win Server 2022	Windows Server 2022
Win 11	Windows 11
VS 2022	Visual Studio 2022

Translating some abbreviations depends on the context.

Example:

English	Translation (+)
US Dollar	美元
US Product	美国地区的产品

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).

When dealing with English acronyms, please apply the following general rules:

- Acronym letters should be all uppercased.
- If "s" is added at the end of English acronym, meaning plural, the "s" should be dropped when localizing into Simplified Chinese.

Localized acronyms

Example:

en-US source	Simplified Chinese target
AM	凌晨/上午
PM	中午/下午/晚上

Translations of AM/PM acronyms should be varied along various time periods, that is:

Use “凌晨” for 12:00 AM – 5:59 AM

Use “上午” for 6:00 AM – 11:59 AM

Use “中午” for 12:00 PM – 12:59 PM

Use “下午” for 1:00 PM – 05:59 PM

Use “晚上” for 6:00 PM – 11:59 PM

Unlocalized acronyms

Example:

en-US source	Simplified Chinese target
HDMI	HDMI
MB	MB
GB	GB
MB	MB

4.1.3 Adjectives

Generic information on adjectives (stative verbs) can be found in any Chinese grammar book.

Generally, don't use "最好", "最强", "唯一", etc.

Possessive adjectives

The frequent use of possessives is a feature of English language. However in Simplified Chinese, avoid translating every possessive adjective, even if it is present in English.

Example:

Source	Preferred Target (+)	Avoid (-)
You can publish an existing application to the Web. Not all desktop database features are supported on the Web, so you may have to adjust some features of your application.	你可以将现有的应用程序发布到 Web 上，但并非所有桌面数据库功能都受 Web 支持，因此你可能必须调整应用程序的一些功能。	你可以将现有的应用程序发布到 Web 上，但并非所有桌面数据库功能都受 Web 支持，因此你可能必须调整 你的 应用程序的一些功能。

Also, avoid using too many 的 in a sentence. If the meaning is not affected, omit 的 for readability.

Example:

Source	Preferred Target (+)	Avoid (-)
Although some desktop database features do not translate to the Web, you can do many of the same things by using new features, such as calculated fields and data macros.	虽然一些桌面数据库功能没有转换到 Web 上，但 可以通过使用新功能 （例如计算字段和数据宏）来执行许多相同的操作。	虽然一些桌面数据库功能没有转换到 Web 上，但 可以通过使用新的功能 （例如计算字段和数据宏）来执行 许多的相同的操作 。

4.1.4 Articles

For most cases, there is no need to translate articles into Simplified Chinese for fluency and conciseness.

But if it is important to emphasize the noun so that the reader does not get confused, then it is suggested to translate the articles.

- **Unlocalized feature names**

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language. In Simplified Chinese, we use the same names as English.

- **Localized feature names**

Do not contain any article in translated feature names.

- **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 Simplified Chinese language?
- **Analogy:** Is there an equivalent Simplified Chinese 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.

Always consult the Language Portal to confirm the user of a new loan word and its proper article to avoid inconsistencies.

4.1.5 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.

en-US source text	Simplified Chinese old use of conjunctions	Simplified Chinese new use of conjunctions
to	至	到 English source: add to network Old usage example: 添加至网络 New usage example: 添加到网络 English source: invite to this active Old usage example: 邀请至此活动 New usage example: 邀请参加此活动
if	倘若/假使/假若	假如/如果

In some cases, conjunctions need to be translated with verbs in Chinese to reflect the real meaning.

en-US source text	Simplified Chinese wrong translation	Simplified Chinese correct translation
Create modules from this template	从这个模板创建模块	根据这个模板创建模块

4.1.6 Contractions

Technically, we don't have such contractions in Chinese. However, there are still some words we can choose to use a short and everyday form. See examples below.

(虽然严格来说中文并没有这种缩写词，但对于一些助词、副词、连词等，还是有日常生活中更常用的简短用词，我们在翻译中应该适当使用这种简洁、口语中较常用的说法)

en-US source text	Simplified Chinese long form	Simplified Chinese contracted form
but, however	但是/不过	但
in conclusion	总而言之	总之

4.1.7 Font localization

During the localization process, please follow the general rules:

- The font must be SimSun or 宋体 and the font size is 9 point for Chinese text.
 - a. Please do NOT use *italic* or **bold** font style for words or sentences that are italic or bold in the source files. The bold and italic tags indicate bold and italic fonts, respectively.
 - b. When localizing UI terms within software messages/descriptions, please enclose UI terms with double byte double quotation marks ("").
 - c. As for UI terms in documentation and online help, move the UI out of the <bold>, <italic> or <ui> tags, and enclose it with double byte double quotation marks ("").
- For UI reference, **Office** would like to retain an exception stated in **UI Options** chapter.

