Chinese (Traditional) Localization Style Guide

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1 Welcome

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

1.1 Reference material

Unless this style guide or the 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. Online Reference Materials by the National Languages Committee, Ministry of Education, R.O.C:

   - Revised Mandarin Chinese Dictionary: http://dict.revised.moe.edu.tw
   - Dictionary of Chinese Idioms: http://dict.idioms.moe.edu.tw

Informative references

These sources may provide supplementary and background information.

1. https://docs.microsoft.com/zh-tw/
2. Online Reference Materials by the National Languages Committee, Ministry of Education, R.O.C:
   - Revised Handbook of Punctuation: https://language.moe.gov.tw/001/upload/files/site_content/m0001/hau/haushou.htm#suo (For reference only; the rules described in the style guide have higher priority if there is discrepancy.)
3. Academic Glossaries by the National Academy for Educational Research: http://terms.naer.edu.tw/

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 Traditional 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.

The end users are of all ages and genders. Do not use any term or expression that is discriminating. Wording and tone in the translated text should not be discriminating against gender, age, race, occupation, religion, political belief, political party, national origin, geography, the rich, the poor, as well as the disabled.

Always use the polite form 您 for "You" in all of the software products.

Example:

English	Translation
You are now connected to the Internet.	您現在已連線到網際網路。

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 Traditional 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 Traditional Chinese users. Sometimes, you may need to remove any unnecessary contents.

English example	Traditional Chinese example
Meet Windows.	認識 Windows

2.1.2 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.

en-US source term	Traditional Chinese word	Traditional Chinese word usage
PC	電腦	OK to use when talking about "personal computer." For example, use "您的電腦" instead of "您的 PC."
Customer service	客服	Use 客服 instead of 客戶服務

2.1.3 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 Traditional Chinese translation	Incorrect Traditional Chinese translation
For surfing the web with lightning speed …	如需快速瀏覽網頁 …	為了要在網頁上快速衝浪 …
Your life, connected through the cloud	透過雲端連接您的生活	您的生活，透過雲端連接
…is configured to run…	…是設定來執行…	…執行設定…

2.1.4 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. A similar is for Traditional Chinese - words or phrases to avoid and their equivalent words or phrases expressed in the Microsoft voice is provided below. Use 請 as necessary to make sentence more understandable. Use 您 instead of 你 for "you" (singular), use 你們 instead of 您們 for "you" (plural).

en-US source	Traditional Chinese old word/phrase	Traditional Chinese new word/phrase
Don't need to	毋需	無需

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

In most cases, adding 請 before imperative verbs will make the voice more polite and the meaning clearer. For example, translate "Input password" into "請輸入密碼" is much better than "輸入密碼"。

US English	Traditional Chinese target	Explanation
The password isn't correct, so try again. Passwords are case-sensitive.	密碼不正確，請再試一次。密碼需區分大小寫。	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.	這個產品金鑰無效，請檢查一下然後再試一次。	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	已經可以開始執行	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	請問您是否繼續?	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.	為您的電腦指定想要的任何名稱。若要變更背景色彩，請在 [電腦設定] 中關閉高對比。	Address the user directly using second person pronoun to take the necessary action.

2.2.2 Explanatory text and providing support

US English	Traditional 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.	已安裝更新，但 Windows 10 安裝程式需要重新啟動，那些更新才能運作。重新啟動之後將繼續安裝。	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.	若現在重新啟動，您和目前正在使用此電腦的其他人會遺失未儲存的工作。	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.	在您更正無效或遺失的屬性之後，此份文件會自動移至正確的文件庫與資料夾。	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.	發生一些問題！找不到下載的檔案來建立您的可開機 USB 快閃磁碟機。	Without complexity and using short sentences inform the user what has happened.

2.2.3 Promoting a feature

US English	Traditional Chinese target	Explanation
Picture password is a new way to help you protect your touchscreen PC. You choose the picture—and the gestures	圖片密碼是一種新的方式，能為您保護具備觸控式螢幕的電腦。您必須選擇圖片與要搭配圖	Avoid use of the Chinese dash and replace it with colons, commas or parentheses instead. You

| you use with it—to create a password that's uniquely yours. | 片使用的手勢，以建立專屬的密碼。 | can also start a new sentence. |
| Let apps give you personalized content based on your PC's location, name, account picture, and other domain info. | 讓應用程式根據您電腦的位置、名稱、帳戶圖片與其他網域資訊為您提供個人化的內容。 | 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	Traditional Chinese target	Explanation
To go back and save your work, click Cancel and finish what you need to.	若要返回並儲存您的工作，請按一下 [取消] 並完成您需要的工作。	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.	若要確認您目前的圖片密碼，只需要觀看重播並追蹤您圖片上顯示的範例手勢。	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.	準備輸入產品金鑰。當您連線到網際網路時，我們將會為您啟用 Windows。	Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter the product key.

3 Bias-free communication

Microsoft technology reaches every part of the globe, so it's critical that all our communications are inclusive and diverse.

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, 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.

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.

Comply with local language laws.

3.1   Avoid gender bias

Use gender-neutral alternatives for common terms. Avoid compound words containing *man* or *men*, or similar constructions in your language.

Don't use gendered pronouns (*she, her, he, him, etc*.) in generic references. Instead:

Rewrite to use the second or third person (您 or 其).

- Rewrite the sentence to have a plural noun and pronoun.
- Use articles instead of a pronoun (for example, *the document* instead of *his document*).
- Refer to a person's role (*reader, employee, customer,* or *client,* for example).
- Use *person* or *individual.*

If you can't write around the problem, it's OK to use a plural pronoun (*they, their,* or *them*) in generic references to a single person. Don't use constructions like *he/she* and *s/he.*

Use this	Not this	Use this	Not this
English examples		Chinese (traditional) 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.	若使用者有適當的權限，就能設定其他使用者的密碼。	若使用者有適當的權限，他能設定其他使用者的密碼。
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.	開發人員需要存取其部署環境中的伺服器…	開發人員需要存取他的部署環境中的伺服器…
When the author opens the document ….	When the author opens her document ….	當作者開啟其文件時…	當作者開啟她的文件時…
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.	若要呼叫某人，請選取該人員的名字…	若要呼叫某人，請選取他的名字…

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 *stricken with* or *suffering from.* Don't mention a disability unless it's relevant.

