

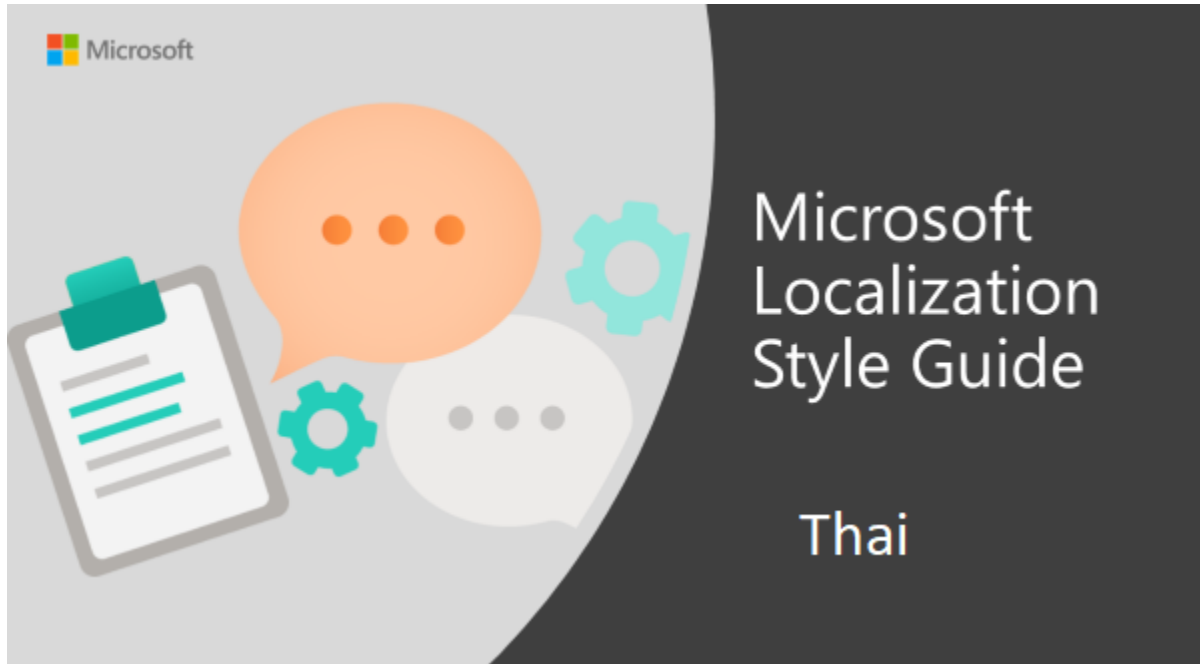
Thai Style Guide

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1 Welcome



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

1.1 Reference material

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

Normative references

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

1. พจนานุกรมฉบับราชบัณฑิตยสถาน พ.ศ.2554, ISBN9786167073804

Informative references

These sources may provide supplementary and background information.

1. ศัพท์คอมพิวเตอร์และเทคโนโลยีสารสนเทศ ฉบับราชบัณฑิตยสถาน แก้ไขเพิ่มเติมพิมพ์ครั้งที่ 6 พ.ศ. 2546
2. เว็บไซต์ราชบัณฑิตยสถาน The Royal Institute (<http://www.royin.go.th>)

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 Thai 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 rewrite translated strings so that they are more appropriate and natural to Thai customers. To do so, try to understand the whole intention of the sentences, paragraphs, and pages, and then rewrite just like you are writing the contents yourself. Sometimes, you may need to remove any unnecessary content.

English example	Thai example
A coast-to-coast celebration of America's natural beauty.	ชื่นชมกับความงามตามธรรมชาติในสหรัฐอเมริกาในจากทั่วทุกพื้นที่
It's all about you.	คุณเลือกทุกสิ่งได้ตั้งใจ
After all, why would you want a tablet that looks like everyone else's?	ให้คุณเป็นเจ้าของแท็บเล็ตที่ไม่เหมือนใครและไม่มีใครเหมือน

2.1.2 Word choice

Terminology

Use approved terminology from [Microsoft Language Portal](#) where applicable, for example for key terms, technical terms, and product names.