"In order to keep consistency with locked segments (TMs), special attention should be given to Office UI strings. The way to localize UI strings is different from CnE and some other Microsoft products: keep UI strings inside UI/bold tags and add quotation marks outside tag pairs. By keeping UI strings inside UI/bold tags, we can also avoid many false positives after running QA in Memsorce Editor (this tool will report "empty tag pairs" error)."

Examples:

Source	Simplified Chinese	Notes
On the toolbar, click <ui> Edit </ui>, and then click <ui> Replace </ui>.	在工具栏上, 单击"编辑" <ui></ui>, 再单击"替换" <ui></ui>。	See the position of the UI entries and the tags.
On the toolbar, click <bold>Edit</bold>, and then click <bold>Replace</bold>.	在工具栏上, 单击"编辑" <bold></bold>, 再单击"替换" <bold></bold>。	See the position of the UI entries and the tags.
Press the <bold>Enter</bold> key.	按下 Enter <bold></bold>键。	When the content within bold tags refer to physical keys on the keyboard or other devices, move such content out of the bold tags and add no quotation marks.

Exceptions:

- Bold headings

Source	Simplified Chinese	Notes
<p>Activate over the Internet or by phone</p> <p>When you enter your valid Product Key, the Activation Wizard automatically runs and it gives you two choices on how to proceed:</p> <p>Activate by using the Internet</p> <p>The Activation Wizard automatically contacts the Microsoft licensing servers through your Internet connection.</p>	<p>通过Internet 或电话激活</p> <p>在输入有效的产品密钥之后, 激活向导将自动运行, 并且提供两种激活方式供您选择:</p> <p>·使用Internet 激活</p> <p>激活向导通过 Internet 连接自动与 Microsoft 授权服务器联系。</p>	<p>Bold headings remain in the translation. In this case, please don't add double byte double quotation marks and remove bold font.</p>

- Sometimes, the italic font style indicates a book name, a manual name, an online guide, a magazine name, a newspaper name, a movie name, a drama name, a TV program name, a poem title, or a song name in source files. Use book title marks 《》 for the Chinese titles and remove the italic font style.

Example:

Source text	Simplified Chinese text (+)	Notes
<p>For more detailed information about how to set up, onboard, or move to Intune, see the <i>Intune setup deployment guide</i>.</p>	<p>要详细了解如何设置、加入或移到 Intune, 请参阅《Intune 设置部署指南》。</p>	<p>Use book title marks 《》 for the Chinese online guide title.</p>
<p>For more detailed information about how to set up, onboard, or move to Intune, see the Intune setup deployment guide.</p> <p>For more detailed information about how to set up, onboard, or move to Intune, see the <a href="https://docs.microsoft.com/en-</p>	<p>要详细了解如何设置、加入或移到 Intune, 请参阅《Intune 设置部署指南》。</p> <p>要详细了解如何设置、加入或移到 Intune, 请参阅《Intune 设置</p>	<p>If the title takes a hyperlink, marks 《》 should be used</p>

us/mem/intune/fundamentals/deployment-guide-intune-setup">Intune setup deployment guide

部署指南》。

outside of the hyperlink; if tags are used to indicate a hyperlink, marks 《》 should be used outside of such tags.

4.1.8 Localizing colloquialism, idioms, and metaphors

The Microsoft voice allows for the use of culture-centric colloquialisms, idioms and metaphors (collectively referred to "colloquialism").

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

- Do not attempt to replace the source colloquialism with a Simplified Chinese 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.

Samples of acceptable zh-CN colloquialisms: 写手、粉丝、方便快捷、量身打造.

Samples of acceptable zh-CN colloquialisms with specific context: 菜鸟 (use only with gaming context. For example, when refer to the first level of a game).

Unacceptable zh-CN colloquialisms, idioms, and network terms: 给力、山寨、亲、神马、偶、童鞋、酱紫.