 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 example		Chinese (traditional) example	
Select	Click	選取	按一下

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

Spell out words like *and, plus,* and *about.* Screen readers can misread text that uses special characters like the ampersand (&), plus sign (+), and tilde (~). For example:

Use this	Not this
請按一下加號	請按一下+

4 Language-specific standards

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

4.1 Grammar, syntax and orthographic standards

This section includes information on how to apply the general language and syntax rules 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:

Traditional Chinese words do not generally use abbreviations. When dealing with English abbreviations, please 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+Shift+空格鍵) 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, Su

List of common abbreviations:

Expression	Acceptable abbreviation
Mon, Tue, Wed, Thu, Fri, Sat, Sun	一、二、三、四、五、六、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.

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).

Traditional Chinese words do not generally use acronyms. When dealing with English acronyms, please apply the following general rules:

- If an acronym is used alone, please leave it as it is. (Don't add the full name even the full name is well known.)
- If an acronym goes after a full name, please follow the format: Traditional Chinese (English acronym)

Example:

English Text	Error Example	Correct Example
HID	人性化介面裝置 (HID)	HID
Human Interface Device, HID	HID，人性化介面裝置	人性化介面裝置 (HID)

English Text	Error Example	Correct Example
Human Interface Device, HID	人性化介面裝置 (Human Interface Device， HID)	人性化介面裝置 (HID)

- If an acronym is used in title, do not write the full spelling of the acronym.
- Acronym letters should be all uppercased unless the source text uses lowercase officially (like "IPv4") or otherwise specified in the Language Portal.
- If "s" is added at the end of English acronym, meaning plural, "s" should be dropped when localizing into Traditional Chinese.

Example:

English Text	Error Example	Correction
several IFSs	數個 IFSs	數個 IFS
three OEMs	3 家 OEMs	3 家 OEM

Localized acronyms

Here are some commonly translated acronyms.

Example:

Source text	Target
AM	上午
PM	下午
ID	識別碼

Unlocalized acronyms

Here are some commonly unlocalized acronyms.

Example:

Source Text	Target
HDMI	HDMI
MB	MB
GB	GB

4.1.3　Adjectives

Possessive adjectives

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

Example:

Source	Preferred Target	Avoid
You organization may customize **your** My Site or limit the changes you can make to it—for more information, see the person who manages My Sites for your organization.	(+) 您的組織可自訂「我的網站」，或限制您可以做的變更；如需詳細資訊，請向組織中「我的網站」之管理員洽詢。	(-) 您的組織可自訂**您的**「我的網站」，或限制您可以做的變更；如需詳細資訊，請向組織中「我的網站」之管理員洽詢。

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

Example:

Source	Preferred target	Avoid
The BTSLIBinterop.jar file is generated by the EnterpriseOne system by following the instructions included in the Installation Guide for the adapters.	(+) BTSLIBinterop.jar 檔案是遵循配接器《安裝指南》包含的指示後，由 EnterpriseOne 系統所產生。	(-) BTSLIBinterop.jar 檔案是遵循配接器**的**《安裝指南》包含的指示後，由 EnterpriseOne 系統所產生。

In most situation, any verbose "的" can be left out by syntactic approaches, which means "之…的" pattern shouldn't be used too frequently. If and only if 的cannot be left out anyway, please change 的…的to 之…的.

Example:

Source	Preferred target	Avoid
Add a page to My Content on your My Site.	(+) 新增網頁至「我的網站」上之「我的內容」。	(-) 新增網頁至「我的網站」上的「我的內容」。

4.1.4　Articles

For most cases, there is no need to translate articles into Traditional 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.

Example:

Source	Preferred Target	Avoid	Comment
Alternatively, you can create a new permission level to contain **a specific set of** permissions that you specify.	(+) 您也可以建立新的權限等級，使其包含您所指定的**一組特定權限**。	(-) 您也可以建立新的權限等級，使其包含您所指定的**特定權限組**。	**特定權限組** might mislead the readers to think there are "more than one set of permissions". Therefore, "a" is translated.

Unlocalized feature names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language. In Traditional 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 the Traditional Chinese language?
- Analogy: Is there an equivalent Traditional 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 use 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.

For Traditional Chinese, it is the same as for en-US. Depending on the choice of conjunctions, tones can be changed from formal to conversational. For example, 「如果」sounds more conversational than「倘若」.

English source text	Traditional Chinese old use of conjunctions	Traditional Chinese new use of conjunctions
If you need to convert the database, do one of the following:	倘若需要轉換資料庫，請執行下列其中一個動作:	如果需要轉換資料庫，請執行下列其中一個動作:

4.1.6   Contractions

For en-US Microsoft voice, the use of contractions helps to convey a conversational tone and are used whenever possible. Use of contractions help convey a conversational tone in Traditional Chinese as well.

English source text	Traditional Chinese long form	Traditional Chinese contracted form
Just in case	以防萬一	以免
in a nutshell	總而言之	總之
But	但是 / 不過	但
already	已經	已

4.1.7   Font localization

Dealing with Bold and Italic style

- **Bold** and *Italic* style should be avoided for Traditional Chinese characters. For example, Italic style should be removed for localized book name and 《》 must be used to quote the book name:

Eng: For more information, see *Office 365 Migration Guide.*
Wrong Cht: 如需詳細資訊，請參閱《*Office 365 移轉指南*》。
Correct Cht: 如需詳細資訊，請參閱《Office 365 移轉指南》。

Exception:

Bold style for headings should be kept as-is.

Source	Traditional Chinese	Notes
Heading 1 Paragraph Text Paragraph Text Paragraph Text Paragraph Text **Heading 2** Paragraph Text Paragraph Text Paragraph Text Paragraph Text	**標題1** 段落文字段落文字段落文字段落文字 **標題2** 段落文字段落文字段落文字段落文字	**Bold** headings should be kept as-is.

- **Bold** style for emphasis purpose in strings should be kept as-is.

