LEXICAL QUANTOR GENESIS VS LANGUAGE NORM DYNAMICS

Bialyk V. D.

INTRODUCTION

The development of the society inevitably causes the arising of new terminology to designate new concepts and notions emerging as a result of this process. Actually, the globalization and technological advance nowadays might be considered as a powerful catalyst in the terminological activization based on the existing lexical wordstock. Traditionally, a term is considered to be a lexical unit denoting a certain notion in a specific sphere of human activity meeting a number of requirements, such as monosemanticity, nominativity, motivation, stylistic neutrality, etc. (cf.: V. Vinogradov, B. Golovin, T. Kyjak, V. Leychyk, V. Yartseva, O. Selivanova, E. Skorokhodko and others). As A. Reformatskiy noted "any term may be a word but not every word is a term"[1]. It should be fair to admit that seldom all the requirements are met in term formation process much due to the lack of the unified normative basis for these requirements. Evidently, a scholar should take into account as many terminological criteria as possible to introduce a term into linguistic environment. Among various term definitions there is one that appeals to a language researcher who concerns about modern trends in linguistic science, and that is the term definition which correlates a term with a certain notion or concept. Such an approach is completely agreed with the opinion of A. Lemov who argues that a term is "a linguistic unit (a word or a word combination) predominantly of a substantive character which is conventionally correlated with a notion or an object of a professional sphere and serves for concentration, fixation, storage, and transfer of professional information"[2] . Thus, a term serves to designate specific knowledge (information) within a certain terminological system.

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[1] Реформатский А. А. Термин как член лексической системы языка *Проблемы структурной лингвистики*. М. : Наука, 1968. С. 103–126.

[2] Лемов А.В. Система, структура и функционирование научного термина. Саранск : Изд-во Мордов. ун-та, 2000. С. 77.

A term formation process envisages the general word formation means (affixation, blending, abbreviation, syntactical means, borrowing, etc.) as most effective ways of term coining, the latter being considered as a result of secondary nomination.

The terminological ordering process is performed with the exclusive participation of the linguists who are experts in the field. The process presupposes its unification, i.e. the formation of the system in accordance with the linguistic requirements for an ideal term and the system of scientific notions[3]. The unification of any terminology and a linguistic one, in particular, is complicated by a number of factors including, first and foremost, extralinguistic ones, such as a rapid development of linguistic science in the 21st century, new approaches, trends, and schools in linguistic studies. This obviously creates some obstacles for the formation of linguistic terminology and gives grounds to state that the linguistic terminology is not a rationally developed and semiotically perfect system[4]. Moreover, strange it might seem, but a linguistic terminology is rarely a subject-matter of general terminological research[5]. It has become an undisputable fact that linguistic terminological issues have much less coverage in the science of language than those of science and technology[6].

A term as a linguistic unit, undoubtedly, may be considered as a linguistic sign with all the properties the latter possesses. Despite the fact that a linguistic sign has been studied by many linguists and philosophers, there are still some obscure issues that are awaiting their consideration and specifying. It is of special importance for newly created terms to which a lexical quantor belongs.

The very nature of a lexical quantor as a term and a linguistic sign cannot be revealed in full without taking into consideration the establishing of its ontology, the ways of its formation, and its functioning in the system of language. The creating of any term, and a lexical quantor

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[3] Даниленко В.П. Лингвистические проблемы упорядочения научно-технической терминологии *Вопросы языкознания*,1981. № 1. С. 9.

[4] Ахманова О.С. Словарь лингвистических терминов. М. : Сов. Энциклопедия, 1998. С. 509.

[5] Шелов С.Д. Об определении лингвистических терминов (опыт типологии и интерпретации) *Вопросы языкознания*. 1990. № 3. С. 21.

[6] Куликова И.С. Введение в металингвистику (системный, лексикографический и коммуникативно-прагматический аспекты лингвистической терминологии). СПб. : САГА, 2002. С. 7.

in particular, is much stipulated by various language factors, a language norm dynamics being among the most important.