4.1.9 Modifiers

In Simplified Chinese localized text, you often need to translate modifiers into different part of speeches, for example, modifiers can be translated as a meaning of verb, subjective complement, adverb, and etc, for better readability.

Example:

English	Preferred target (+)	Avoid (-)	Comment
Split forms for fast browsing of data	便于快速浏览数据的分割窗体	快速浏览数据的分割窗体	In Simplified Chinese text, "for fast browsing of data" should be adapted for readability.
For more effective troubleshooting, use this error message.	为了更有效地进行疑难解答, 请使用此错误消息。	为获得更有效的疑难解答, 请使用此错误消息。	In Simplified Chinese text, "for more effective troubleshooting" should be adapted for readability.

Also pay special attention when it comes to translating relative clauses. In Chinese, the modified element always follows the modifier, no matter what kind of modifier it is and how long the modifier is. However, readers might get lost when the modifier is too long.

With this in mind, avoid literal word-for-word translation or run-on sentences with stacked modifiers. The goal is to make the translated text sound natural.

Example:

English	Preferred target (+)	Avoid (-)	Comment
Creating a new instance may allow an adversary to bypass firewall rules and permissions that exist on instances currently residing within an account.	创建新实例可以使攻击者绕过当前位于帐户内的实例上存在的防火墙规则和权限。	创建新实例可以使攻击者绕过防火墙规则和权限, 是当前位于帐户内的实例上存在的。	When translating strings that consist of relative clauses, do not simply use a comma to separate the modified and the modifier.
Additionally, creating a new site page this way	此外, 采用此方法新建网站页面将在	此外, 新建网站页面这种方法导	Avoid word-for-word translation.

English	Preferred target (+)	Avoid (-)	Comment
results in an unhosted page on your site, which you may not want for performance issues.	网站上生成非幻像页，因为性能问题你可能不希望生成非幻像页。	致在网站上生成非幻像页，你可能不希望生成非幻像页，因为性能问题。	

4.1.10 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.

- When numeral is used with measurement units, it should be written in number.
- When used in data format, like MM-YY-DD, it should be written in number.
- When used in equation or function, it should be written in number.
- In other cases, if numeral is used in source, then same for target. If letter is used in source, usually, Chinese character is used.

The measurement units used with numbers are based on following noun. Don't always use the general 个 and try to use specific ones to improve readability.

English	Preferred target	Avoid
2 researchers	两位研究人员	2 个研究人员

4.1.11 Prepositions

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

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

Source text expression	Simplified Chinese expression	Comment
Microsoft Store for Business	适用于企业的 Microsoft Store	In this case, "for" is not translated into "针对."

4.1.12 Pronouns

In general, you do not have to translate every pronoun into Simplified Chinese. As long as the meaning is not affected, omit the pronouns for fluent flow of the text. If it's needed, use "你" instead of "您."

Example:

en-US source	Simplified Chinese target
You can publish an existing application to the Web. Not all desktop database features are supported on the Web, so you may have to adjust some features of your application.	你可以将现有的应用程序发布到 Web 上，但并非所有桌面数据库功能都受 Web 支持，因此你可能必须调整应用程序的一些功能。

4.1.13 Punctuation

In Simplified Chinese, there are two sets of conventions for localization of **Software** and **Documentation**.

Refer to the following tables and use the correct set of punctuations: Half-width punctuations or Full-width punctuations.

For **Software**, the convention is as follows:

Half-width	Full-width
:	、
!	；
?	。
()	、
< >	《 》
[]	

Half-width	Full-width
...	
-	

For **Documentation**, the convention is as follows:

Half-width	Full-width
	,
	。
[]	、
/	《》
\	“ ”
-	:
...	;
	!
	?

Detailed usage for some of these punctuations can be found in the following sections.

Comma

Chinese comma (、) is used in both software and document localization. Note comma is used when enumerating several items in English while pause symbol (、) is used in Simplified Chinese.

Example:

English Text	Simplified Chinese Text (+)	Comment
Get the latest versions of your favorite apps like Word, Excel, and PowerPoint, plus 1 TB of OneDrive cloud storage.	获取你特别喜爱的最新版应用，例如 Word、Excel 和 PowerPoint，外加 1 TB 的 OneDrive 云存储空间。	Note that the pause symbol (、) is used between the parallel elements "Word" and "Excel" in the translation.

Colon

Software localization: Use English colon (:) in Software localization. A single byte space should be left between the English colon and the subsequent characters (Chinese full-width punctuation marks are excluded).