Short word forms and everyday words

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

en-US source term	th-TH word	th-TH word usage
Drive	ไดรฟ์	For general reference to any drive type (ฮาร์ดไดรฟ์, ไดรฟ์ซีดี, ฮาร์ดไดรฟ์ภายนอก ฯลฯ) Use specific drive type if necessary
PC	พีซี	Use for personal computing devices (Use “คอมพิวเตอร์” for situations about PCs and Macs)
You	คุณ	Address the user as you, directly or indirectly

2.1.3 Word-to-word translation

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

English text	Correct Thai translation	Incorrect Thai translation
Windows 11 Insider Preview is here.	Windows 11 Insider Preview พร้อมให้คุณสัมผัสแล้ว	Windows 11 Insider Preview อยู่ที่นี่แล้ว
Meet without being there	ประชุมร่วมกันแม้อยู่คนละที่	ประชุมโดยไม่ต้องอยู่ที่นั่น

2.1.4 Words and phrases to avoid

The Microsoft voice avoids an unnecessarily formal tone. To write successfully in the Thai Microsoft voice, avoid the following words and phrases because they have a formal tone. Equivalent words that are more appropriate for the Microsoft voice are provided.

en-US source	th-TH classic word to avoid	th-TH modern word/phrase
Encounter	ประสบ	พบ
Have an opportunity	มีโอกา	สามารถ
However	อย่างไรก็ตาม	แต่
Give/provide guidance, give/provide information	ให้ความช่วยเหลือ/ให้คำแนะนำ/ให้ข้อมูล	ช่วย
Locate	ค้นหา	หา
Make a recommend	ให้คำแนะนำ	แนะนำ
Suitable	เหมาะสม	/ใช้ได้ดี
Refer to	อ้างอิงไปที่	ดู

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 Focusing on the user action

US English	th-TH target	Explanation
The password isn't correct, so try again. Passwords	รหัสผ่านไม่ถูกต้อง โปรดลองอีกครั้ง รหัสผ่านจะตรงตามตัวพิมพ์ใหญ่-เล็ก	The user has entered an incorrect password so provide the user with a short and friendly message with

are case-sensitive.		the action to try again.
This product key didn't work. Check it and try again.	หมายเลขผลิตภัณฑ์นี้ใช้งานไม่ได้ โปรดตรวจสอบแล้วลองใหม่ For Office: คีย์ผลิตภัณฑ์นี้ใช้งานไม่ได้ โปรดตรวจสอบแล้วลองใหม่	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	ทุกอย่างพร้อมแล้ว	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	คุณต้องการทำต่อไปหรือไม่	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.	ใส่ชื่อพีซีตามต้องการ ถ้าคุณต้องการเปลี่ยนสีพื้นหลัง ให้ปิดความคมชัดสูงในการตั้งค่าพีซี	Address the user directly using second person pronoun to take the necessary action.

2.2.2 Explanatory text and providing support

US English	th-TH target	Explanation
The updates are installed, but Windows Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	ติดตั้งการปรับปรุงแล้ว แต่ Windows Setup ต้องการให้เริ่มระบบของคอมพิวเตอร์ใหม่เพื่อให้การติดตั้งมีผล หลังจากที่เราเริ่มระบบใหม่แล้ว เราจะดำเนินการต่อจากส่วนที่ค้างอยู่	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.	ถ้าคุณเริ่มระบบของคอมพิวเตอร์ใหม่เดี๋ยวนี้ งานที่ไม่ได้บันทึกไว้ของคุณและคนอื่นๆ ที่ใช้พีซีเครื่องนี้อาจหายไป	Informing the user on the outcome if a specific action is taken. In this case the action is a restart.
This document will	เอกสารนี้จะถูกย้ายไปยังไลบรารีและโฟลเดอร์ที่ถูกต้องโดยอัตโนมัติหลังจากที่คุณแก้ไขคุณสมบัติที่ไม่ถูกต้องหรือหายไปแล้ว	Voice talks to the user inform

be automatically moved to the right library and folder after you correct invalid or missing properties.		actively and directly on the action that will be taken.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	<p>มีบางอย่างผิดปกติ! ไม่พบแฟ้มดาวน์โหลดที่ใช้สร้าง USB แฟลชไดรฟ์ สำหรับเริ่มระบบ</p> <p>For Office: มีบางอย่างผิดปกติ! ไม่พบไฟล์ดาวน์โหลดที่ใช้สร้าง USB แฟลชไดรฟ์ สำหรับเริ่มระบบ</p>	Without complexity and using short sentences inform the user what has happened.