1. A Lexical Quantor: a Term

In this paper we employ a newly coined linguistic term "a lexical quantor" elaborated in our earlier research[7]. Here we will briefly outline the basic characteristics of the term under consideration. The very term "a lexical quantor" implies its linguistic nature judging by the first element of the terminological word combination. The second component of the terminological word combination "a lexical quantor" might present certain difficulty in understanding and interpreting. In the English language we can come across some kin terms, like "quantum" or "quantifier" which are traced in mathematical logic and linguistics. These terms in linguistics ("quantifier", "quantum") traditionally refer to the words of quantitative semantics, such as *everyone, some, every, few, both, minority, sometimes*, etc., and also cardinal numerals. All-general quantifiers are manifested in world languages by quantified pronouns and pronominal adverbs, such as *everywhere, always, whole, every time*, etc.[8]

Meanwhile "quantifier" or "a quantum" is also "a symbol of mathematical logic, logical operation which characterizes quantitavely a number of objects to which the expression belongs and which is a result of its usage"[9]. However, in our research we offer a totally different approach to its interpretation where "a quantor" implies a blended term consisting of two components "a quantifier" or "a quantum" (the first component) and "an operator" (the second component) – "a quantor" – thus making quite relevant its usage in English. And then this portmanteau term may be briefly defined as follows: *a lexical quantor* is an *operator* of a language worldview which transfers a certain *quantum* of relevant information (knowledge) about the surrounding reality within a verbal mechanism[10]. Obviously, a lexical quantor represents a

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[7] Byalyk V. Linguistic Discourse and a Lexical Quantor *Disputationes Scientificae. Universitatis Catholicae in Ruzomberok*. Ruzomberok : Verbum, 2012. ročnik 12. čislo 1. P. 148–156.

[8] Селіванова О.О. Сучасна лінгвістика. Термінологічна енциклопедія Полтава : Довкілля К., 2006. С. 206.

[9] Ibidem. С. 223.

[10] Бялик В.Д. Епістемолгія лексичного квантора : монографія. Чернівці: Золоті литаври, 2012. С. 86.

certain structure of knowledge (a priori or a posteriori) revealing its epistemic nature.

A lexical quantor may share some properties with the terms already available in scientific literature. Here we mean first of all the term "informeme" in information studies and "sapienteme" / "logoepisteme" in linguistic and philosophical or linguophilosophical studies.

The term "informeme" is used as a unit of information transferred in the information space of a human being where "the thoughts are a result of autogenerating process of simultaneous input and output of huge torrents of informational and mental waves (quanta of thoughts)"[11]. Evidently, the term "informeme" cannot be considered as a purely linguistic one as its domain is information science in general.

Undoubtedly, we might consider a word as a material substrate having a photon, light, i.e. electromagnetic nature and conveying some information. This energy exists everywhere: inside us, around us, in the Universe, and, as a matter of fact, is an ionizing substance. A human being is a discrete form of plasma energy which is a part of intelligent superorganism – the Universe. So the energetic resemblance but not a formal exterior form makes us similar to God. From this point of view the term "informeme" may be used in linguistic studies as a methodological instrument of the research, i.e. it has a rather general nature in scholastic activity.

Another term that appeals to a linguist's attention is "logoepisteme" or "sapienteme" introduced by Russian linguists Ye. Vereshchagin and V. Kostomarov[12]. These terms focus on logical and philosophical nature of the notions they represent alongside the philological constituent which is limited only to a linguocultural sphere of a certain ethnic community.

The sapienteme/logoepisteme theory is scientifically well-grounded and verified by the proving basis but the terms under consideration can hardly be considered as general philological terms as they are, unfortunately, limited only to culture. Moreover, similar ideas can be traced in the works of K. Popper[13] and the idea of describing the world of

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[11] Юзвишин И.И. Информациология. М. : Радио и связь, 1996. С. 175.

[12] Верещагин Е.М. Язык и культура. Три лингвострановедческие концепции : лексического фона, рече-поведенческих тактик и сапиентемы. М. : Индрик, 2005. С. 840.

