

COMPUTER TRANSLATION STYLE & CONVENTION GUIDE FOR TELUGU

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**Words are the only jewels I possess,
Words are the only clothes I wear,
Words are the only food that sustains my life,
Words are the only wealth I distribute among people.**

--Tukaram

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1. ABOUT THIS STYLE GUIDE

The Purpose of this style guide is to provide everybody involved in the Telugu localization of computer software translations with standard guidelines which will be very helpful to avoid inconsistency in translation and make better translation quality. It will guide us to make our translations more accurate & consistent. This style & convention guide will revamp our translation techniques by guiding us through Characters, Fonts, Grammatical convention, Date, Time, Collation, Numerals, Calendar, Acronym, Glossaries, Punctuations, White Spaces, Message Lengths, Legal statements, Trademarks, key name, etc..

We can use this Style & Convention guide to localize user interface of different software applications. It will help translators and interested localization engineers in increasing understandability of several aspects of translating any text in Telugu. Style guide is not a barrier in the development of language but it helps in the development of a language by making any text more useful and understandable for a group of people. Particularly it is important and almost mandatory for technical translation. For example, when we are translating any manual, software etc. some sort of consistency is needed to make user comfortable with the user interface, its manual etc.

A proper communications is very much necessary particularly in the case of Open Source and Free software communities where continuously new translators are joining in their community team and start working on their language. They should know the method and ways by which translation are being done in the community. So there should be some set of guidelines for the volunteers who are coming in the field of translation. Apart from tools to translate and translator's know how, three important resources are required: 1. Terminology, 2. Translation Style and conventions Guide, and 3. Quality Assessment Guidelines and related Matrix. But we lack the above mentioned resources in Telugu, particularly in open content. So this is one move towards creating these resources.

2

2. LANGUAGE SPECIFIC CONVENTIONS AND GUIDELINES

Before starting translating in Telugu, there are few things we must know For example, Characters, Fonts, Date, Time, Days, Month, Currency, Collation, Numerals, Calendar, Acronym, Glossaries, Punctuations, White Spaces, Message Lengths, to name a few.

2.1 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 ఎ ఏ ఐ ఓ ఔ ం ఁ ః క ఖ గ ఘ ఙ చ ఛ ఞ ఠ డ ఢ ణ త థ ద ధ న ప ఫ బ భ మ య ర ల ష వ శ ష స హ
Extended Latin characters	n/a
Total number of characters	51
Unicode codes	అ = U+0C05, ఆ = U+0C06, ఇ = U+0C07, ఈ = U+0C08, ఉ = U+0C09, ఊ = U+0C0A, ఋ = U+0C0B, ఌ = U+0C0C, ఎ = U+0C0E, ఏ = U+0C0F, ఐ = U+0C10, ఔ = U+0C12, ఓ = U+0C13, ఔ = U+0C14, ం = U+0C66, ఁ = U+0C01, ః = U+0C03 క = U+0C15, ఖ = U+0C16, గ = U+0C17, ఘ = U+0C18, ఙ = U+0C19, చ = U+0C1A, ఛ = U+0C1B, ఞ = U+0C1C, ఠ = U+0C1D, డ = U+0C1E, ఢ = U+0C1F, ణ = U+0C20, డ = U+0C21, ఢ = U+0C22, ణ = U+0C23, త = U+0C24, థ = U+0C25, ద = U+0C26, ధ = U+0C27, న = U+0C28, ప = U+0C2A, ఫ = U+0C2B, బ = U+0C2C, భ = U+0C2D, మ = U+0C2E, య = U+0C2F, ర = U+0C30, ల = U+0C31, ష = U+0C32, వ = U+0C33, శ = U+0C35, ష = U+0C36, స = U+0C37, హ = U+0C39
Notes	For some words, we use Zero Width Non-Joiner [ZWNJ] and Zero Width Joiner [ZWJ]

2.2. DATE & TIME

Country/Region	India
First Day of the Week	సోమవారం Monday
Separator	(/) slash
Default Short Date Format	DD/MM/YY
Example	24/08/81
Default Long Date Format	Dd/MMMM/yyyy
Example	24/ఆగష్టు/1981
Abbreviations in Format Codes	<p>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)</p> <p>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)</p> <p>y is for year, number of y's gives number of digits (yy = two digits, yyyy = four digits)</p>