2.2.3 Promoting a feature

US English	th-TH 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.	รหัสผ่านรูปภาพเป็นการปกป้องพีซีหน้าจอสัมผัสในรูปแบบใหม่ที่คุณสร้างรหัสผ่านได้ไม่ซ้ำใคร โดยให้คุณเลือกรูปภาพและรูปแบบการวาดตามต้องการ	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.	ให้แอปทำเนื้อหาแบบส่วนบุคคลให้คุณโดยยึดตามที่ตั้ง ชื่อ รูปภาพประจำตัว และข้อมูลโดเมนอื่นๆ	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	th-TH target	Explanation
To go back and save your work, click Cancel and finish what you need to.	เมื่อต้องการย้อนกลับและบันทึกงาน ให้คลิก ยกเลิก และทำสิ่งที่คุณต้องการให้เสร็จ	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.	เมื่อต้องการยืนยันรหัสผ่านรูปภาพปัจจุบัน ให้ดูการเล่นซ้ำและวาดรูปแบบตามตัวอย่างที่แสดงบนรูปภาพ	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.	ได้เวลาใส่หมายเลขผลิตภัณฑ์แล้ว เมื่อคุณเชื่อมต่ออินเทอร์เน็ต เราจะเปิดใช้งาน Windows ให้แก่คุณ For Office: ได้เวลาใส่คีย์ผลิตภัณฑ์แล้ว เมื่อคุณเชื่อมต่ออินเทอร์เน็ต เราจะเปิดใช้งาน Office ให้แก่คุณ	Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter the product key.

3 Inclusive language

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

General guidelines

Comply with local language laws.

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

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

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

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

Don't use profane or derogatory terms.

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

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

Use this	Not this	Use this	Not this
English examples		Target examples	
perimeter network	demilitarized zone (DMZ)	เครือข่ายรอบนอก	เขตปลอดทหาร (DMZ)
stop responding	hang	ไม่ตอบสนอง	แฮง, แฮงก์
expert	guru	ผู้เชี่ยวชาญ	กูรู

meeting	pow wow	การประชุม	การสุมหัว
colleagues; everyone; all	guys; ladies and gentlemen	เพื่อนร่วมงาน, ทุกคน, ทั้งหมด	พวกคุณ, สุภาพสตรี, สุภาพบุรุษ
parent	mother or father	พ่อแม่, ผู้ปกครอง	แม่หรือพ่อ

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 Thai and the alternative that should be used to promote gender inclusivity.

Use this	Not this	Comments
Target examples		
เจ้าหน้าที่ไปรษณีย์	บุรุษไปรษณีย์	The term is gender neutral equivalent for “postman”.
เจ้าหน้าที่ตำรวจ	นายตำรวจ, ตำรวจหญิง	The term is gender neutral equivalent for “policeman, women police”.
แพทย์	นายแพทย์, แพทย์หญิง	The term is gender neutral equivalent for “doctor, woman doctor”.

When presenting generalization, use plural noun forms (for example, ผู้คน, บุคคล, นักเรียน, etc.).

Don't use gendered pronouns (เธอ, ของเธอ, เขา, ของเขา, etc.) in generic references. Instead:

- Rewrite to use the second or third person (คุณ or บุคคล).
- Rewrite the sentence to have a plural noun and pronoun.
- Use articles instead of a pronoun (for example, เอกสารนั้น instead of เอกสารของเขา).
- Refer to a person's role (ผู้อ่าน, พนักงาน, ลูกค้า, or ผู้จัดการ, for example).
- Use บุคคล or แต่ละคน.
- Use ของตน (one's) instead of ของเขา (his) or ของเธอ, ของหล่อน (her)

Use this	Not this	Use this	Not this
English examples		Target examples	
A user with the appropriate rights can set other users' passwords.	If the user has the appropriate rights, he can set other users' passwords.	ผู้ใช้ที่มีสิทธิ์เหมาะสมสามารถตั้งค่ารหัสผ่านของผู้ใช้คนอื่นๆได้	หากผู้ใช้มีสิทธิ์เหมาะสม เขาสามารถตั้งค่ารหัสผ่านของผู้ใช้คนอื่นๆได้
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.	นักพัฒนาจำเป็นต้องมีสิทธิ์เข้าถึงเซิร์ฟเวอร์ในสภาพแวดล้อมการพัฒนาของตนเอง แต่พวกเขาไม่จำเป็นต้องมีสิทธิ์เข้าถึงเซิร์ฟเวอร์ใน Azure	นักพัฒนาจำเป็นต้องมีสิทธิ์เข้าถึงเซิร์ฟเวอร์ในสภาพแวดล้อมการพัฒนาของเขา แต่เขาไม่จำเป็นต้องมีสิทธิ์เข้าถึงเซิร์ฟเวอร์ใน Azure
When the author	When the author	เมื่อผู้เขียนเปิดเอกสารนั้น	เมื่อผู้เขียนเปิดเอกสารของเธอ

opens the docum ent	opens her docum ent		
To call someo ne, select the person' s name, select Make a phone call, and then choose the numbe r you'd like to dial.	To call someo ne, select his name, select Make a phone call, and then select his numbe r.	เมื่อต้องการโทรหาบุคคลอื่น เลือกชื่อของบุคคลนั้น เลือกทำการโทร จากนั้นเลือกหมายเลขที่คุณต้องการโทร	เมื่อต้องการโทรหาบุคคลอื่น เลือกชื่อของเขา เลือกทำการโทร จากนั้นเลือกหมายเลขของเขา