[13] Поппер К. Логика и рост научного знания М. : Прогресс, 1983.

knowledge goes back to the times of Plato. However, we must admit that this fact doesn't diminish the importance of this theory for linguocultural studies on the whole.

The offered term "a lexical quantor" may be considered as hyperonym for "sapienteme/logoepisteme" and hyponym for "informeme" terms. It also deals with conveying some information (knowledge) like "informeme" but only within a verbal mechanism, and it is not limited to the cultural aspect solely as compared to the aforesaid terms "sapienteme/logoepisteme". Moreover, a lexical quantor can express different types of information. Alongside the cultural information it can refer to pragmatic, ideological, economical, and other types of information, thus transforming itself into pragmeme, ideologeme, economeme, etc.

A lexical quantor may have different word-formation structure and may be expressed by a nominative unit (a non-derived, derived, compound word, or even a word combination). It looks like reasonable to state that the more complicated its structure is the more semantic and informational load it will have, and, thus, the more information a lexical quantor will yield about the concept it designates. Evidently, the number of word-formation elements of a lexical quantor is in direct ratio with the information amount it expresses. That is why the role of word-formation patterns in linguistic representation of knowledge by a lexical quantor is difficult to overestimate as each of its structural elements represents a certain quantum of information.

A lexical quantor also realizes the representative function of a word in the process of reconstructing of a language worldview with its semantico-evaluative components. A lexical quantor is a lexical unit (a word or a word combination) which correlates with temporal and spatial axis of a language continuum. Actually, a lexical quantor is a lexical marker of a language worldview, a minimal verbal unit of its conceptualization and categorization. Similar to quanta in physics which are minimal units of light energy, a lexical quantor serves to transfer cultural, social, and historical experience. Likewise, accordingly to quantum theory in physics the light energy is transferred sporadically, not constantly, the verbal elements of the language worldview may be imagined not as an ongoing but discrete process and the cognition of these elements takes place during the gradual perception of the objective world.

We consider a lexical quantor to be a component of a dynamic model of the language which combines dialectically a stable sign system and its constant rethinking.

A lexical quantor is a complex construct possessing a hierarchical structure in lexical, semantic, pragmatic, informational (including cognitive) aspects and may serve as an instrument for linguocognitive analysis of language phenomena.

From the term formation standpoint the offered term is characterized by nominativity, reproducibility in language and speech, availability of a definition which correlates with a certain notion, being a neologism itself, it serves to fix, store and transfer linguocognitive information. The lack of stylistic expressivity, motivation, exactness, and a systemic character is among the basic criteria for correctly formed terms to which, no doubt, belongs a lexical quantor.

2. Lexical Quantor: A Linguistic Sign

A lexical quantor, as any language unit, is considered to be a linguistic sign. The sign nature of a lexical quantor is much stipulated by the basic characteristics of a linguistic sign which have been outlined in linguosemiotics. Very often the semiological functions of a sign underlie the basis of classification of sign types in language. Traditionally the following linguistic sign types are distinguished:

a) linguistic signs with predominantly differentiating function (e.g. phonemes);

b) linguistic signs in which the identifying function dominates over the differentiating one (e.g. grammatical morphemes and the models of syntactical and semantic links of language units);

c) linguistic units which are characterized by both identifying and differentiating functions, the so-called full signs (signs proper, like words, word combination, sentences)[14].

Obviously, a lexical quantor belongs to the latter group as it is a peculiar type of a sign. On the one hand, it is associated with the generalization mechanism reflecting to a certain degree abstract knowledge of phenomena and objects of the real world. On the other hand, it is closely connected with thought formation and expression of

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[14] Уфимцева А.А. Знаковая природа языка *Общее языкознание : Формы существования, функции, история языка* М. : Наука, 1970. С. 106.

various speaker's and hearer's intentions in the process of communication. This is known in linguistics as the principle of asymmetric dualism of a language sign[15].

A lexical quantor as a peculiar type of a linguistic sign has its semilogical value due to several functions. It generalizes (significative function), nominates, signifies (nominative function), informs (performs a communicative function), and expresses some feelings, experience of the speaker (pragmatic function)[16].