Example:

US English	Simplified Chinese target	Comment
Error: %1	错误: %1	Used in Software localization. A single byte space should be left between the English colon and the subsequent characters, eg. "%1."
Error: "%2"	错误: "%2"	Used in Software localization. There is no space between the English colon and the double byte quotation marks.

Document localization: Use double byte colon (:) in Document localization. There is no space between the double byte colon and the subsequent characters.

Example:

US English	Simplified Chinese target	Comment
Owners of a video get the following abilities: Edit video settings, Delete video, Add video to other groups and channels.	视频的所有者具有以下功能：编辑视频设置、删除视频、将视频添加到其他组和频道	Used in Document localization. There is no space between the double byte colon and subsequent characters, eg. 编辑.

Dashes and Hyphens

Three different dash characters are used in Chinese:

Wave dash

The wave dash is used to separate alternatives or approximates.

Example:

US English	Simplified Chinese target	Comment
10 ~ 20% 1 ~ 10MB	10 ~ 20% 1 ~ 10MB	It represents numbers. When the two numbers use the same unit, the second number should be followed by a unit.
1KB ~ 10MB	1KB ~ 10MB	It represents numbers. When the two numbers use different units, both numbers should be followed by a unit.

Note: The wave dash sometimes can also be used in index. In this case, it indicates an intentional omission of some words.

Example:

~ 的移动

~ 的切换

En Dash

The en dash (–) is used as a minus sign, usually with spaces before and after. In Simplified Chinese, keep it as same as English.

Example:

US English	Simplified Chinese target	Comment
1 – 21	1 – 21	Please keep it as is. Mostly seen in software localization.

Em Dash

The em dash (—) is used to emphasize an isolated element or introduce an element that is not essential to the meaning conveyed by the sentence. In Chinese, it should not be used as it looks the same as the Chinese character for "one" (一). Oftentimes, there is no need for such punctuation through rephrasing. If punctuation is needed, you may want to use (), : or **en dash** to emphasize the element.

Ellipses (Suspension Points)

English (...) is used in both software and document localization.

Some software projects might require to use double-byte dots (⋯) to make the ellipsis more visible.

Example:

US English	Simplified Chinese target	Comment
Uploading...	正在上载...	English (...) is used in Simplified Chinese text.

Period

Chinese period (。) is used in both software and document localization.

Example:

US English	Simplified Chinese target	Comment
Double-click the template that you want.	双击所需的模板。	Chinese period (。) is used in Simplified Chinese text.

Exceptions:

- English period (.) is used in the English abbreviation, trade mark, product name, company name.

Example:

const., U.S.A., Hitachi Ltd.

- English period (.) is used as a separator in digit group or file name.

Example:

123.45

CONFIG.SYS

Quotation Marks

In Simplified Chinese, follow the rules as follows:

Software localization: Double byte quotation marks should be used if the texts surrounded by the quotation marks include double byte characters and/or tag(s); Single byte quotation marks should be used if the texts surrounded by the quotation marks are Single byte characters, and a single byte space should be left between the single byte quotation marks and the text (Chinese full-width punctuation marks are excluded) outside of them.

Example:

US English	Simplified Chinese target	Comment
Expecting "Person" item type.	应为“人员”项目类型。	Double byte quotation marks are used because the texts surrounded by the quotation marks include double byte characters.
Assembly "{0}" is not found.	未找到程序集 "{0}"。	Double byte quotation marks are used because the texts surrounded by the quotation marks include tag, ie "{0}."
It cannot be mapped to another data contract namespace "{1}."	无法将其映射到另一个数据协定命名空间 "{1}"。	Double byte quotation marks are used because the texts surrounded by the quotation marks include tag, ie "{1}."
A pass-by-value parameter is marked with the "out" parameter mode.	按值传递的参数使用 "out" 参数模式标记。	Single byte quotation marks are used because the texts surrounded by the quotation marks are Single byte characters, and a single byte space should be left between the single byte quotation marks and the text (Chinese full-width punctuation marks are excluded) outside of them.
Cannot be generic Type.	不能是泛型 "Type"。	Single byte quotation marks are used because the texts surrounded by the quotation marks are Single byte characters, but there is no space between the single byte quotation marks and the Chinese full-width punctuation mark—ull stop.

Document localization: Double byte quotation marks should be used in Document localization.