When you're writing about a real person, use the pronouns that the person prefers, whether it's เขา, เธอ, พวกเขา, or another pronoun. It's OK to use gendered pronouns (like เขา, เธอ, ของเขา, and ของเธอ) 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 ไม่สมบูรณ์ or กลุ่มคนพิเศษ. The preferred option is not to mention a disability unless it's relevant.

Use this		Not this	
English examples		Target examples	
person with a disability	handicapped	ผู้พิการ, ผู้ทุพพลภาพ	คนง่อย, คนไม่ครบ 32
person without a disability	normal person; healthy person	คนทั่วไป	คนปกติ, คนครบ 32

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

Use this	Not this	Use this	Not this
English examples		Target examples	
Select	Click	เลือก	คลิก

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

Spell out words like และ, บวก, and เกี่ยวข้อง. 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 Thai.

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.

Some general considerations apply to software, help and documentation and web localizations.

Be careful only to use approved abbreviations of terms.

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

List of common abbreviations:

Expression	Acceptable abbreviation
ชั่วโมง	ชม.
จังหวัด	จ.
จำกัด (บริษัท)	จก.
ตารางเมตร	ตร.ม.
ทิศเหนือ	น.
น้ำหนัก	น.น.
บาท	บ.

Measurements and numerals

In addition to common measurements such as km, m, cm, mm, etc., the following abbreviations are commonly used in Thai technical documentation.

Note: To distinguish “byte” and “bit”, use a small letter, ‘b’ for “bit” and a larger letter, ‘B’ for “byte”.

Measurement	Abbreviation
Gigabyte	GB
Kilobyte	KB
Megabyte	MB
Byte per second	Bps, B/s
Kilobyte per second	KBps, KB/s
Megabyte per second	MBps, MB/s
Kilobit	Kb, Kbit
Megabit	Mb, Mbit
Bit per second	bps, bit/s
Kilobit per second	Kbps, Kbit/s
Megabit per second	Mbps, Mbit/s
Megahertz	MHz, mhz

When full words are used, they must be spelled out in Thai.

Examples:

640 bytes	640 ไบต์
32 bits	32 บิต
1024 pixels	1024 พิกเซล

Don't abbreviate such words as วินาที (second)

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), HTML (Hypertext Markup Language), OLE (Object Linking and Embedding) or RAM (Random Access Memory). Most of acronyms are kept in English in Thai localization.

Localized acronyms

Example:

English	Thai
CPU	ซีพียู
PC	พีซี

Unlocalized acronyms

Example:

English	Thai
WYSIWYG	WYSIWYG
LAN	LAN
ISDN	ISDN
OCR	OCR
TCP/IP	TCP/IP

4.1.3 Adjectives

Possessive adjectives

When possessive adjectives are used in the source text, they should be handled in the following way:

Example:

English	Thai
My Recent Documents	(+) เอกสารล่าสุดของฉัน

For feature names, refer to Microsoft Language Portal for approved translations to be used.

4.1.4 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 Thai 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.

4.1.5 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.

There is a standard guideline for Thai translations to strictly adhere to the source number.

If the source number is a number such as "10," then the target number will be "10," too. Conversely, the target number will be translated as "ten" in Thai language if the source number is written as "ten."

For example:

There are 3 oranges, 4 apples and a bunch of grape on the table.—มีส้ม 3 ผล แอปเปิ้ล 4 ผล และองุ่นหนึ่งพวงอยู่บนโต๊ะ

All fifty students did not come to class.—นักเรียนห้าสิบคนไม่เข้าห้องเรียน

4.1.6 Pronouns

"It"

Avoid using มัน when you see "it" in English documents. It is okay to repeat the same word instead of using มัน in the text. We hardly find the word มัน in non-fictional Thai text. มัน is normally used for animals. In some situations มัน is used when we want to refer to something or someone that we dislike. "It" can be left out of the text without changing its meaning. You can still use มัน if it makes the sentence more complete.