Another major function of a lexical quantor as a linguistic sign is its ability to reflect basic mental processes peculiar for a human being due to the dichotomy of language and thought. It generalizes (integrates) and specifies (differentiates), presents indirectly and abstractly the mental content which is historically fixed for a given sign. This may emphasize a very important gnoseological, cognitive function of a lexical quantor. The inseparable connection of the signified (sign content) and the signifier (sign form) is an imperative condition of a sign unity. Linguistic signs directly participate in the formation of thoughts, ideas, and notions. The connection between the two sides of the sign from the psychological point of view is determined as follows: "..the thought is not expressed in a word but it takes place in it"[17].

Any linguistic sign, and a lexical quantor is not an exception, is the act of understanding of this or that objectivity. The idea of any object in human consciousness is characterized by various modifications as the very human consciousness is rather changeable and movable, sometimes passive or, on the contrary, may have a creative character[18].

A lexical quantor may be considered in language and speech as identical to any other language sign and is determined by three parameters: the correlation with the signifier (information), the system of signs, and regulative parameters in the process of communication. Such a model takes into consideration anthropocentric aspect of language activity. In this case the ideal side of linguistic signs (words) is a result of a triple refraction: a) objective reality in the consciousness of a human

[15] Карцевский С.О. Об асимметричном дуализме лингвистического знака. *Введение в языковедение*: *[хрестоматия]* М. : Аспект Пресс, 2000. С. 76–81.

[16] Уфимцева А.А. Знаковая природа языка *Общее языкознание : Формы существования, функции, история языка* М. : Наука, 1970. С. 107.

[17] Выготский Л.С. Психология М. : Апрель–пресс : ЭКСМО–пресс, 2000. С. 268.

[18] Лосев А.Ф. Знак. Символ. Миф М. : Изд-во Моск. ун-та, 1982. С. 126.

being (the notion of extra-linguistic level); b) the notion within a language system/structure; c) language meaning through the (inter)-individual experience of speakers[19].

We believe that a lexical quantor as a linguistic sign is characterized by the plane of expression, the plane of content, and the plane of usage. The trilaterality of a lexical quantor as a linguistic sign preserves the trichotomic scheme of the analysis suggested by Plato: *thing – notion – name*, where the plane of expression is *name*, the content plane is *notion*, and the human activity is represented by the constructed in a person's consciousness by *thing*[20].

Another important aspect in a linguistic sign analysis as represented by a lexical quantor is the elucidation of the problems of conceptual analysis of a sign, its structural organization, and hierarchy. Taking as the basis for a language model the language game and a family resemblance theory as developed by L. Wittgenstein[21], S. Shaumyan supports the idea of the unity of a sign and thought illustrating it with a well-known Saussurean example of the impossibility of cutting one sheet of paper without cutting the other. Actually, the thinking process and the process of sign operation is a complex two-sided process[22].

Among the most vital categorical properties of a lexical quantor is the lack of a fixed relation between sound and meaning (object-thing content) of a language unit. Another important property is its arbitrary nature, i.e. the sound-meaning relationship cannot be interpreted logically or rationally.

Another distinctive feature of a lexical quantor as a linguistic sign is its singularity which is manifested in its ability to designate exactly what it should designate possessing simultaneously a firmly fixed sound form.

A lexical quantor is a typical linguistic sign because human cognition in general, and cognitive image of an object in particular, are

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[19] Огуй О.Д. Лінгвістична теорія знака в епістемологічному ракурсі / *Вісник Житомирського держ. ун-ту ім. І. Франка : наук. журнал*. Житомир : Житомир. ДУ, 2012. Вип. 62. С. 23.

[20] Ibidem. С. 25.

[21] Wittgenstein L. Philosophische Untersuchungen. – 3nd Ed. Philosophical Investigations The German Text, With A Revised English Translation.London, Oxford : Basil Blackwell.

[22] Шаумян С.К. О понятии языкового знака. *Язык и культура : Факты и ценности. К 70–летию Юрия Сергеевича Степанова* . М. : Языки славянской культуры, 2001. С. 158.

determined by the practice and the results of thinking processes of preceding generations and fixed in words. A lexical quantor as a linguistic sign is an arbitrary subjective entity where the function of objective nomination appears to be shortened.

