Mozilla l10n – Telugu Style Guide

Prepared @ Mozilla l10n Hackathon, New Delhi
Date: 24th -25th September 2016

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Introduction

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

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

Language Specific Conventions

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

Characters

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

Date

Country/region	India
Calendar/Era	కషరవ చి/భుఖం
First Day of the Week	Monday
First Week of the Year	n/a
Separator	(/) slash
Default Short Date Format	DD/MM/YY
Example	17/03/11
Default Long Date Format	dd/MMMM/yyyy
Example	17/టామి/2011
Additional Short Date Format 1	n/a
Example	n/a
Additional Short Date Format 2	n/a
Example	n/a
Additional Long Date Format 1	MMMM dd yyyy
Example	టామి17 2011
Additional Long Date Format 2	yyyy MMMM dd
Example	2011 టామి17
Leading Zero in Day Field for Short Date Format	Yes
Leading Zero in Month Field for Short Date Format	Yes
No. of digits for year for	2

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

Time

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

Days

Day	Normal Form	Abbreviation
Monday	(+) సో బరషమం	(+) సో బ.
Tuesday	(+) బంఖబిరషమం	(+) బంఖబి.
Wednesday	(+) పుదరషమం	(+) పుద.
Thursday	(+) ఖుమురషమం	(+) ఖుము.
Friday	(+) ంబొరషమం	(+) ంబొ.
Saturday	(+) ఊురషమం	(+) ఊు.
Sunday	(+) ఆదిరషమం	(+) ఆది.

Months

Month	Full Form	Abbreviated Form	Long Date Form
January	(+) ఘధలమి	(+) ఛ.	(+) 17 ఘధలమి2011
February	(+) పసపరలమి	(+) పస.	(+) 17 పసపరలమి2011
March	(+) బామి	(+) బా.	(+) 17 బామి2011
April	(+) ఏ సరల్	(+) ఏ.	(+) 17 ఏ సరల్2011
May	(+) బే	(+) బే	(+) 17 బే2011
June	(+) ఝూన్	(+) ఝూ.	(+) 17 ఝూన్ 2011
July	(+) ఴర ౖ	(+) ఴ.	(+) 17 ఴర ౖ2011
August	(+) ఆఖ ౕట	(+) ఆ.	(+) 17 ఆఖ ౕట 2011
September	(+) ఴటంపము	(+)ఴ.	(+) 17 ఴ టంపము2011
October	(+) అకోట పము	(+) అ.	(+) 17 అకోట పము2011
November	(+) ధలంపము	(+) ధ.	(+) 17 ధలంపము 2011
December	(+) డిఴ ంపము	(+) డి.	(+) 17 డిఴ ంపము2011

Numbers

Phone Numbers

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

Country/region	Number of Digits – Local	Digit Groupings – Local	Number of Digits – Mobile	Digit Groupings – Mobile	Number of Digits – International	Digit Groupings – International
India	8	#### ####	10	(##);#### ####	n/a	+91; ### ### ####: +91; # ## ### ####

White Spaces

Source	Target (Invalid)	Target (Valid)
Reset to Default (%d)	అప్రమేయంకు వుంచు (%d)	అప్రమేయంకు తిరిగివుంచు (%d)
DOCK_BOOK_STYLE	DOCK_BOOK_STYLE	DOCK_BOOK_STYLE
_Default	అప్రమేయం (_D)	అప్రమేయం (_D)

Singular and Plural

Examples
మనిషి (Singular) — మనుషులు (Plural)
చెట్టు (Singular) – చెట్లు (Plural)

Honorific Usages

Find again	మరలా వెతుకు	మరలా వెతకండి
Do you want to continue?	నువ్వు కొనసాగించాలని అనుకొనుచున్నావా?	మీరు కొనసాగించాలని అనుకొనుచున్నారా?
Enter username and password	వాడుకరిపేరు మరియు సంకేతపదం ప్రవేశపెట్టు	వాడుకరి పేరు సంకేతపదం ప్రవేశపెట్టండి

Program Syntax, Functions, Tags, placeholders

Source	Target (Invalid)	Target (Valid)
Changes made to the document in the last %ld second will be permanently lost.	గత %ఎల్డి క్షణంలో పత్రమునకు చేసిన మార్పులను శాశ్వతంగా కోల్పోవును.	గత %ld క్షణంలో పత్రమునకు చేసిన మార్పులను శాశ్వతంగా కోల్పోవును.
Mozilla	<a హెచ్ఆర్ఇఎఫ్="మొజిల్లా.org">మొజిల్లా	మొజిల్లా

Keys

Ctrl	కంట్రోల్	Ctrl	gok
Page_Up	పేజ్_అప్	Page Up	gtk+
Page_Down	పేజ్_డౌన్	Page Down	gtk+

Trademarks

Trademark, trade mark, trademark is a distinctive sign or indicator used by an individual, business organization, or other legal entity to identify that the products or services to consumers with which the trademark appears originate from a unique source, and to distinguish it's products or services from those of other entities.