Example: or let it float

Should be (+) หรือให้ลอยอยู่

Avoid Using (-) หรือให้มันลอยอยู่

"I" To translate "I", we suggest using ฉัน to portray men and women as equals. Use ฉัน in examples and illustrations also. Thai men usually do not use ฉัน in conversations. We cannot use ผม either because it is for men only.

4.1.7 Punctuation

The rules of using punctuation in Thai are not the same as in English. It is not recommended to use punctuation in Thai sentences. Try to translate punctuation.

Comma

It is used in English to separate words or phrases. In Thai, we use a space to separate words or phrases. Do not put comma (,) in Thai sentences in the exact position as in English.

For example: Sentence1. However, sentence2.

Should be Sentence1 + space + อย่างไรก็ตาม sentence 2

For example: When sentence1, sentence2.

Should be เมื่อ + sentence1 + space + sentence2

Example:

English	Thai
The transaction was successfully aborted. However, the abort was non-retaining.	(+) ยกเลิกทรานแซคชันสำเร็จแล้ว อย่างไรก็ตาม การยกเลิกเป็นแบบ Non-Retaining

English	Thai
Update, Add, or Remove Data.	(+) การปรับปรุง การเพิ่ม หรือการลบข้อมูล

Note: Comma must be used to separate the series of number.

English	Thai
browse through Sections 2, 3 and 4.	(+) ให้เข้าไปดูบทที่ 2, 3 และ 4
Blogger, WordPress, TypePad, all others	(+) Blogger, WordPress, TypePad และอื่นๆ

Exception: "index keywords" are formatted with comma which separates entry level 1 from entry level 2. These commas must not be removed and order must be respect.

Colon

Use colons in the same way as in English.

English	Thai
Prevent others from playing files that are rated higher than:	(+) ป้องกันไม่ให้ผู้อื่นเล่นไฟล์ที่มีการจัดอันดับสูงกว่า:
To download the message:	(+) เมื่อต้องการดาวน์โหลดข้อความ:

Dashes and hyphens

Three different dash characters are used:

Hyphen

Hyphen (-), the shorter one. In Thai it is called ยัติภังค์. It can be used to designated the range of numbers as the style guide said.

There are some more occasions to use hyphen in Thai language. For example:

- Use in syllabification = syl-lab-i-fi-ca-tion
- Replace the word "to" in case of beginning and destination (Ex. Bangkok - Chiangmai)
- Math symbol (minus sign and subtraction)

However, **en dash** (–) and the **em dash** (—), with longer line called in Thai ขัดภาค.

Actually, Thai people don't really separate the usage of hyphen, en/em dash strictly as in English. **That means en/em dash can be used in the above occasions as well.** Except for as math symbol, we only use hyphen.

Ellipses (Suspension points)

Ellipses are used in the same way as in English.

Example:

English	Thai
Downloading %1...	(+) กำลังดาวน์โหลด %1...
Connecting to the Internet...	(+) กำลังเชื่อมต่ออินเทอร์เน็ต...

Period

Use period (.) for abbreviation purpose only.

The period at end sentences must be removed.

Example:

English	Thai
Windows cannot connect to the printer.	(+) Windows ไม่สามารถเชื่อมต่อกับเครื่องพิมพ์ได้
Jan	(+) ม.ค.

Quotation marks

In US source strings, you may find software references surrounded by English quotation marks. In Thai, use quotation marks the same way as in English. However, it may be omitted especially if the expression is not really a question such as "could you please enter your name?".

English	Thai
Are you sure you want to delete your contact "%s"?	(+) คุณแน่ใจหรือไม่ว่าคุณต้องการลบผู้ติดต่อ "%s" ของคุณ

Parentheses

In English, there is no space between the parentheses and the text inside them. In Thai, use parentheses the same way as in English.

English	Thai
Text Documents (*.txt)	(+) เอกสารข้อความ (*.txt)

4.1.8 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.

Use sentence fragments if appropriate, in particular for questions as a good way of directly engaging the user.

Source	Do	Don't	Comment
Here's how:	นี่คือวิธีการ: ใช้กระบวนการนี้เพื่อ...		For UI , keep the colon (:) as is. For UA , remove the colon and translate it as proper "วิธีการมีดังนี้."

You can begin sentences with conjunctions (and, but, or) if it helps readability.

Source	Translation
And finally, we need to find out...	และสุดท้าย เราต้องการทราบว่า

4.1.9 Symbols & non-breaking spaces

Special characters in table below should be kept in Thai translation in the same way as in English:

Character	What to display
Non-breaking space ()	
Less-than symbol (<)	<
Greater-than symbol (>)	>
Ampersand (&)	&
Quotation mark (")	"

4.1.10 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 Thai with "กำลัง."