2.2.1 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	11:30:21; 11:30
Time separator	colon (:)
Time separator examples	11:30:30; 11 గం. 30 ని .30 సె.
Hours leading zero	n/a
Hours leading zero example	n/a
String for AM designator	ఉ.
String for PM designator	సా.
Notes	A day of 24 hours is divided into five divisions (పూటలు)

ఉదయం ఉ. Morning 06:00:01 – 11:59:59 పుమారుగా
మధ్యాహ్నం మ. Noon 12:00:01 – 03:59:59 correspond to AM

సాయిత్రం సా. Evening 04:00:01 – 06:59:59
రాత్రి రా. Night 07:00:01 – 12:59:59 PM

తెల్లవారుజాము తె. Midnight 01:00:01 – 5:59:59

2.3. DAYS

Country/region: India

First letter capitalization is not applicable in Telugu.

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

2.4. MONTHS

Country/region: India

First letter capitalization is not applicable in Telugu.

Month	Full Form	Abbreviated Form	Long Date Form
January	జనవరి	జ.	26 జనవరి 2012
February	ఫిబ్రవరి	ఫి.	29 ఫిబ్రవరి 2012
March	మార్చి	మా.	31 మార్చి 2012
April	ఏప్రిల్	ఏ.	30 ఏప్రిల్ 2012
May	మే	మే	31 మే 2012
June	జూన్	జూ.	30 జూన్ 2012
July	జూలై	జూ.	31 జూలై 2012

August	ఆగస్ట్	ఆ.	15 ఆగస్ట్ 2012
September	సెప్టెంబర్	సె.	30 సెప్టెంబర్ 2012
October	అక్టోబర్	అ.	31 అక్టోబర్ 2012
November	నవంబర్	న.	30 నవంబర్ 2012
December	డిసెంబర్	డి.	26 డిసెంబర్ 2012

2.5. NUMERAL

Telugu language has its own set of numerals, For convenience and comfort for target user, Community has been decided to use English numerals, So we will use 0, 1, 2, 3, 4, 5, 6, 7, 8, and 9 instead of ౦, ౧, ౨, ౩, ౪, ౫, ౬, ౭, ౮, and ౯.

2.6. CURRENCY

Country/Region	India
Currency Name	రూపాయి (Rupee)
Currency Symbol	₹
Currency Symbol Position	It is used before the amount. i.e. ₹ 1
Decimal Symbol	. (Point)
Number of Digits after Decimal	Two (2)
Number of Digits in Digit Grouping	3 digits upto thousands, then 2 digits Eg. 10,90,090 (పది లక్షల తొంభై వేల తొంభై)
ISO Currency Code	INR
Currency Subunit Name	పైస (Paisa)
Currency Subunit Symbol	n/a
Currency Subunit Example	50 పై/50 పైసలు/50 నపై

2.7. WHITE SPACES

In computer science, white space is any single character or series of characters that represents horizontal or vertical space in typography. When rendered, a white space character does not correspond to a visual mark, but typically does occupy an area on a page. There may be different pattern of any language related to white space. We should properly care and follow the source text and target language rules for placing any extra white space.

Source	Target (Invalid)	Target (Valid)
Reset to Default (%d)	అప్రమేయంకు వుంచు (% d)	అప్రమేయంకు తిరిగివుంచు (%d)
DOCK_BOOK_STYLE	DOCK_ B OOK_STYLE	DOCK_ B OOK_STYLE
_Default	అప్రమేయం (D)	అప్రమేయం (D)

2.8. FONTS

For Translating any documents or any application in Telugu language, we need to use Unicode based telugu fonts. Eg. Lohit Telugu, Pothana Vemana etc. The font should contain a glyph for each allocated code point prescribed by Unicode. The font should contain the following: (1) vowels; (2) consonants; (3) glyphs for conjuncts; (4) variants for vowel signs (matras), (5) vowel modifiers (Sunna, Arasunna, Visarga), (6) digits and (7) punctuation marks.