Example:

US English	Simplified Chinese target	Comment
Click the Word icon.	单击“Word”图标。	Double byte quotation marks should be used in Document localization.
Click the File tab.	单击“文件”选项卡。	

Note: Single quotation marks should be used within double quotation marks.

Example:

请查阅第一章的“运行 Setup 出问题时查阅‘诊断和解决问题’一章”的内容。

Question Mark

Software localization: Use English Question Mark (?) in Software localization. A single byte space should be left between the English Question Mark and the subsequent characters.

Example:

US English	Simplified Chinese target	Comment
Are you missing an assembly reference? Yes.	是否缺少程序集引用? 是。	Used in Software localization. A single byte space should be left between the English Question Mark and the subsequent characters, eg. "是."

Document localization: Use double byte Question Mark (?) in Document localization. There is no space between the double byte Question Mark and the subsequent characters.

Example:

US English	Simplified Chinese target	Comment
What is the Microsoft Office Upload Center? Microsoft Office Upload Center now gives you a way to see the state of files you're uploading to a server, in one location.	什么是 Microsoft Office 上载中心? Microsoft Office 上载中心现在为你提供了一种方法, 使你可以从一个位置查看要上载到服务器的文件的状态。	Use double byte Question Mark (?) in Document localization. There is no space between the double byte Question Mark and the subsequent characters.

Parentheses

In Simplified Chinese, follow the rules as follows:

Software localization: Use English parentheses () in Software localization. There is no space between the parentheses and the Simplified Chinese characters outside of them. A single byte space should be left between the parentheses and the English characters/number outside of them.

Example:

US English	Simplified Chinese target	Comment
Add additional metadata such as validation. My outgoing server (SMTP) requires authentication.	添加其他元数据 (如验证)。 我的发送服务器 (SMTP) 要求验证。	Use English parentheses () in Software localization. There is no space between the parentheses and the Simplified Chinese characters outside of them.
Cannot be a simple Type like string or Guid.	不能是简单 Type (如 string 或 Guid)。	Use English parentheses () in Software localization. A single byte space should be left between the parentheses and the English characters outside of them eg. "Type."

Document localization: Use double byte parentheses () if the texts surrounded by the parentheses include double byte characters. There is no space between the double byte parentheses and the text outside of them. Single byte parentheses () should be used if the texts surrounded by the parentheses are single byte characters and/or number. A single byte space should be left between the single byte parentheses and the text outside of them.

Example:

US English	Simplified Chinese target	Comment
Create, edit, and share the files you saved to an Office cloud-service such as OneDrive.	创建、编辑和共享保存到 Office 云服务（如 OneDrive）的文件。	Use double byte parentheses () if the texts surrounded by the parentheses include double byte characters. There is no space between the double byte parentheses and the text outside of them.
Adds 3 and 2 (5).	将 3 和 2 相加 (5)。 。	Single byte parentheses () should be used if the texts surrounded by the parentheses are single byte characters and/or number. A single byte space should be left between the single byte parentheses and the text outside of them.

Square brackets

In Simplified Chinese, please follow the rules as follows:

Single byte square brackets should be used in Software localization and Document localization.

Example:

使用 [common] 块的方法:

[menu]

menuItem=Steve

menuItem=Lisa

[common]

dos=high...

DEVICE=C:\DOS\HIMEM.SYS [Y,N]?

Note: When nested parentheses are needed, square brackets are used as a substitute for the inner pair of parentheses within the outer pair.

Example:

（不能是简单 Type [如 string 或 Guid]）

Slash

Forward slash /

Use single byte forward slash in Software localization and Document localization. There are usually no spaces either before or after a forward slash.

Use a forward slash when:

1. Denotes (often mutually exclusive) alternatives. For example, 显示/不显示.
2. Appears in the command line. For example, 在命令提示符下键入: a:setup/u
3. Indicates fractions. For example, 1 磅等于 1/72 英寸。
4. Indicates dates. For example, 1994/1/1

Back slash \

Use single byte back slash in Software localization and Document localization. There are usually no spaces either before or after a back slash.

Use a back slash in path name. For example, c:\fruit> cd\

Exclamatory mark !

Software localization: Use English Exclamatory mark (!) in Software localization. A single byte space should be left between the English Exclamatory mark and the subsequent characters.