Example:

English	Translation
Printing...	(+) กำลังพิมพ์...
	(+) กำลังดาวน์โหลดแฟ้ม...
Downloading file...	(+) For Office: กำลังดาวน์โหลดไฟล์...

In English, passive forms of verbs are frequently used, whereas in Thai, passive forms may decrease readability so should be often avoided.

Example:

English	Translation
This program couldn't be downloaded.	(+) ไม่สามารถดาวน์โหลดโปรแกรมนี้ได้
Do you want to allow a file to be downloaded?	(+) คุณต้องการอนุญาตให้ดาวน์โหลดแฟ้มหรือไม่ (+) For Office: คุณต้องการอนุญาตให้ดาวน์โหลดไฟล์หรือไม่

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 Thai, 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 Thai-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™).

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	Thai target
© 2023 Microsoft Corporation. All rights reserved.	Refer to <u>Microsoft Language Portal</u> 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 provides guidelines for the localization of UI elements.

General guidelines

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

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

5.4.1 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.

Thai style in error messages

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

Standard phrases in error messages

The phrases 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.

Examples:

English	Translation	Example	Comment
Cannot ... Could not ...	ไม่สามารถ...	English: You <u>cannot</u> save files on this drive. Thai: (+) คุณ <u>ไม่สามารถ</u> บันทึกแฟ้มบนไดรฟ์นี้	

English	Translation	Example	Comment
		(+) For Office: คุณไม่สามารถบันทึกไฟล์บนไดรฟ์นี้	
Failed to ... Failure of ...	ไม่สามารถ...	English: Failed to open document. Thai: (+) ไม่สามารถเปิดเอกสาร	
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	ไม่พบ...	English: Unable to find the user information for the file. Thai: (+) ไม่พบข้อมูลของผู้ใช้สำหรับแฟ้มนี้ (+) For Office: ไม่พบข้อมูลของผู้ใช้สำหรับไฟล์นี้	
Not enough memory ... Insufficient memory ... There is not enough memory ... There is not enough memory available ...	หน่วยความจำไม่เพียงพอ	English: Indexing is paused because there is not enough memory available. Thai: (+) การทำดัชนีต้องหยุดชั่วคราวเนื่องจากหน่วยความจำไม่เพียงพอ	
... is not available	n/a	n/a	This cannot

English	Translation	Example	Comment
... is unavailable			be translated as this type of fragment. The translation will be varied depend on 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."

In Thai localization, all placeholders should not be localized.

English	Translation
Drive (%c:)	ไดรฟ์ (%c:)
If %username% has forgotten the password, he or she can use the password reset disk.	ถ้า %username% ลืมรหัสผ่าน เขาสามารถใช้ดิสก์การตั้งค่าน์รหัสผ่านใหม่ได้

English	Translation
Maximum of %3!s! digit(s) allowed	อนุญาตจำนวนตัวเลขสูงสุด %3!s! หลัก

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.

Examples:

New

Cancel

Options

Use the following guidelines when localizing keyboard shortcuts or access keys:

1. Avoid using ข and ช.
2. Avoid using ป for English string 'close'.
3. Avoid using alphabet that followed with Sa-Ra-Um (อำ) for example นำเสนอภาพนิ่ง
4. In some rare instance, there is no other alphabet available to be selected as accelerator key. In those instances, the Sa-Ra-Um (สระอำ) character will need to be replaced by typing ็ and then follow by Sa-Ra-Aa (า) for example ต่ำ

Choosing the accelerator key under ต or ำ will result in overlapped keyboard shortcuts

Instead of typing in this order: ต+็+ำ=ต่ำ

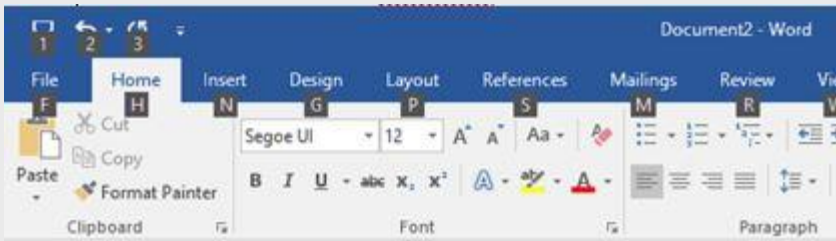
Type in this order instead: ต+็+า=ต่ำ

Using the second typing order, placing the accelerator key under ต or ำ will not cause overlapped accelerator key problem.