2.9. COLLATIONS

Collation order is not the same as Unicode point order. There are lot of convention also for collation. So we will follow the collation table prescribed by Unicode. For collation chart, please check here:

http://unicode.org/charts/collation/chart_Telugu.html

2.10. SINGULAR & PLURAL

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

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

2.11. HONORIFIC USAGES

It is encouraged to use honorific pronoun in Telugu. So, it is better to use words like మీరు, వారు, instead of నువ్వు, వాళ్ళు respectively. Along with this, we should not translate like వెతుకు, చేయి etc. Saying anything like this are being seen as rude in Telugu.

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

2.12. PROGRAM SYNTAX, FUNCTIONS, TAGS, PLACEHOLDERS

Never translate program syntax or functions or tags, place holders. Sometimes some translators translate these as well. We should not translate any of these. This creates major error in translation.

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 హిచ్ఆర్ఇఎఫ్="మొజిల్లా.org">మొజిల్లా	మొజిల్లా

2.13. LEGAL STATEMENT & COPYRIGHT INFORMATIONS

Generally every software has some sort of legal statements associated with the software. To let the user understand the overview, with the disclaimer that English original will be the basis for any dispute resolution, a translation will be better.

2.14. TRADEMARKS

Trademark, trade mark, trade-mark 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 its products or services from those of other entities.

It will help to transliterate them for a better interface. All companies are also required to provide their names in local languages, if they operate in foreign countries.

A trademark may be designated by the following symbols:

- ™ (for an unregistered trademark, that is, a mark used to promote or brand goods)
- SM (for an unregistered service mark, that is, a mark used to promote or brand services)
- ® (for a registered trademark)

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

2.15. KEYS NAME

Keys name should not be translated. eg. Backspace, Delete, Enter, caps lock, Control should not be translated since we still use the same keyboard as English.

Source	Target (Invalid)	Target (Valid)	Context Application
Both Ctrl keys together change layout.	రెండు కంప్రోల్ కీలు కలసి సమూనాను మార్చును.	రెండు Ctrl కీలు కలసి సమూనాను మార్చును.	gnome-applet

Ctrl	కంట్రోల్	Ctrl	gok
Page_Up	పేజీ_అప్	Page Up	gtk+
Page_Down	పేజీ_డౌన్	Page Down	gtk+

NOTE: If the text is an abstract about a concept which is intended for lay user, we can use the name in local language (*transliterated names in case of keystrokes*).

ALT, CTRL, END, PAGE UP, PAGE DOWN, SHIFT, TAB, INSERT, DELETE, ENTER, ESC, HOME, INS, NUMPAD ENTER, NUM LOCK, BACKSPACE, BREAK, CAPS LOCK, CLEAR, HOME, BREAK, CAPS LOCK, CLEAR, ALT, END

2.17. 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). In Telugu acronyms are formed by taking the first letter or the first syllable of the word.

Localized Acronyms:

అంతర్జాతీయ ద్రవ్యనిధి సంస్థ (IMF)

ప్రపంచ ఆరోగ్య సంస్థ (WHO)

Unlocalized Acronyms:

The following list contains examples of acronyms and abbreviations that are considered commonly understood; These may be used in a specialised 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

3

3. TELUGU TERMINOLOGY

Terminology is one of the major area where everybody put their attention in translating any text. There is only one glossary for Telugu.

3.1. FUEL TELUGU GLOSSARY

We will use [FUEL](#) as our glossary. You can find FUEL Telugu glossary from here in pdf format: [FUEL Telugu](#) For Other format of file please visit [FUEL Telugu page](#) on FUEL website.

FUEL is a community project working on the problems like inconsistencies and standardisation. The FUEL Telugu terminology is released after a community meet in which the Telugu community discussed on all the terms and later it is released as primary glossary. Please translate using this terminology with consistency.