Example:

Eng: The use **can't** be removed once all other users are removed.
Wrong Cht: 移除所有其他使用者之前，「無法」移除該使用者。
Correct Cht: 移除所有其他使用者之前，**無法**移除該使用者。

- **Bold** style for user input should be kept as-is.

Eng: Type **a:\setup**
Wrong Cht: 輸入a:\setup
Correct Cht: 輸入 **a:\setup**

- *Italic* style for placeholders should be replaced with **BOLD** style.

Eng: Type *password*
Wrong Cht: 輸入*密碼*
Correct Cht: 輸入**密碼**

- For UI terms in documentation and online help, move the UI out of the <bold>, <italic> or <ui> tags, and enclose it with half-width square brackets ([ ]). For example:

Eng: Click **Open** to open it.
Wrong Cht: 按一下 [**開啟**] 以開啟它。
Correct Cht: 按一下 [開啟] 以開啟它。

Exception:

· Placeholder in UI, which will be replaced by actual text or text input by user in runtime. In such case, replace *Italic* style with **Bold** style per previous instruction. For example:

Eng: If your server is located, the **Log on to *<YourServerName>*** page is displayed.
Wrong Cht: 若找到您的伺服器，[登入*<您的伺服器名稱>* 頁面] 隨即顯示。
Correct Cht: 若找到您的伺服器，[登入<**您的伺服器名稱**> 頁面] 隨即顯示。

4.1.7.1 *Font strings in string table or HTML/XML*

- If you're instructed to use a specific font in translation, follow the instructions.

- If the resource ID doesn't contain "font-family" (or "fontfamily") and there is only one font in the source string, replace it with the Microsoft JhengHei UI font. For example, Segoe UI => Microsoft JhengHei UI.

Exception: Segoe UI Semilight => Microsoft JhengHei UI Semilight

- If the resource ID contains "font-family" (or "fontfamily") or two or more fonts are used in source string, add Microsoft JhengHei UI, Microsoft JhengHei, 新細明體 in front of the English fonts and leave English fonts unchanged. For example, Segoe UI, Verdana, Tahoma, Arial => Microsoft JhengHei UI, Microsoft JhengHei, 新細明體, Segoe UI, Verdana, Tahoma, Arial. Except in the following cases:

Replace console fonts (Consolas, Lucida Console) with "細明體".

- For Windows binaries listed below:
  - if the source string is Font-family and contains Segoe font (Segoe UI, Segoe UI Light etc), add "Microsoft JhengHei, 新細明體" in front of English fonts;
  - if the source string is Font-family and only contains legacy font (Tahoma, MS Shell Dlg etc), add "新細明體" in front of the English;
  - if source string is NOT Font-family, put Microsoft JhengHei in translation for Segoe font and put新細明體 in translation for legacy font.
    ieframe.dll.mui
    ehres.dll.mui
    omdproject.dll.mui
    printui.dll.mui
    ps5ui.dll.mui
    pscript5.dll.mui
    mshtmler.dll.mui
    calc.exe.mui
    apds.dll.mui
    microsoft.powershell.gpowershell.resources.dll
    fms.dll.mui
    upgres.dll.mui
    getuname.dll.mui
    shwebsvc.dll.mui¨

For an updated string, keep font unchanged unless to correct font name.

Font size strings

Source	Target
Equal or less than 8 (pt.)	9pt
Equal or greater than 9	Source (no change)

4.1.7.2   *Dynamics-specific rule for font size strings*

For Traditional Chinese, local fonts should be used to well display characters. ClearType has been used from Vista. Corresponding ClearType font is Microsoft Jhenghei.
Italic style in English sentences should be replaced by normal style. Bold style is allowed unless there are UI display issues.

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 an Traditional 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 Traditional Chinese colloquialisms
粉絲 (fan)
達人 (expert)
菜鳥 (novice)
宅 (geek)

一舉兩得 (to kill two birds with one stone; to attain two objectives or gain two advantages by a single move)

事半功倍 (to yield twice the result with half the effort) / 事倍功半 (to get half the result with twice the effor)

同心協力 (to pull together; to hang together; to work together with one heart; to make concerted efforts; to work in concert with)

量身打造 (tailor-made)

Samples of unacceptable Traditional Chinese colloquialisms (provide English explanation for all the terms)

冏 (The character for "Jiong" is nowadays more widely used on the Internet as an ideographic emoticon representing a range of moods, as it resembles a person's face. It is commonly used to express ideas or feelings such as annoyance, shock, embarrassment, awkwardness, scorn, response to silliness or the internet meme "DO NOT WANT"—from [Wikipedia](#))

就醬 (就這樣) (That's it, That's all)

LKK (老扣扣) (old)

童鞋 (同學) (classmate)

監介 (尷尬) (embarrass, awkward)

釀 (那樣) (http://www.nciku.cn/search/en/that)

矮油 (whoops)

4.1.9　Modifiers

In Traditional 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	Less fluent translation	Correction	Comment
Invalid value for the certificate validator type.	(-) 對憑證驗證程式類型無效的值。	(+) 憑證驗證程式類型的值無效。	In Traditional Chinese text, the meaning is "The value for the certificate validator type is invalid," which is more fluent translation.
Setup is optimizing your system for better performance.	(-) 安裝程式正在最佳化系統,以獲得更佳效能。	(+) 為提升效能,安裝程式正在將系統最佳化。	"better performance" is translated as a meaning of "to increase performance," which is more fluent translation.
For more effective troubleshooting, use this error message.	(-) 為獲得更有效的移難排解,請使用此錯誤訊息。	(+) 為使疑難排解作業更有效率,請使用此錯誤訊息。	"more effective troubleshooting" is translated as a meaning of "to troubleshoot more effectively," which is more fluent translation.

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 sounds natural.

Example:

English	Less fluent translation	Correction	Comment
The Chart Web Part is a Web Part **that can be created and added to a SharePoint site** to enable users to view performance and other types of information at a glance.	(-) 圖表網頁組件,可以建立並新增至 SharePoint 網站**的網頁組件**,讓使用者對於效能及其他類型的資訊能夠一目了然。	(+) **您可以建立圖表網頁組件並新增至 SharePoint 網站**,讓使用者對於效能及其他類型的資訊能夠一目了然。	When translating strings that consist of relative clauses, do not simply use a comma to separate the modified and the modifier.