Example:

US English	Simplified Chinese target	Comment
Assembly "{0}" is not found! Please go to Step 3.	未找到程序集 "{0}"! 请转至第 3 步。	Used in Software localization. A single byte space should be left between the English Exclamatory mark and the subsequent characters.

Document localization: Use double byte Exclamatory mark (!) in Document localization. There is no space between the double byte exclamatory mark and the subsequent characters.

Example:

US English	Simplified Chinese target	Comment
Select one or more Cookies! Please wait for a moment.	选择一个或多个 Cookie！请稍候片刻。	Use double byte Exclamatory mark (!) in Document localization. There is no space between the double byte Exclamatory mark and the subsequent characters.

Book title marks 《》

Use book title marks 《》 for a Chinese Book title. This is also applicable for other titles, such as online guide, manual, magazine, etc.

Example:

US English	Simplified Chinese target	Comment
For more detailed information about how to set up, onboard, or move to Intune, see the <i>Intune setup deployment guide</i> .	要详细了解如何设置、加入或移到 Intune, 请参阅《Intune 设置部署指南》。	Use book title marks 《》 for the Chinese online guide title.

4.1.14 Sentence fragments

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

US English source text	Simplified Chinese long form	Simplified Chinese sentence fragment
Use the following steps:	请执行以下步骤：	步骤如下：
See the picture below:	请参阅下面的图像：	如图所示：
If you want to continue, please click...	如果希望继续进行, 请单击...	如要继续, 请单击...

4.1.15 Verbs

For US English Microsoft voice, verb tense helps to convey the clarity of Microsoft voice. Simple tenses are used. The easiest tense to understand is the simple present, like we use in this guide. Avoid future tense unless you are describing something that will really happen in the future and the simple present tense is inapplicable. Use simple past tense when you describe events that have already happened.

Continuous operations are usually expressed in English with a gerund, which should be translated into Simplified Chinese with the pattern 正在...

Example:

US English source text	Simplified Chinese use of verb tense	Comments
Uploading...	正在上载...	Though "中" could be used, it is less fluent and might cause confusion in some cases.

In English, the titles for chapters usually begin with phrases such as "Working with ..." or "Using ..." Do not apply the pattern 正在... as these titles have nothing to do with continuous operations.

Example:

US English source text	Simplified Chinese use of verb tense	Comments
Using Collaboration Features	使用协作功能	In this case, "Using ..." is the title for a chapter. Please do not apply the pattern "正在..." as the title has nothing to do with continuous operations.

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 Simplified Chinese, 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.

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 Chinese-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™).

Sometimes, product names are often confused with applets or built-in component names. For example, "Microsoft Notepad (Microsoft 记事本)" is not a separate product but one of the built-in components in Windows. So it can be localized.

There are some cases where product names are translated in unavoidable circumstances. Such examples are packages, marketing materials and press releases.

Version numbers

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

US English	Simplified Chinese target
Version 4.2	版本 4.2

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	Simplified Chinese target
© 2023 Microsoft Corporation. All rights reserved.	Refer to Microsoft Language Portal to check the correct translations "All rights reserved" and "Microsoft Corporation."

5.3 Trademarks

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

5.4 Software considerations

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

5.4.1 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.

5.4.2 Error messages

Error messages are messages sent by the system or a program, informing the user of an error that must be corrected 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 Simplified Chinese translation
The password isn't correct, so try again. Passwords are case-sensitive.	密码有误, 请再试一次。密码需区分大小写。
Not enough memory to process this command.	内存不足, 无法处理这个命令。

Simplified Chinese 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

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

The phrases below 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.

Example:

English	Translation	Example	Comment
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	无法...	Source: Cannot delete the file. Target: 无法删除文件。	n/a

Not enough memory Insufficient memory There is not enough memory There is not enough memory available	内存不足	Source: There is not enough memory available to perform the operation. Target: 内存不足, 无法执行此操作。	If another phrase is attached to this type of strings, use "无法+Verb"
... is not available ... is unavailable	无法使用...	Source: Internet access is not available. Target: 无法使用 Internet 。	If the subject is a person, then this might be 无法接通 or 没有空, depending on the context.

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."

1. "Measure word", such as 位, 部, 本, 个, is needed if the placeholder means <number>.

Example:

English	Translation	Comment
%d users are online.	%d 位用户在线 。	Add appropriate measure words according to the nouns.

2. For placeholders, if it is to be replaced with a localized string, leave or remove space according to the specific string. If uncertain with the string, please remove space.