4. PUNCTUATIONS & TEXT CONVENTIONS

The proper use of text convention and punctuations are very vital in any language. According to Wikipedia, Punctuation marks are symbols that indicate the structure and organisation of written language, as well as intonation and pauses to be observed when reading aloud. In written English, punctuation is vital to disambiguate the meaning of sentences. For example, "woman, without her man, is nothing" and "woman: without her, man is nothing" have greatly different meanings, as do "eats shoots and leaves" and "eats, shoots and leaves". "King Charles walked and talked half an hour after his head was cut off" is alarming; "King Charles walked and talked; half an hour after, his head was cut off", less so. (For English usage, see the articles on specific punctuation marks.) The rules of punctuation vary with language, location, register and time and are constantly evolving. Certain aspects of punctuation are stylistic and are thus the author's (or editor's) choice. Typographic language forms, such as those used in online chat and text messages, may have wildly different rules. In this section, wikipedia references are mainly used to elaborate and define punctuations. Here goes the major text convention and punctuations rules for Telugu.

Text Conventions/Punctuations	Usage in English	Usage in Telugu
Bold	Bold face text makes text darker than the surrounding text. With this technique, the emphasized text strongly stands out from the rest; it should therefore be used to highlight certain keywords that are important to the subject of the text, for easy visual scanning of text.	It is same as English. So please keep the Bold text as Bold in Telugu as well.
Italics	Text is written in a script style, or the use of oblique, where the vertical orientation of all letters is slanted to the left or right. With one or the other of these techniques (usually only one is available for any typeface), words can be highlighted without making them stand out much from the rest of the text (inconspicuous stressing). Traditionally, this is used for marking passages that have a different context, such as words from foreign	It is same as English. So please keep the Italicized text as Italics.

	languages, book titles, and the like.	
Capitalization	Capitalization is writing a word with its first letter as a minuscule (upper-case letter) and the remaining letters in minuscules (lower-case letters), in those writing systems which have a case distinction. The term is also used for the choice of case in text.	There is no upper case letters in Telugu. So in case we need to emphasize, can be done by increasing the font size. But it should be avoided as well. But making bold or italics is not a good way.
Ellipsis	<p>Ellipsis (plural ellipses; from the Greek: ἔλλειψις, élleipsis, "omission") is a mark or series of marks that usually indicate an intentional omission of a word in the original text. An ellipsis can also be used to indicate a pause in speech, an unfinished thought, or, at the end of a sentence, a trailing off into silence (apostrophes) (apostrophe and ellipsis mixed). When placed at the end of a sentence, the ellipsis can also inspire a feeling of melancholy longing. The ellipsis calls for a slight pause in speech.</p> <p>The most common form of an ellipsis is a row of three periods or full stops (...) or pre-composed triple-dot glyph (...). The usage of the em dash (—) can overlap the usage of the ellipsis.</p> <p>The triple-dot punctuation mark is also called a suspension point, points of ellipsis, periods of ellipsis, or colloquially, dot-dot-dot. Ellipses is written as one unit.</p>	Same as English
Double Quote	Quotation marks or inverted commas (informally referred to as quotes ^[1] and speech marks) are punctuation marks used in pairs to set off speech, a quotation, a phrase, or a word. They come as a pair of opening and closing marks in either of two styles: single ('...') or double ("..."). Single or double quotation marks denote either speech or a quotation. Neither style—single or double—is an absolute rule, though double quotation marks are preferred in the United States, and both single and double quotation marks are	<p>Though it is the choice of the author or translator, but it would be better if it should be translated as English.</p> <p>Whether Single or Double quotation marks, the first of the pair is generally inverted. It is similar to other European languages other than English.</p>