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	
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	Yes	
Extended characters can be used as keyboard shortcuts	No	
An additional letter, appearing between brackets after item name, can be used as keyboard shortcuts	Yes	Example: Option <u>k</u> or Option (<u>k</u>)
A number, appearing between brackets after item name, can be used as keyboard shortcut	Yes	Example: Option <u>9</u> or Option (<u>9</u>)
A punctuation sign, appearing between brackets after item name, can be used as keyboard shortcut	No	
Duplicate keyboard shortcuts are allowed when no other character is available	Yes	
No keyboard shortcut is assigned when no more characters are available (minor options only)	n/a	

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

Term	Usage
access key	<p>A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly.</p> <p>Example: F in Alt+F</p> <p>Example in UI localization: H&ome</p> <p>In keyboard shortcuts, most access keys are used with the Alt key.</p>
key tip	<p>The letter or number that appears in the ribbon when the Alt key is pressed. In UI localization, the key tip is the last character present in the strings after the "~" character.</p> <p>Example: In UI localization Home`H</p>



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.

Additional notes: preferred Thai characters to be used as keyboard shortcuts: ก, ค, ง, จ, ด, ต, ถ, ท, น, บ, ป, ผ, ฝ, พ, ฟ, ภ, ม, ย, ร, ล, ว, ส, ห, อ.

5.4.4 Keys

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

Key names

English key name	Thai key name
Alt	Alt
Backspace	Backspace
Break	Break
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete
Down Arrow	ลูกศรลง

English key name	Thai key name
End	End
Enter	Enter
Esc	Esc
Home	Home
Insert	Insert
Left Arrow	ลูกศรซ้าย
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	ลูกศรขวา
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	สเปซบาร์
Tab	Tab
Up Arrow	ลูกศรขึ้น
Windows key	แป้น Windows
Menu Key	แป้นเมนู
Print Screen	Print Screen

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	Thai command	Thai shortcut key
General Windows shortcut keys			
Help window	F1	หน้าต่างวิธีใช้	F1
Context-sensitive Help	Shift+F1	วิธีใช้แบบตามบริบท	Shift+F1
Display pop-up menu	Shift+F10	แสดงเมนูแบบผุดขึ้น	Shift+F10
Cancel	Esc	ยกเลิก	Esc
Activate\Deactivate menu bar mode	F10	เปิด\ปิดใช้งานโหมดแถบเมนู	F10
Switch to the next primary application	Alt+Tab	สลับไปที่โปรแกรมประยุกต์หลักถัดไป	Alt+Tab
		For Office: สลับไปที่แอปพลิเคชันหลักถัดไป	
Display next window	Alt+Esc	แสดงหน้าต่างถัดไป	Alt+Esc

US command	US English shortcut key	Thai command	Thai shortcut key
Display pop-up menu for the window	Alt+Spacebar	แสดงเมนูแบบพุดขึ้นสำหรับหน้าต่าง	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	แสดงเมนูแบบพุดขึ้นสำหรับหน้าต่างลูกที่ใช้งานอยู่	Alt+-
Display property sheet for current selection	Alt+Enter	แสดงแผ่นคุณสมบัติสำหรับการเลือกปัจจุบัน	Alt+Enter
Close active application window	Alt+F4	ปิดหน้าต่างโปรแกรมประยุกต์ที่ใช้งานอยู่	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	สลับไปที่หน้าต่างถัดไป ภายในโปรแกรมประยุกต์ (แบบโหมดเลส)	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	จับภาพหน้าต่างที่ใช้งานอยู่ไปที่ คลิปบอร์ด	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	จับภาพเดสก์ท็อปปไปที่คลิปบอร์ด	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	เปิดปุ่ม เริ่ม ในแถบงาน	Ctrl+Esc
Display next child window	Ctrl+F6	แสดงหน้าต่างลูกที่อยู่ถัดไป	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	แสดงบานหน้าต่างแบบแท็บถัดไป	Ctrl+Tab
Launch Task Manager and	Ctrl+Shift+Esc	เปิดใช้ตัวจัดการงานและการเตรียมใช้งานระบบ	Ctrl+Shift+Esc