It should be borne in mind that a lexical quantor as a linguistic sign performs also the function of identification of structural units in language, not the words only but also less than words (e.g. morpheme) or more than words (e.g. word combination, phrase).

3. A Lexical Quantor and a Language Norm

A language is a systematically organized phenomenon which is why it may be used in speech despite its complexity. The unification and arrangement of all the elements of this most complicated phenomenon is termed as "a norm". The notion of "a norm" has been in the focus of various research and scholars. To put it simply, we may state that there are as many definitions of "a norm" as the scholars dealing with the problem.

The norm is treated predominantly as a set of the most stable traditional language means[23], socially and historically conditioned and fixed in the process of social communication, usage recommended by dictionaries or grammar[24], etc.

Traditionally they distinguish two types of a language norm: the norms stipulated by the language system and the norms determined by the language structure[25].

The first condition of language normativity is the relevance of a given phenomenon to the productive word-formation, morphological, syntactical patterns. The following criteria are considered to be important in linguistics: relevance to the pattern, usage, and necessity. Of course, these criteria may be viewed as relative because various controversies underlie the language development, including the relevance to the pattern and its deviation, stability and variability, necessity and creativity. Any new normative linguistic formation should, however, meet all three criteria at the same time.

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[23] Ахманова О.С. Словарь лингвистических терминов. (Около 7000 терминов) [2-е изд. стереотип.]. – М. : Сов. Энциклопедия, 1998. С. 270.

[24] Большой энциклопедический словарь. [Под ред. В. Н. Ярцевой]. – [2-е изд.]. – М. : Наук, изд-во БРЭ, 1998. С. 337.

[25] Ицкович В. А. Языковая норма. М. : Просвещение.

In this respect let's consider a lexical quantor genesis versus the change or dynamics of a language norm.

In neutral literary speech the using of new norms is deterred by the rules aimed at what is already fixed in language. But the new paves its way despite the rules in effect. The controversy between the inherited from the past and created now is the controversy peculiar for any language. The literary language strives to fix the norms available as compulsory ones but in speech practice there is a tendency for a different usage conditioned by grammar rules. If this tendency meets the regularities of language development, it, eventually, takes an upper hand.

Here briefly we will illustrate our musings with some examples of a lexical quantor genesis as a result of the dynamics of a language norm. A good example of a language norm deviation (i.e. dynamics) and at the same time the acceptance of such a deviation by a language community may be a most spread word-combination not only in the USA but in a multilingual world – **OK**. In a well-known book "Predicting New Words" by A. Metcalf the history of this lexical quantor has its detailed account thanks to the thorough research of American scholars A. W. Read and B. Popik[26]. A lexical quantor **OK**, notwithstanding various myths and legends of its genesis, was created due to the pragmatic factors. This abbreviation appeared for the first time in Boston paper *Morning Post* on March 23, 1839, mainly used for humorous effect. The author used *o.k.* instead of *all correct*:

The "Chairman of the Committee on Charity Lecture Bells" is one of the deputation, and perhaps if he should return to Boston, via Providence, he of the [Providence] Journal, and his train-band, would have the "contribution box", et ceteras, **o.k.** *– all correct– and cause the corks to fly, like sparks, upward*[27].

And three days later in the same paper:

Many of O.F.M. and several futcheons had the pleasure of these "interesting strangers" by the hand' and wishing them a speedy passage to the Commercial Emporium. They were **o.k.**[28].

[26] Metcalf A. Predicting New Words. The Secrets of Their Success / A. Metcalf. – Boston, New York : Houghton Mifftin Company, 2002.
[27] Ibid. C. 140.
[28] Ibid. C. 140-141.