	used in the United Kingdom. A publisher's or author's style may take precedence over national general preferences. The important rule is that the style of opening and closing quotation marks must be matched.	
Single Quote	Quotation marks or inverted commas (informally referred to as quotes ^[1] and speech marks) are punctuation marks used in pairs to set off speech, a quotation, a phrase, or a word. They come as a pair of opening and closing marks in either of two styles: single ('...') or double ("..."). Single or double quotation marks denote either speech or a quotation. Neither style—single or double—is an absolute rule, though double quotation marks are preferred in the United States, and both single and double quotation marks are used in the United Kingdom. A publisher's or author's style may take precedence over national general preferences. The important rule is that the style of opening and closing quotation marks must be matched.	Though it is the choice of the author or translator, but it would be better if it should be translated as English. Whether Single or Double quotation marks, the first of the pair is generally inverted. It is similar to other European languages other than English.
Square Brackets	Square brackets – also called simply brackets (US) – are mainly used to enclose explanatory or missing material usually added by someone other than the original author, especially in quoted text. Examples include: “ appreciate it [the honor] but I must refuse”.	Same as English
Curly Brackets	Curly brackets – also called braces (US) or flower brackets (India) – are sometimes used in prose to indicate a series of equal choices. Example: "Select your animal {goat, sheep, cow, horse} and follow me".	Same as English
Round Brackets	Parentheses (singular, parenthesis) – also called simply brackets (UK), or round brackets, curved brackets, oval brackets, or, colloquially, parens – contain material that could be omitted without destroying or altering the meaning of a sentence. Parenthetical phrases have been used extensively in informal writing and stream of consciousness	Same as English

	literature. Parentheses may be used in formal writing to add supplementary information.	
Inequality Signs	The mathematical or logical symbols for greater-than (>) and less-than (<) are inequality operators, and are not punctuation marks when so used.	Same as English
Angle Brackets	Angle brackets or chevrons are often used to enclose highlighted material. Some dictionaries use chevrons to enclose short excerpts illustrating the usage of words. In Chinese punctuation, angle brackets are used as quotation marks. Half brackets are used in English to mark added text.	In general, not used in Telugu.
Full Stop/Period	Period is used to denote the end of a sentence, as a full stop.	Same as English. Example: 1. నా యెంపిక పూర్ణైపది. (Full Stop)
Comma (,)	Comma is used as a separator when several names or items are written consecutively and also short pauses. It also used as a separator in numerals. Do not use a space for this purpose as a space separates the numeral from the abbreviation.	Generally same as English. Example: 1. సోమవారం, మంగళవారం, బుధవారం (Space used after comma) 2. 56,271 (Space not used after comma)
Colon	A colon [:] is used before a list or any explanation that is coming next.	Since there is a character Visarga (◌:) in Telugu similar to colon, so to avoid the problem we should use long dash instead of the colon. If we need want to use colon, we should put one space before the colon. Example: 1. 17/03/2011: (Date of creation: 17/03/2011) 17/03/2011- (Date of creation – 17/03/2011)
Semi colon	Semicolons are followed by a lower case letter, unless that letter is the first letter of a proper noun. They have no spaces before them, but one space after (possibly two when using mono spaced fonts). The semicolon (;) is a punctuation mark	Same as English

	with several uses. The Italian printer Aldus Manutius the Elder established the practice of using the semicolon mark to separate words of opposed meaning, and to indicate interdependent statements.[1] The earliest, general use of the semicolon in English was in 1591; Ben Jonson was the first notable English writer to use them systematically. The modern uses of the semicolon relate either to the listing of items, or to the linking of related clauses.	
Question Mark	A question mark [?] is used at the end of any direct question. But in indirect question, it is not used. In general, we should avoid using question mark with other punctuation mark (eg. [!?]).	Same as English.
Exclamation Mark	An exclamation mark, exclamation point, shout pole, or bang (!) is a punctuation mark usually used after an interjection or exclamation to indicate strong feelings or high volume, and often marks the end of a sentence. There should be no space between last letter and the exclamation mark. If a title having exclamation mark is coming at the end of one sentence, we should not put full stop. Example: "Watch out!" The character is encoded in Unicode at U+0021.	Same as English. In general, Telugu error messages end with exclamation mark. ఆశ్చర్యార్థకం మీరు ప్రధమంలో దృవీకరించబడి నందువల్ల మీ సంకేతపదం మార్చబడింది!
Slash	A slash is generally being used to show choice between words it separates. The slash is also used to indicate a line break when quoting multiple lines from a poem, play, or headline.	Same as English
Apostrophe	An apostrophe is used in English to indicate possession. The practice ultimately derives from the Old English genitive case: the "of" case, itself used as a possessive in many languages. The genitive form of many nouns ended with the inflection -es, which evolved into a simple -s for the possessive ending. An apostrophe was later added to replace the omitted e, not his as is	No apostrophe is used in Telugu. Instead the equivalent ' యొక్క ' is to be used.

	and was widely believed.	
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5

5. UNITS AND MEASUREMENTS

The Republic of India adopted the metric system on April 1, 1957. So basic measurement units for weight is gram/kilogram, length is meter/kilometer, liquid volume is milliliter/liter. It is the correct and accepted way for Telugu as well. However, other units are still prevalent but particularly for technical translation, we need to follow the metric system. Except for measuring body temperature, generally temperature in India is measured in Celsius. So for Telugu translation, it should be changed in Celsius if in source language, it is in different units.