English	Less fluent translation	Correction	Comment
This document describes a number of the new features, and gives details about **scenarios in which they may be useful.**	(-) 本文件將描述一些新功能，並且詳細說明**這些功能可能很有用的案例**。	(+) 本文件將描述一些新功能，並且詳細說明**適合使用這些功能的案例**。	Avoid word-for-word translation.

4.1.10 Nouns

In Traditional Chinese, no specific considerations are given to nouns since we do not have noun inflection and also do not distinguish singular/plural formation. We sometimes add a suffix 們 at the end of nouns, or adjectives "這些" "一些" before the nouns to indicate plurality, but it is frequently omitted without affecting overall meaning and also grammatically accepted.

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.

Pay attention to the correct use of the preposition in translations. Based on the context, the same preposition should be translated differently. For example, "for" is not always 「針對」; "on" is not always 「上」.

Example:

US Expression	Traditional Chinese expression	Comment
Storage Expansion Card **for** Xbox Series X|S	適用於 Xbox Series X|S 的儲存擴充卡	In this case, "for" is translated into 「適用於」

US Expression	Traditional Chinese expression	Comment
For external users, please contact your system administrator.	**若是**外部使用者，請與您的系統管理員連絡。	In this case, "for" is translated into 「若是」

4.1.12 Pronouns

In general, you do not have to translate every pronoun into Traditional Chinese. As long as the meaning is not affected, omit the pronouns for fluent flow of the text.

Example:

English	Less fluent translation	Correction	Comment
Add a page to My Content on **your** My Site.	(-) 新增網頁至**您的**「我的網站」上之「我的內容」。	(+) 新增網頁至「我的網站」上之「我的內容」。	Omit "your" for fluency.
This document describes a number of the new features, and gives details about scenarios in which **they** may be useful.	(-) 本文件將描述一些新功能，並且詳細說明**它們**可能很有用的案例。	(+) 本文件將描述一些新功能，並且詳細說明適合使用**這些功能**的案例。	- Avoid using non-human pronoun 它. If necessary, use 其 - For clarity, sometimes you may want to repeat the exact noun in place of the pronoun.

4.1.13 Punctuation

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

Please refer to the following tables and use the correct set of punctuations.

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

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

Traditional 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 Traditional Chinese.

Example:

English text	Traditional Chinese text	Comment
This dialog box enables you to add constant input parameters, update input parameters, change the order of input parameters, and delete incorrect input parameters.	您可以使用此對話方塊來新增常數輸入參數、更新輸入參數、變更輸入參數的順序，以及刪除不正確的輸入參數。	Please note the pattern for this kind of sentence is 、...、...，以及
Content must be of type "empty", "eltOnly", "textOnly" or "mixed".	內容必須是 "empty", "eltOnly", "textOnly" 或 "mixed" 型別。	English commas are kept if most of the elements in a string are not localizable. For partial localized sentences, English punctuations should be used when the previous term and the coming term are unlocalized/English. Only punctuations next to CHT terms/wording should the CHT punctuations be used. In addition, in partial localized sentences, Traditional Chinese period (。) should be used.

Example:

English text	Traditional Chinese text	Comment
Microsoft, Windows, Outlook, PowerPoint, Azure, and Xbox Game Pass are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.	Microsoft, Windows, Outlook, PowerPoint, Azure 及 Xbox Game Pass 係 Microsoft Corporation 在美國及/或其他國家/地區的註冊商標或商標。	Keep the English commas as is in this context.

Colon

Use English colon (:) when translating UI. Traditional Chinese colon (：) is used in documentation, Help and web pages.

Example:

English text	Traditional Chinese text	Comment
Invalid argument: %1	無效的引數: %1	Software localization.
To activate the product, please follow these steps:	若要啟用產品，請遵循下列步驟：	Document localization.

Dashes and hyphens

Three different dash characters are used in English:

(1) Hyphen

The hyphen is used to divide words between syllables, to link parts of a compound word, and to connect the parts of an inverted or imperative verb form.

(2) En Dash

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

The en dash is also used in number ranges, such as those specifying page numbers.
No spaces are used around the en dash in this case. In Traditional Chinese,
please proceed as follows:

Example:

English Text	Traditional Chinese text	Comment
500–1000	500–1000	When the strings contain only numbers, keep it as is. Mostly seen in software localization.
Persistence performance has increased by a factor of 2.5 – 3.0.	持續性效能已提升 2.5 至 3.0 倍。	Depending on the context, you may want to use 至 in place of en dash for better flow of the text.

(3) 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 Traditional Chinese, it
should not be used as it looks the same as the Traditional 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.

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

- If a UI containing ellipses appears in a descriptive string or procedural steps, you could
  omit ellipses.

Example:

English text	Traditional Chinese text	Comment
Click "About..." for more information.	如需詳細資訊，請按一下 [關於]。	"About..." is a UI. When it is enclosed in [ ], ellipses should be omitted.

Period

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

Adhere to the following guidelines when determining whether to include a period at the end of a list or table entry:

- When a full sentence is followed by text enclosed in parentheses, remove the period before the opening parenthesis.

Example:

English Text	Traditional Chinese Text	Comment
Wizard mode. (Default if no other parameters are specified.)	精靈模式 (未指定其他參數時為預設值)。	Please pay attention to the position of the period.

If your translation is longer than the English text, or if you split your translation into several independent sentences, use common sense and insert a period if it improves readability.

Quotation marks

Quotation marks are used when referring to Traditional Chinese.

In US source strings, you may find software references surrounded by English quotation marks.

English quotation marks are used when referring to UI entries, properties, reserved words, parameters, titles of manuals, chapters and sections, quoted passage, etc.

In Traditional Chinese, follow the rules as follows:

- **UI**: In US source strings, you may find software references surrounded by English quotation marks. In Traditional Chinese, UI should be enclosed with **[ ]**

Example:

English text	Traditional Chinese text	Comment
Click "About" for more information.	如需詳細資訊，請按一下 [關於]。	Brackets are used instead of quotation marks when referring to UI terms in software strings.