Example:

English	Translation
Click the Finish button to exit the [Wizard].	单击“完成”按钮以退出[Wizard]。

5.4.3 Keyboard shortcuts

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

New
Cancel
Options

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
"Slim characters," such as l, I, t, r, f can be used as keyboard shortcuts	yes	Please always convert the lowercase letter to the uppercase one. Example: Source: Exit Target: 退出(&T)
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	yes	Please always convert the lowercase letter to the uppercase one. Example: Source: Replay Target: 重播(&P)
Extended characters can be used as keyboard shortcuts	n/a	n/a

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.

For Simplified Chinese, the convention of translating strings with keyboard shortcuts is

"translated text(&Uppercase letter)"

No space is needed between the translated text and ().

Example:

Source	Correct example (+)	Incorrect example (-)
Exit	退出(&E)	退出(E)
Print	打印(&I)	打印(&i)
Replay	重播(&P)	重播 (&P)
Condition 1	条件 1(&1)	条件 1(&C)

However, there are some other scenarios to be noticed:

1. Put the keyboard shortcut before punctuation.

Example:

Source	Correct example(+)	Incorrect example(-)
Search:	搜索(&S):	搜索:(&S)
About...	关于(&B)...	关于...(&B)

2. If a sentence is too long, it is also acceptable to adjust accordingly.

Example:

Source	Target (+)	Comment
&l agree that I have read and will be bound by the license agreements for this product.	我同意(&l)。我已阅读本产品的许可协议，并愿意遵守有关规定。	You can put the hot key before the first full stop.

3. On rare occasions, a source string could only consist of numbers, a single letter or a punctuation mark. In this case, keep it as is.

Example:

Source	Correct example (+)	Incorrect example (-)
<u>1</u>	<u>1</u>	1(&1)
<u>100%</u>	<u>100%</u>	100%(&1)
<u>800 x 600</u>	<u>800 x 600</u>	800 x 600(&8)
<u>S</u>	<u>S</u>	S(&S)
...	... 	...(&.) 

5.4.4 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). If a key name don't need to be translated into Chinese, just leave it as it is.

Key names

English key name	Simplified Chinese key name
Alt	Alt
Backspace	Backspace

Break	Break
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete
Down Arrow	向下键
End	End
Enter	Enter
Esc	Esc
Home	Home
Insert	Insert
Left Arrow	向左键
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	向右键
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	空格键
Tab	Tab
Up Arrow	向上键
Windows key	Windows 键
Print Screen	Print Screen
menu	菜单键

Note: Don't add "键" or "组合键."

Example:

English key name	Simplified Chinese key name
Press Ctrl	按 Ctrl
Press Ctrl+Alt+Del	按 Ctrl+Atl+Del

5.4.5 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.

5.4.6 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes used to perform defined functions in a software application. Shortcut keys replace menu commands and are sometimes given next to the command 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	Simplified Chinese command	Simplified Chinese shortcut key
General Windows shortcut keys			
Help window	F1	帮助窗口	F1
Context-sensitive Help	Shift+F1	上下文相关帮助	Shift+F1
Display pop-up menu	Shift+F10	显示弹出菜单	Shift+F10
Cancel	Esc	取消	Esc
Activate\Deactivate menu bar mode	F10	启用/停用菜单栏模式	F10

Switch to the next primary application	Alt+Tab	切换至下一个主要应用程序	Alt+Tab
Display next window	Alt+Esc	显示下一个窗口	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	显示该窗口的弹出菜单	Alt+空格键
Display pop-up menu for the active child window	Alt+-	显示目前子窗口的弹出菜单	Alt+-
Display property sheet for current selection	Alt+Enter	显示目前选项的属性表	Alt+Enter
Close active application window	Alt+F4	关闭使用中应用程序的窗口	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	切换至非强制响应的应用程序内的下一个窗口	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	将活动窗口的图像捕获到剪贴板	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	将桌面图像捕获到剪贴板	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	访问任务栏上的“开始”按钮	Ctrl+Esc
Display next child window	Ctrl+F6	显示下一个子窗口	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	显示下一个选项卡式窗格	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	启动任务管理器和系统初始化	Ctrl+Shift+Esc
File menu			
File New	Ctrl+N	文件 > 新建	Ctrl+N
File Open	Ctrl+O	文件 > 打开	Ctrl+O
File Close	Ctrl+F4	文件 > 关闭	Ctrl+F4