5.1. VOLUME, WEIGHT, LENGTH

English	Telugu	Telugu (Abbreviated)
Meter	మీటరు	మీ.
Kilometer	కిలోమీటరు	కి.మీ.
Gram	గ్రాము	గ్రా.
Kilogram	కిలోగ్రాము	కి.గ్రా.
Liter	లీటరు	లీ.
Milliliter	మిల్లీలీటరు	మి.లీ.
Centimeter	సెంటీమీటరు	సెం.మీ.
Millimeter	మిల్లీమీటరు	మి.మీ.

5.2. POWER, TEMPERATURE, ELECTRICITY

English	Telugu	Telugu (Abbreviated)
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Watt	వాట్	W
Volt	వోల్ట్	V
Joule	జౌల్	J
Hertz	హెర్ట్జ్	Hz
Kilohertz	కిలోహెర్ట్జ్	Khz
Celsius	సెల్సియస్	°C
Fahrenheit	ఫారెన్హీట్	°F

5.3. TIME UNITS

English	Telugu	Telugu (Abbreviated)
Hour	గంట	గం.
Minute	నిమిషం	ని.
Second	సెకను	సె.

5.4. INFORMATION UNITS

English	Telugu	Telugu (Abbreviated)
Kilobyte	కిలోబైట్	KB (కీబై)
Megabyte	మెగాబైట్	MB (మెబై)
bit	బిట్	n/a
bit/s	బిట్/సె	n/a

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6. GENERAL SPELLING GUIDELINES

Due to large volume of population and extreme geographical and cultural diversity, there are lot of problems related to the consistency of the spelling in Telugu. Here are the few points that we should consider during translating any text in Telugu.

6.1. INDECLINABLE

Indeclinables are used to show the relationship of a word to the other words in a sentence. In Telugu they are called as vibhaktiyardhaka padamulu (విభక్తిార్ధక పదములు).

Indeclinable should be written separately. Honorific Indeclinable should also be written separately. But compound Indeclinables should be written together. For example, శ్రీ రామానుజం, ఎంత సేపు, యిక వెళ్ళు, అనువర్తనంకొరకై, తుదవరకు, వస్తువుపై, ప్రతిరోజు etc. Hyphen should be placed before some particles, co-ordinative compounds, and dependent determinative compounds

6.2. TRANSLITERATION OF FOREIGN WORDS

The transliteration of foreign words should be done consistently and we would prefer to use Charles Phillip Brown English to Telugu Dictionary. According to the recommendation by *Commission for Scientific and Technical Terminology*, "The transliteration of English terms should not be made so complex as to necessitate the introduction of new signs and symbols in the present Telugu characters. The Telugu rendering of English terms should aim at maximum approximation to the standard English pronunciation with such modifications as are prevalent in the educated circle in India." We should try to follow these recommendation for words adopted from other languages.

Source	Target (Invalid)	Target (Valid)	Context Application
on win32 platform	విన్32 ప్లాట్‌ఫారం పైన	Win32 ప్లాట్‌ఫాం పైన	nautilus

6.3. CARDINALS, ORDINALS, MULTIPLICATIVE AND FRACTION

Cardinal numeral forms should be used correctly. Generally we should try to avoid single digit numbers except where required. Like cardinals we should use ordinals correctly.

Source	Target (Invalid)	Target (Valid)	Context Application
One and half hour	ఒకటిన్నర గంట	గంటన్నర	
Double	రెండింతలు	రెట్టింపు	

6.4. 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.