Trademark Should Not Be Translated.

Trademarks Examples
Linux® is the registered trademark of Linus Torvalds in the United States and other countries
Mozilla®, mozilla.org®, Firefox®, Thunderbird®, Bugzilla™, Camino®, Sunbird®, SeaMonkey®, and XUL™, as well as the Mozilla logo, Firefox logo, Thunderbird logo and the red lizard logo

Punctuation

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

Comma

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

Example: (+) ఈ నమలక్షరో ఊితము ర ౖిధది ఔవ బ, ఔ ఄ ఄు, మోక్షిణ, శిల, గషభిర బాణరటే.

Colon

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

Example of correct usage - (+) కషంగస్టి రో ఄ హాఆమలప ఄఀ్ధం కషిపో తోంది: చిమంఄఀ

Dashes and Hyphens

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

- **Hyphen**

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

Example:

(+) 1. ఄుణతం ఄఀ్రు,1-10 లమఔు

- **En Dash**

    The en dash is used as a minus sign, usually with spaces before and after.The en dash is also used in number ranges, such as those specifying page numbers. No spaces are used around the en dash in this case. Telugu language usually does not use en dash. If source contains, then the same needs to be followed.

Example: (+) 10–5 p.m.

- **Em Dash**

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

Example: (+) నాఔు వహభం చేఆసధఆఄఀ ఀిణేడిఄఀ—కే ఆఄఀ ఀిణేడిఄఀ—ధలపా

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

- **Ellipses (Suspension Points)**

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

Example: (+) 1, 2, 3…

- **Period**

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

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

Example: (+) ఈ నరబాధం ధ ిండి ణ సపంజ కోఖరఖరం ియా అధ టం.

- **Quotation Marks**

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

Example: (+) సేఠ—ఉగషది నంఠెఖి‖

- **Parentheses**

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

Example: (+) (ఖటుఔ: ిచభథఖి వంథమభంగష మేనప ఔరలప నరఔఴింఙరఒ ్ధది.)

Localization Guidelines

This section contains guidelines for localization into Telugu.

General Considerations

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

Abbreviations

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

Common Abbreviations

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

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

List of common abbreviations:

Expression	Acceptable Abbreviation
ఐఔొ మషచూ విి	(+) ఐ.మష.వ
తెరంగషడ మష టర విి	(+) తె.మష.వ
తెరుఖు దే�ం ౖౖషమలట	(+) తె.దే. ౖౖష
ఫామీఫ ఛధతా ౖౖషమలట	(+) ఫా.ఛ.ౖౖష
పాఔజ రర్ ఆఫ్ ఆర్ట్	(+) .ఎ

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

Accessibility

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

Acronyms

Acronyms are words made up of the initial letters of major parts of a compound term. Some well-known examples are WYSIWYG (What You See Is What You Get), OLE (Object Linking and Embedding), or RAM (Random Access Memory).

Localized Acronyms

Example:

ఐమషవ = (+) ఐబొమషచూ విఀ

తెమషవ = (+) తెరంగషడా మష టర విఀ

ఫాచ్చష = (+) ఫామీభ చధతా ఀ్యషమలట

శ్రిశ్రి = (+) శ్రిమంఖం ఫ్రిరషవమషలప

చేమష = (+) చేబొ మి మషటామషలప

ఫబొ = (+) ఫదిరమషుబొ ఀటూమిత

పూమష = (+) పూథమషు మషధాబొ ఀ

చానో = (+) చాఖంఞి నో బభారు

ఆసనామ = (+) ఆసంగిమ డిడ నామషభడ మ డిడ

బొసష్ఖు = (+) బొ ట సషటాధూ ఖుడిఘం

ఖసష్ఫా = (+) ఖమి సషటాధూట పాఘబొం

టష్ఫా = (+) బహాఫామణం

బా = (+) డ్ బావటర్

ఀ = (+) డ్ఀళ టరష్ట

ఀమవం = (+) ఀనిల మజభణర వంగం

అమవం = (+) అఫ్రూథభ మజభణర వంగం

Unlocalized Acronyms

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

Examples:

Localized Acronyms:

అంతరజ తీయ దరవయనధ సంస థ (IMF)

పరపంచ ఆరగయ సంస థ (WHO)

Unlocalized Acronyms:
The following list contains examples of acronyms and abbreviations that are considered commonly
Understood; these may be used in a specialized context. However it is better to use the native form with
English in parenthesis for the first time.
ANSI (American National Standards Institute)
ISO (International Standards Organization)
ISDN
DOS
DSL
CD
DVD

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