- **Properties, reserved words, parameters**: Keep the quotation marks as English. No need to enclosed these items with [ ]

Example:

English text	Traditional Chinese text	Comment
Content must be of type "empty", "eltOnly", "textOnly" or "mixed".	內容必須是 "empty", "eltOnly", "textOnly" 或 "mixed" 型別。	Some of these items look the same as the localizable ones. When in doubt, consult English Online Help for the product.

- **Titles of user guides, chapters and sections:** Use 《》 for books, manuals, etc. Use ＜＞ for chapters and sections

Example:

English text	Traditional Chinese text	Comment
… see Chapter 12 in the Microsoft Word for Windows User's Guide.	…請參閱《Microsoft Word for Windows 使用者指南》第十二章。	《》 for books, guides…

English text	Traditional Chinese text	Comment
... see "Special Characters" in chapter 4, "Programming Fundamentals."	...請參閱第四章＜程式寫作基礎＞裡的＜特殊字元＞一節。	＜＞for chapters and sections...

- **Quoted passage, new terms and emphasis:** Use 「」for these scenarios.

Example:

English text	Traditional Chinese text	Comment
... look on the World Wide Web. The World Wide Web is...	...到「全球資訊網」上查看。全球資訊網是...	Used for new terms or words that are capitalized to catch readers' attention.

Parentheses

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

There is no space between the parentheses and the text inside them.

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.

For Traditional Chinese, sentence fragments can also be used to convey a friendly and conversational tone, making translation short and straight to the point.

English source text	Traditional Chinese long form	Traditional Chinese sentence fragment
Use the following steps.	依照下列步驟...	請看以下...
Please refer to the diagram	請參考下圖	如圖所示

4.1.15 Singular and plural

If a generic English word is to be kept untranslated, please remove the plural "s" and capitalize the first letter of the word.

Example:

English text	Traditional Chinese text	Comment
Select one or more cookies	選取一或多個 Cookie	Remove the plural "s" and capitalize the first letter of the word.

4.1.16 Spacing

Spacing is an important consideration when localizing the strings into Traditional Chinese.

The following general rules are applied:

- Half-width space needed between Chinese characters and English letters or numbers

Example:

English	Translated text	Comment
Serializers could not deal with unknown xsi:type information.	Incorrect: 序列化程式無法處理不明**的xsi:type 資訊**。 Correct: 序列化程式無法處理不明的 xsi:type 資訊。	Space needed between Chinese characters and English letters
March 14, 2021	2021 年 3 月 14 日	Space needed between Chinese characters and Arabic digits

- Half-width space needed between Chinese characters and half-width punctuations: ( ), [ ]

Example:

English	Translated text
If you are using a third party (non-Windows) firewall, or a Windows Firewall that is subject to domain policy, you must manually configure the firewall for the caching features to work properly.	Incorrect: 若使用協力廠**商(**非 Windows**) 防**火牆或 Windows 防火牆 受到網域原則約束，則您必須手動設 定防火牆，才能讓快取功能順利運 作。 Correct: **若使用協力廠商** (非Windows) **防火牆或** Windows **防火牆受到網域原則 約束，則您必須手動設定防火牆，才能 讓快取功能順利運作。**
Right-click the RFID process.	Incorrect: 以滑鼠右鍵按一下**[**RFID 處 理程序]。 Correct: **以滑鼠右鍵按一下** [RFID 處理程 序]。

However, the above rule does not apply to **：；！？**

Example:English	Translated text	Comment
Search:	搜尋:	n\a
Remote ADO Error: Either BOF or EOF is True, or the current record has been deleted; the operation you requested requires a current record.	遠端 ADO 錯誤: BOF 或 EOF 為 True，或是使用中記錄已 被刪**除;** 您請求的操作需要 有使用中的記錄。	In this case, no space before : and ; the space after them are kept as is.

- No space needed around Chinese full-width punctuation marks

Example:

English	Translated text	Comment
To identify yourself, please enter your extension or full phone number followed by pound (#).	若要表明自己的身分，請輸入分機號碼或完整的電話號碼，最後再按井字鍵 (#)。	No space needed between Chinese characters.
The BTSLIBinterop.jar file is generated by the EnterpriseOne system by following the instructions included in the Installation Guide for the adapters.	BTSLIBinterop.jar 檔案是遵循配接器《安裝指南》包含的指示後，由 EnterpriseOne 系統所產生。	No space needed between Chinese characters.

4.1.17 Syntax

Syntax and register differ between Traditional Chinese and English in the following ways:

Difference #1 Passive voice is used very frequently in English sentences. In Traditional Chinese, passive voice is avoided. If the translated text contains many passive sentences, it does not sound natural and compromises the overall readability. Please rephrase the source in the active voice.

Example:

English	Less fluent translation	Correction	Comment
The Chart Web Part is a Web Part **that can be created and added to a SharePoint site** to enable users to view performance and other types of information at a glance.	(-) 圖表網頁組件可以被建立並新增至 SharePoint 網站的網頁組件，讓使用者對於效能及其他類型的資訊能夠一目了然。	(+) 您可以建立圖表網頁組件並新增至 **SharePoint 網站**，讓使用者對於效能及其他類型的資訊能夠一目了然。	Rephrase in the active voice.

English	Less fluent translation	Correction	Comment
The file is saved automatically.	(-) 會自動儲存檔案。	(+) 系統會自動儲存檔案。	Avoid using 會….。pattern with 會 beginning a sentence. Though constructed in the active voice, the original translation is vague because the underlying subject that performs the "save" action is missing.
A work item, also called a task, is an activity that is assigned to and must be executed by an actor.	工作項目，也被稱為工作，是一個被指派給執行者的活動且必須被執行者執行。	**工作項目也稱為工作，是指派給執行者的活動，且必須由執行者執行。**	
The file is saved automatically.	**檔案會自動被儲存。**	**檔案會自動儲存。**	

4.1.18 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 Traditional Chinese with the pattern 正在…

Example:

English	Preferred translation	Please avoid...	Comment
Saving text file...	(+) 正在儲存文字檔案...	(-) 儲存文字檔案中...	Though 中 could be used, it is less fluent and might cause confusion in some cases.
Completing installation...	(+) 正在完成安裝...	(-) 完成安裝中...	