File Save	Ctrl+S	文件 > 保存	Ctrl+S
File Save as	F12	文件 > 另存为	F12
File Print Preview	Ctrl+F2	文件 > 打印预览	Ctrl+F2
File Print	Ctrl+P	文件 > 打印	Ctrl+P
File Exit	Alt+F4	文件 > 退出	Alt+F4
Edit menu			
Edit Undo	Ctrl+Z	编辑 > 撤消	Ctrl+Z
Edit Repeat	Ctrl+Y	编辑 > 恢复/重复	Ctrl+Y
Edit Cut	Ctrl+X	编辑 > 剪切	Ctrl+X
Edit Copy	Ctrl+C	编辑 > 复制	Ctrl+C
Edit Paste	Ctrl+V	编辑 > 粘贴	Ctrl+V
Edit Delete	Ctrl+Backspace	编辑 > 删除	Ctrl+Backspace
Edit Select All	Ctrl+A	编辑 > 全选	Ctrl+A
Edit Find	Ctrl+F	编辑 > 查找	Ctrl+F
Edit Replace	Ctrl+H	编辑 > 替换	Ctrl+H
Edit Go To	Ctrl+G	编辑 > 转至	Ctrl+G
Help menu			
Help	F1	帮助	F1
Font format			
Italic	Ctrl+I	倾斜	Ctrl+I
Bold	Ctrl+B	加粗	Ctrl+B
Underlined\Word underline	Ctrl+U	下划线	Ctrl+U
Large caps	Ctrl+Shift+A	大写	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	小写	Ctrl+Shift+K

Paragraph format			
Centered	Ctrl+E	居中	Ctrl+E
Left aligned	Ctrl+L	左对齐	Ctrl+L
Right aligned	Ctrl+R	右对齐	Ctrl+R
Justified	Ctrl+J	两端对齐	Ctrl+J

5.5 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/accents 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.

5.5.1 English pronunciation

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

Example	Phonetics	Comment
SecurID	[sɪ'kjuər aɪ di:]	按英文读
.NET	[dot net]	.reads as dot

Skype

[skaɪp]



Product names are always pronounced the way they are pronounced in the source language.

Acronyms and abbreviations

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

Be careful only to use approved acronyms and abbreviations of terms.

Do not use abbreviated forms of fictitious names that appear elsewhere in the documentation in their full form.

Example	Phonetics	Comment
RADIUS	[reɪdɪəs]	按英文读
RAS	[ra:s]	如上
ISA	爱撒	如上
LAN	兰	如上
WAN	万	如上
WAP	外普	如上
MAPI	麦僻	如上
POP	泡普	如上
URL	URL	如上

Other abbreviations are pronounced letter by letter.

Example	Phonetics	Comment
ICMP	ICMP	n/a
IP	IP	n/a
TCP/IP	TCP/IP	/ 读成斜线

XML	XML	XML
HTML	HTML	HTML
SQL	SQL	SQL

URLs

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

"www" should be pronounced as "3 w".

The "dot" should be omitted, but can also be read out. If read out, then it must be pronounced the Simplified Chinese way, as "点".

Example	Phonetics	Comment
http://www.microsoft.com	3 w 点 Microsoft 点 com	英文词直接按英文方式读

Punctuation marks

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

En Dash (–) are used to emphasize an isolated element. It should be pronounced as a comma, i.e. as a short pause.

Special characters such as / \ + - can be read with their Chinese names.

Special characters

Pronounce special characters such as / \ ~ < > + - using the Simplified Chinese translations approved in Microsoft Language Portal.

Special characters such as / \ + - can be read with their Chinese names.

5.5.2 Tone

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.

The tone to be used when localizing in Simplified Chinese should be semi-formal and friendly. Try to avoid expressions such as "不...就不...", "不是不..." When translating software strings and help resources, never talk down to the users; instead, use a friendly tone. Imagine you are helping a friend to get started with the product. The goal is to make the users feel comfortable using Microsoft products.

5.5.3 Video voice checklist

Topic and script

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

Title

- Includes the intent
- Includes keywords for search

Intro: 10 seconds to set up the Issue

- Put the problem into a relatable context

Action and sound

- Keep something happening, both visually and audibly, BUT...
- ...maintain an appropriate pace
- Synchronize visuals with 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