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(*fac-to-face*)

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, (*VoIP, Skype*), - ,

" "

(*software localizer*), ( ),

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 ( )  
 (CD-ROM, - )  
 ( ) ( ),  
*translation unit*,  
*match*),  
 ( , . *Fuzzy match*).  
 М ,  
 ( )

«...» 1)

– 2)

( ) [3]

(SCADA)

[5].

[1].

: 1 - (

(picture –

, line – ),

(picture was updated / pictures were updated – /  
(picture was deleted / library was deleted –  
/ ).

(1 page printed, X pages printed),  
( 1 , 2 , 5 ).  
( : X ).

:

« » [6].

Microsoft,

[4. Microsoft  
MSDN] "host", "radio button", "combo-  
"box", "spinner", " (split box)", " (pointer), "

( )

( ) [2].

( )

**INTERNET AS A CHANNEL OF INTERACTION TRANSLATION-MEDIATED COMMUNICATION  
IN MULTILINGUAL AND MULTICULTURAL CONTEXTS**

**A.Y. Perelomov**

*In this article consider about the role of Internet communication in the globalization process, in particular, it turns the concept of localization of Internet media and software turns an effective form of interaction in multilingual and multicultural contexts.*

**Key words:** *localization, Internet-communication, globalization, multicultural, multilingual contexts.*

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