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:

English	Correct translation	Incorrect translation
Using Paint	(+) 使用小畫家	(-) 正在使用小畫家
Selecting and editing objects	(+) 選取及編輯物件	(-) 正在選取及編輯物件

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 Chinese Traditional, 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 Traditional 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 can be confused with general component names. For example, "Microsoft Transaction Server," "Microsoft Message Queue" and "Microsoft Distributed Transaction Coordinator" are product names so they should be left in English. During localization process, you may encounter "transaction server (異動伺服器)," "message queue (訊息佇列)," which are not specific product names but just general component names so they should be translated. You can distinguish them whether "Microsoft" is preceded or not, or sometimes based on the context.

Product names are also often confused with applets or built-in component names. For example, "Microsoft Notepad (Microsoft 記事本)" 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	Traditional Chinese target
Version 4.2	4.2 版

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

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   Localization rules for special URLs

- If the URL is embedded in the text and the destination page is already localized, then the translation must be consistent with that on the actual page.
- If the URL is embedded in the text and the destination page is not localized yet, please translate the link text and add (英文) at the end of the text so the users know they are going to be directed to a unlocalized website.

Note: (英文) does not refer to the original English text. these characters must be added as is to let the users know they are going to an English website.

- If the URL is not embedded in the text but explicitly mentioned the download location or URL destination: the translation must be consistent with that on the actual page if the page is already localized.
- If the URL is not embedded in the text but explicitly mentioned the download location or URL destination: please translate the link text and add (英文) at the end of the text if the page is not localized yet, so the users know they are going to be directed to a unlocalized website.

Example:

Source: The Windows reference document titled "User Guide," which is available for download at http://www.microsoft.com
Translation: Windows 參考文件<使用者指南> (英文) 可於 http://www.microsoft.com 下載。

- If the URL leads to an article that is machine-translated: instead of using the machine translate title, please translate the link text on your own and add (機器翻譯) at the end of the text, so the users know they are going to be directed to a machine-translated page.

5.5   Reference materials without translations

During translation, you might come across some reference book titles in the appendix, here are some guidelines for you to follow.

Localization rules for special reference materials

- For books that are not translated into Chinese, please keep the title in English.

Source: This article contains comments, corrections, and information in "Introducing Software Localization in Microsoft".
Translation: 在 "Introducing Software Localization in Microsoft" 一書中，此文章包含相關的註解、修正和資訊。

- For chapters and sections that are not translated in the book, please keep them in English.

Source: For information, view the "**Industry Today**" in "**Introducing Software Localization in Microsoft**".
Translation: 如需詳細資訊，請檢視 **"Introducing Software Localization in Microsoft"** 中的 **"Industry Today"** 一節。

- If a passage is excerpted from a book that is not translated, please keep the original text and add your own translation in parentheses.

Source: Terminology management is the key to the success of the project. We need to start to collect the terminologies as early as possible in order to keep the content consistent.
Translation: Terminology management is the key to the success of the project. We need to start to collect the terminologies as early as possible in order to keep the content consistent. (詞彙管理是專案成功的要素。我們必須儘早開始收集詞彙，才能讓內容保持一致)

5.6   Software considerations

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

5.6.1   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.

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.

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

English term	Correct Traditional Chinese translation
Press F1 to get Help If you want Help press F1 To get Help press F1	按 F1 取得更多說明
Not enough memory Insufficient memory There is not enough memory	記憶體不足
Save changes to %1? Do you want to save changes to %1?	是否要儲存對 %1 所做的變更?

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

Examples:

English	Translation	Example	Comment
Cannot … Could not …	無法…	**Source:** Cannot delete the file. **Target:** 無法刪除檔案。	n/a
Failed to … Failure of …	無法…	**Source:** Failed to delete the file. **Target:** 無法刪除檔案。	Recommended translation.
Cannot find … Could not find … Unable to find … Unable to locate …	找不到…	**Source:** Unable to locate data source. **Target:** 找不到資料來源。	n/a
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	記憶體不足	**Source:** There is not enough memory available to perform the operation. **Target:** 記憶體不足，無法執行此項作業。	If another phrase is attached to this type of strings, use "無法+Verb"
… is not available … is unavailable	無法使用…	**Source:** Internet access is not available. **Target:** 無法使用網際網路。	If the subject is a person, then this might be 無法接通, 未上線 or 沒有空, depending on the context.
You might want to…	建議您…	**Source:** You might want to use the latest version.	Please avoid 您可能想要…

English	Translation	Example	Comment
You may want to....		**Target:** 建議您使用最新的版本。	

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 Traditional Chinese, note that:
1. "Measure word", such as 位, 部, 本, 個, is needed if the placeholder means <number>.

For example:

Source	Translation	Notes
%d users are online.	%d 位使用者在線上。	Add appropriate measure words according to the nouns.

2. No space is needed if the placeholder is to be replaced with a localized string.

For example:

Source	Translation	Notes
Click the Finish button to exit the [Wizard].	按一下 [\\[]完成[\\]]按鈕以結束[Wizard]。	[Wizard] will be replaced with a localized name. Therefore, there is no need to keep a space between 結束 and [Wizard].

5.6.3 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 I, l, t, r, f can be used as keyboard shortcuts	yes	Always convert the lowercase letter to the *uppercase one.* Example: **Source:** Exit **Target:** 結束(&T)
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	yes	Always convert the lowercase letter to the *uppercase one.* Example: **Source:** Replay

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
		Target: 重播(&P)
Extended characters can be used as keyboard shortcuts	n/a	n/a
An additional letter, appearing between brackets after item name, can be used as keyboard shortcuts	yes	n/a
A number, appearing between brackets after item name, can be used as keyboard shortcut	yes	n/a
A punctuation sign, appearing between brackets after item name, can be used as keyboard shortcut	yes	n/a
Duplicate keyboard shortcuts are allowed when no other character is available	no	n/a
No keyboard shortcut is assigned when no more characters are available (minor options only)	n/a	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	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.