US command	US English shortcut key	Thai command	Thai shortcut key
system initialization			
		File menu	
File New	Ctrl+N	แฟ้ม สร้าง For Office: ไฟล์สร้าง	Ctrl+N
File Open	Ctrl+O	แฟ้ม เปิด For Office: ไฟล์เปิด	Ctrl+O
File Close	Ctrl+F4	แฟ้ม ปิด For Office: ไฟล์ปิด	Ctrl+F4
File Save	Ctrl+S	แฟ้ม บันทึก For Office: ไฟล์บันทึก	Ctrl+S
File Save as	F12	แฟ้ม บันทึกเป็น For Office: ไฟล์บันทึกเป็น	F12
File Print Preview	Ctrl+F2	แฟ้ม ตัวอย่างก่อนพิมพ์ For Office: ไฟล์ตัวอย่างก่อนพิมพ์	Ctrl+F2
File Print	Ctrl+P	แฟ้ม พิมพ์ For Office: ไฟล์พิมพ์	Ctrl+P
File Exit	Alt+F4	แฟ้ม ออก For Office: ไฟล์ออก	Alt+F4
		Edit menu	
Edit Undo	Ctrl+Z	แก้ไข เลิกทำ	Ctrl+Z

US command	US English shortcut key	Thai command	Thai shortcut key
Edit Repeat	Ctrl+Y	แก้ไข ทำซ้ำ	Ctrl+Y
Edit Cut	Ctrl+X	แก้ไข ตัด	Ctrl+X
Edit Copy	Ctrl+C	แก้ไข คัดลอก	Ctrl+C
Edit Paste	Ctrl+V	แก้ไข วาง	Ctrl+V
Edit Delete	Ctrl+Backspace	แก้ไข ลบ	Ctrl+Backspace
Edit Select All	Ctrl+A	แก้ไข เลือกทั้งหมด	Ctrl+A
Edit Find	Ctrl+F	แก้ไข ค้นหา	Ctrl+F
Edit Replace	Ctrl+H	แก้ไข แทนที่	Ctrl+H
Edit Go To	Ctrl+B	แก้ไข ไปที่	Ctrl+B
Help menu			
Help	F1	วิธีใช้	F1
Font format			
Italic	Ctrl+I	ตัวเอียง	Ctrl+I
Bold	Ctrl+G	ตัวหนา	Ctrl+G
Underlined\Word underline	Ctrl+U	ขีดเส้นใต้\ขีดเส้นใต้คำ	Ctrl+U
Large caps	Ctrl+Shift+A	ตัวพิมพ์ใหญ่	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	ตัวพิมพ์เล็ก	Ctrl+Shift+K
Paragraph format			
Centered	Ctrl+E	กึ่งกลาง	Ctrl+E
Left aligned	Ctrl+L	จัดชิดซ้าย	Ctrl+L
Right aligned	Ctrl+R	จัดชิดขวา	Ctrl+R

US command	US English shortcut key	Thai command	Thai shortcut key
Justified	Ctrl+J	ชิดขอบ	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/accent in voiceover.

Successful techniques for voicing video content

- Focus on the intent. Show the best way to achieve the most common task and stick to it.
- Show empathy. Understand and acknowledge the viewer's situation.
- Use SEO (Search Engine Optimization). Include search phrases in the title, description, and headers so that people can easily find the topic.
- Talk to the customer as if (s)he is next to you, watching you explain the content.
- Record a scratch audio file. Check for length, pace and clarity.

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

Example	Phonetics	Comment
SecurID	[sɪ'kjuər aɪ di:]	
.NET	[dot net]	
Skype	[skaip] 	Thai people will not pronounce "pe" at the end of the word "Skype"

Acronyms and abbreviations

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

Example	Phonetics
RADIUS	[rédiəs]
RAS	[ar e ɛs]
ISA	[aj ɛs e]
LAN	[læn]
WAN	[dəbəlju e ɛn]
WAP	[dəbəlju e pi]
MAPI	[ɛm e pi aj]
POP	[pap]
URL	[ju ar ɛl]

Other abbreviations are pronounced letter by letter.

Example	Phonetics
ICMP	[aj si ɛm pi]
IP	[aj pi]
TCP/IP	[ti si pi/aj pi]
XML	[ɛks ɛm ɛl]
HTML	[etʃ ti ɛm ɛl]
OWA	[o dəbəlju e]
SQL	[ɛs kiu ɛl]

URLs

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

"www" should be pronounced as เว็ลด์ไวด์เว็บ.

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

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.

The rules of using punctuation in Thai are not the same as in English. It is not recommended to use punctuation in Thai sentences. Try to translate punctuation.

Special characters

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

5.5.2 Tone

Use a tone that's appropriate for the text and target audience. For example, an informal, playful, and inspiring tone may be used for most Microsoft products and games, while a more formal, informative, and factual tone is appropriate in technical content.

5.5.3 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