Example

ఈ-మెయిలు, గ్లోమ్-డెస్కుటాప్, ఫ్లగ్-యిన్స్

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7. BASIC QUALITY PARAMETERS

While translating any text in Telugu, we need to follow basic quality parameters to keep our translation better. These parameters are just for reference. There can be several variations of parameters but here are some important just to understand errors arising out of the violation of parameters. Several translation agencies are there who did lot of labour in creating parameters. Followings are some outlines what parameters can be and why we need to give importance to parameters.

7.1. LANGUAGE AND GRAMMAR

The evaluation of a translation with regards to the grammatical components must be governed by the criterion of correctness. Grammar as improved for the modern times should be the guideline. Like most of the developed language Telugu is also having a grammar and following grammar is necessary for consistent and standard text. We should not do any mistake of grammar, spelling, and punctuation.

Source	Target (Invalid)	Target (Valid)	Context Application
New file	కొత్త ఫైలు	కొత్త ఫైలు	Gedit
Move Folder To...	సంచయాన్ని యిచటకు కదుల్చు	సంచయాన్ని యిచటకు కదుల్చు...	evolution

7.2. TERMINOLOGY

Terminology is focused on the meaning and conveyance of concepts. The quality of a translation depends on the consistency in use of terms belonging to a specialised area of usage and appropriateness to context. We should use prescribed glossaries and industry related words and register in doing translation. The deviation from prescribed glossary, using inconsistent terminology are errors of terminology.

Source	Target (Invalid)	Target (Valid)	Context Application
Move Folder To...	సంచయానికి కదుల్చు...	సంచయాన్ని యిచటకు	evolution

		కదుల్చు...	
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7.3. CULTURE SPECIFIC

Sometimes, something in the culture of the source language has a distinctly different cultural value from the same thing in the culture of the target language. In such cases, the translator should keep the original meaning by adjusting the form of the cultural symbol or adding enough background information to indicate to the target language users what the original cultural value was. We should follow country specific standards and cultural references and local conventions in doing translation. For example, we should use metric system. We should use Rupee instead of Dollar during translation.

Source	Target (Invalid)	Target (Valid)	Context Application
India	ఇండియా	భారతదేశం	Gnome Location
North America	నార్త్ అమెరికా	ఉత్తర అమెరికా	

7.4. STYLE

In Telugu we used polite style for audience. The style of writing should be polite, honorable and friendly so that reader will comfortable with it.

Example: “దయచేసి తేదీ/సమయం యెంపికచేయండి”

7.5. COMPOUNDS

Generally, compounds should be understandable and clear to the user. Overly long or complex compounds should be avoided. Keep in mind that unintuitive compounds are ultimately an intelligibility and usability issue.

Example:

1. ఫ్లాపీ డైవ్, ఫైలు వ్యవస్థ, వాడుకరి లాగిన్

7.6. GENDER

Telugu distinguishes among three genders. They are masculine, feminine and neuter.

Example:

1. అతను వేచివున్నాడు. (He is waiting)--- Masculine

-
2. ఆమె వేచివుంది. (She is waiting)-- Feminine
 3. అది కదులుతోంది. (It is moving)-- Neuter

But this rule also has some exceptions. We cannot blindly follow this to determine the gender of any object.

Like we use feminine gender for 'File' and neuter for 'Administrator'.

Example:

1. ఫైలు తెరువబడింది. --Feminine
2. నిర్వహణాధికారిని సంప్రదించు.--Neuter

7.7. GENITIVE

N/A to Telugu.

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8. CONCLUSION

In this guide, effort is given to encompass all major language related areas for Telugu. By following this guide, we assume that we can create a content in more consistent and standardised way. But we cannot say that the list given above is final. We can add several areas as well but to be precise and brief, we have ignored some of the well known points as well. But if you feel that anything important we have missed, please send your feedback at the mailing list fuel-discuss@lists.fedorahosted.org or file an issue at our project page here <https://fedorahosted.org/fuel> .

BIBLIOGRAPHY & FURTHER READING

We have taken reference from lots of places distributed at different places all over online and print. Here are the list that can be used for further reading and explanations.

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6. *Open Mailing List Discussions like fuel-discuss, indlinux-telugu etc.*