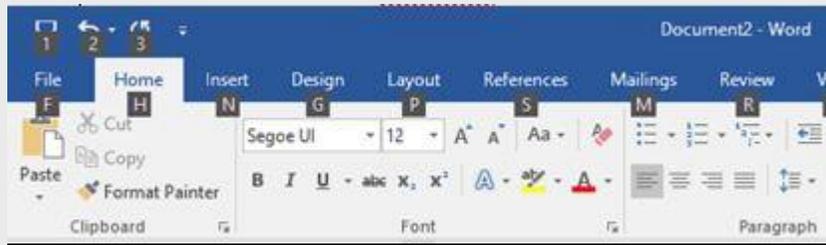|	
key tip	Example: F in Alt+F Example in UI localization: H&ome In keyboard shortcuts, most access keys are used with the Alt key. The letter or number that appears in the ribbon when the Alt key is pressed. In UI localization, the key tip is the last character present in the strings after the "`" character.  Example: In UI localization Home`H
shortcut key	A subtype of keyboard shortcut. A key that the user types to perform a common action without having to go through the UI. Shortcut keys are not available for every command. Example: Ctrl+N, Ctrl+V In keyboard shortcuts, most shortcut keys are used with the Ctrl key. Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.

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

"**translated text(KeyboardShortcut symbolCapitalized latin key character)**"

No space is needed between the translated text and ( )

Examples:

Source	Correct example	Incorrect example
Exit	結束(&E)	結束(E)
Print	列印(&I)	列印(&i)
Replay	重播(&P)	重播 (&P)
Capture object 1	擷取物件一(&1)	擷取物件 1(&1)
MIME	MIME(&M)	MIME
&About	關於(&A)	關於(&A)
Show _More Buttons	顯示更多按鈕(_M)	顯示更多按鈕(&M)
Home`H	常用`H	常用(&H)
Co&ndition`O	條件(&N)`O	條件(&N)O
&Preview in Multiple Browsers (800 x 600)	用多重瀏覽器預覽 (800 x 600)(&P)	用多重瀏覽器預覽(&P)(800 x 600)

However, there are some other scenarios to be noticed:

1. If a string is followed by "!" or "?", put the keyboard shortcut behind them.

Examples:

Source	Correct example	Incorrect example
Start!	開始!(&S)	開始(&S)!
Stop?	停止?(&S)	停止(&S)?

2. If a string is followed by ":", ">" or "...", put the keyboard shortcut before them.

Examples:

Source	Correct example	Incorrect example
Search:	搜尋(&S):	搜尋:(&S)
Next >	下一步(&X)>	下一步>(&X)
About...	關於(&B)...	關於...(&B)
Hyperl&ink...`H	超連結(&I)...`H	超連結(&I)`H...

3. If a full sentence ends with a period, put the keyboard shortcut after the period.

But if a sentence is long, it is also acceptable to delete the period and add the keyboard shortcut directly.

For example, 長句子。**(&W)** or 長句子**(&W)**

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

Examples:

Source	Correct example	Incorrect example
1	1	1(&1)
100%	100%	100% (&1)
800 x 600	800 x 600	800 x 600 (&8)
S	S	S(&S)

Source	Correct example	Incorrect example
...	...	...(&.)

5.6.4 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	Traditional Chinese key name
Alt	Alt
Backspace	退格鍵
Break	Break
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete
Down Arrow	向下鍵
End	End
Enter	Enter
Esc	Esc
Home	Home
Insert	Insert
Left Arrow	向左鍵
Num Lock	Num Lock
Page Down	Page Down

English key name	Traditional Chinese key name
Page Up	Page Up
Pause	Pause
Right Arrow	向右鍵
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	空格鍵
Tab	Tab
Up Arrow	向上鍵
Windows key	Windows 鍵
print screen	PRTSC SYSRQ
menu key	功能表鍵

5.6.5   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.

5.6.6   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	Traditional Chinese command	Traditional Chinese shortcut key
General Windows shortcut keys			
Help window	F1	說明視窗	F1
Context-sensitive Help	Shift+F1	線上即時說明	Shift+F1
Display pop-up menu	Shift+F10	顯示快顯功能表	Shift+F10
Cancel	Esc	取消	Esc
Activate\Deactivate menu bar mode	F10	啟用／停用功能表列模式	F10
Switch to the next primary application	Alt+Tab	切換至下一個主要應用程式	Alt+Tab
Display next window	Alt+Esc	顯示下一個視窗	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	顯示該視窗的快顯功能表	Alt+空格鍵
Display pop-up menu for the active child window	Alt+-	顯示目前子視窗的快顯功能表	Alt+-
Display property sheet for current selection	Alt+Enter	顯示目前選項的屬性表	Alt+Enter
Close active application window	Alt+F4	關閉使用中應用程式的視窗	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	切換至非強制回應之應用程式內的下一個視窗	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	將使用中視窗的影像擷取到剪貼簿	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	將桌面影像擷取到剪貼簿	Prnt Scrn

US command	US English shortcut key	Traditional Chinese command	Traditional Chinese shortcut key
Access Start button in taskbar	Ctrl+Esc	存取 [開始] 按鈕	Ctrl+Esc
Display next child window	Ctrl+F6	顯示下一個子視窗	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	顯示下一個索引標籤窗格	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	啟動工作管理員和系統初始化作業	Ctrl+Shift+Esc
File menu			
File New	Ctrl+N	檔案 > 開新檔案	Ctrl+N
File Open	Ctrl+O	檔案 > 開啟舊檔	Ctrl+O
File Close	Ctrl+F4	檔案 > 關閉檔案	Ctrl+F4
File Save	Ctrl+S	檔案 > 儲存檔案	Ctrl+S
File Save as	F12	檔案 > 另存新檔	F12
File Print Preview	Ctrl+F2	檔案 > 預覽列印	Ctrl+F2
File Print	Ctrl+P	檔案 > 列印	Ctrl+P
File Exit	Alt+F4	檔案 > 結束	Alt+F4
Edit menu			
Edit Undo	Ctrl+Z	編輯 > 復原	Ctrl+Z
Edit Repeat	Ctrl+Y	編輯 > 重複	Ctrl+Y
Edit Cut	Ctrl+X	編輯 > 剪下	Ctrl+X
Edit Copy	Ctrl+C	編輯 > 複製	Ctrl+C
Edit Paste	Ctrl+V	編輯 > 貼上	Ctrl+V
Edit Delete	Ctrl+Backspace	編輯 > 刪除	Ctrl+退格鍵

US command	US English shortcut key	Traditional Chinese command	Traditional Chinese shortcut key
Edit Select All	Ctrl+A	編輯 > 全選	Ctrl+A
Edit Find	Ctrl+F	編輯 > 尋找	Ctrl+F
Edit Replace	Ctrl+H	編輯 > 取代	Ctrl+H
Edit Go To	Ctrl+B	編輯 > 到	Ctrl+G
Help menu			
Help	F1	說明	F1
Font format			
Italic	Ctrl+I	斜體	Ctrl+I
Bold	Ctrl+G	粗體	Ctrl+B
Underlined\Word underline	Ctrl+U	底線	Ctrl+U
Large caps	Ctrl+Shift+A	大寫文字	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	小型大寫文字	Ctrl+Shift+K
Paragraph format			
Centered	Ctrl+E	置中	Ctrl+E
Left aligned	Ctrl+L	靠左對齊	Ctrl+L
Right aligned	Ctrl+R	靠右對齊	Ctrl+R
Justified	Ctrl+J	左右對齊	Ctrl+J

5.6.7 Special scenarios

Special scenarios

1. When a UI appears in the string from msi installer, use [\\[] for [, and [\\]] for].

Example:

Source text	Traditional Chinese text	Notes
Please click OK to continue.	請按一下 [\\[]確定[\\]]繼續。	This is because in msi files, variables are enclosed in [ ]. Therefore, we need to escape the brackets.

2. Property names do not need to be enclosed in [ ]

Example:

Source text	Traditional Chinese text
The ProcessName property contains the name of the process.	ProcessName 屬性包含處理程序名稱。

5.6.8   User interface

When localizing UI terms in software strings, enclose UI terms with square brackets ([ ]). As for UI terms in documentation and online help, move the UI out of the <bold>, <italic> or <ui> tags, and enclose it with square brackets ([ ]).

Example:

Source text	Traditional Chinese text	Notes
In <embeddedLabel>RFID Manager</embeddedLabel>, under the <ui>Processes</ui> node, right-click the RFID process, and then click <ui>Stop</ui>.	在 [RFID 管理員] <embeddedLabel></embeddedLabel>的 [處理序] <ui></ui>節點下，以滑鼠右鍵按一下 [RFID 處理程序]，然後按一下 [停止]<ui></ui>。	See the position of the UI entries and the tags.

Notes: When program names or the word "Control Panel" appear in English text, those terms should be enclosed with square brackets ([ ]) only when they are used as a command to run.

The following table lists the types of items that need to be enclosed and need not to be enclosed in [ ].

Type	Need [ ]?	English text	Translated text
Check box	Y	Select the **Match Case** check box.	選取 [大小寫須相符] 核取方塊。
Combo box	Y	In the **Font** box, type or select the you want to use.	在 [字型大小] 下拉式方塊中，輸入或選取您想使用的大小。
Command button	Y	Click **OK**.	按一下 [確定]。
Menu	Y	The File menu	[檔案] 功能表
Windows	Y	Untitled - Notepad window	[未命名 - 記事本] 視窗
Folder	Y	My Favorites	[我的最愛]
Field	Y	the Form field	[表單] 欄位
Button	Y	the Unfold button	[展開] 按鈕
Tab	Y	On the **Tools** menu, click **Options**, and then click the **View** tab.	在 [工具] 功能表中，依序按一下 [選項] 及 [檢視] 索引標籤。
List box	Y	the Files of type list box	[檔案類型] 清單方塊
Views	Y	Full Screen view	[全螢幕] 檢視
Option button	Y		
Dialog box	Y	The Options dialog box	[選項] 對話方塊
Icon	N	Click the Microsoft Edge icon.	按一下 Microsoft Edge 圖示
View (not capitalized)	N	Switch to **normal** view.	切換到標準模式

Type	Need [ ]?	English text	Translated text
Window (not capitalized)	N	... in the document window ...	在文件視窗中
Program or group	N	... Microsoft Edge shows the file structure. Click Microsoft Edge to open it.	... Microsoft Edge 顯示出檔案結構。按一下 Microsoft Edge 將其開啟。
File	N	Open the Letter to Joe file	開啟檔案 Letter to Joe - 或 - 開啟「給喬的信」這個檔案
Location	N	C:\folder1\file.ext	C:\folder1\file.ext
URL	N	Please link to http://www.microsoft.com/taiwan/ for the detailed information.	如需詳細資訊，請連結至 http://www.microsoft.com/taiwan/ 。

5.7   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.

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, when Traditional Chinese has an established
pronunciation for some common term, the local pronunciation should be used.

Example	Phonetics	Comment
SecurID	[sɪˈkjuər aɪ di:]	讀成英文 Secure ID
.NET	[dot net]	. reads as **dot**
Skype	[skaip] 🔊	Product names are always pronounced the way they are pronounced in the source language
Azure	[ˋæʒɚ]	Product names are always pronounced the way they are pronounced in the source language

Acronyms and abbreviations

If acronyms are pronounced like real words, read them as common English words (For
example, RADIUS should be pronounced as [ˋredɪəs]). 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.
Other abbreviations which cannot be read like real words, they should be pronounced
letter by letter (For example: HTML should be pronounced as H,T,M,L).

URLS

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

"www" should be pronounced as "triple w" or "w,w,w."

The "dot" can be pronounced the Traditional Chinese way "點."

Example	Phonetics	Comment
http://www.microsoft.com/tw	w,w,w 點 Microsoft 點 com 斜線 tw	英文詞彙請直接按照英文讀

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.

5.7.2   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 Traditional Chinese should be semi-formal and friendly. 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.

5.7.3   Video voice checklist
5.7.3.1   Topic and script

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

5.7.3.2   Title

- Includes the intent
- Includes keywords for search

5.7.3.3   Intro: 10 seconds to set up the issue

- Put the problem into a relatable context

5.7.3.4   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

5.7.3.5   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

5.7.3.6   *Ending*

- Recaps are unnecessary