Without going into details about the author's intentions, suffice it to say that the usage of a lexical quantor represented by a letter abbreviation **OK** for *all correct* is totally incorrect, it completely ignores the norms of a literary standard norm. However, **OK** has become a fully-fledged element of the system of the English (and not only English!) language in contrast to *O.W. (all right)* which was used even earlier (1838). Why? Evidently, extralinguistic factors were very important, such as the frequency of a lexical quantor usage by the speakers, acceptance by a language community, etc. When an innovative lexical quantor enters the language system it should meet some regulation principles which would unobtrusively facilitate its learning and usage by the speakers. In this respect the Apgar scale may be helpful for analysis. Dr. Virginia Apgar as early as in 1952 suggested the principles of frequency of use, unobtrusiveness, diversity of use and situations, generation of other forms and meanings, and endurance of the concept as the major factors of a new word genesis[29].

A newly coined lexical quantor should not draw attention of the fault-finding lexicographers and common speakers. Among such coinages we can mention lexical quantors like *plan B, heads-up*, etc.

In the 20s of the last century a lexical quantor *heads-up* was used to warn of danger, but later it acquired a broader semantics within a language norm acquiring the general meaning of drawing the addressee's attention to some language event *(heads-up about seminars, auditions, a new album, new search technology, etc.)*. Some *heads-up* as lexical quantors retained the seme "danger" in its semantic structure *(heads-up about handling a chemical accident, being aware of crabmeat fiber stuck in your teeth, etc.)*, though not so much conspicuously as it used to be in the middle of the last century.

What happens if something does not work out as planned? Then it is expedient to use *plan B*. This lexical quantor is completely in compliance with a language norm requirements and appeals to a speaker due to its natural expression form. Obviously, it is characterized with the implicit semantic load which implies an alternative strategy to meet this end, striving to find creative alternative solutions of the problem. This is why this lexical quantor is popular in everyday communication as in the example:

Bobby: What about Plan B?

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[29] Metcalf A. Predicting New Words. The Secrets of Their Success / A. Metcalf. – Boston, New York : Houghton Mifftin Company, 2002. C. 152.

Eugene: Do you think we should?

Bobby: Well, nothing else is working, is it? Can you think of an alternative?

Eugene: It could backfire. You know the risks involved…[30]

We never mention *Plan A*, though strange it might seem. Actually Plan A does not exist at all. We resort to *Plan B* only if something does not take place as anticipated.

There are also instances of a lexical quantor genesis when the process of its entering the system of language is not as smooth as expected. Sometimes a language community does not accept it as a normative lexical creation. It takes some time for a lexical quantor to take its rightful place in the system of language. In the 60s-70s of the last century a lexical quantor *hopefully* was not considered to be a normative lexical formation in language. Its appearance as a substitution for the syntactic construction **I hope** in the sentences like: "*Hopefully, the rain will stop*", "*Hopefully, I'll find the job soon*" or "*Hopefully, the crisis will go down*" caused a strong opposition of purists who considered reasonably that a sentence cannot be modified by an adverb. Bu with time the language users overcame this opposition and drew attention of politicians, businessmen and people of all walks of life resulted in wide usage of lexical quantor *hopefully* without which we cannot do nowadays.

It is quite clear that it is necessary to take into account the relevance of an appropriate word-formation pattern and the lack of words in the language system to express a new meaning in a lexical quantor..

The following criteria are essential to characterize a language phenomenon as that of containing new information/ knowledge: the relevance of a given fact to the language structure, regular reproductivity of the phenomenon in the process of communication (language adaptation of knowledge); social approval and acknowledgement of an appropriate phenomenon and its naming (social adaptation of knowledge). In this creative process the influence of usage is very important.

A lexical quantor genesis may be traced in respect to a language norm dynamics taking into account a subjective factor. A language norm dynamics is closely associated not only with the evolution of language phenomena but the evolution of a language community in general, and its

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[30] Metcalf A. Predicting New Words. The Secrets of Their Success / A. Metcalf. – Boston, New York : Houghton Mifftin Company, 2002. C. 145.

interaction with the elements of the community. Such an assumption is helpful in an explicit presentation the main stages of a lexical quantor genesis as it is shown in Fig.1. The scheme includes such constituents of this process as individuality, creativity, social group, usage, society (community), and norm. The simplified scheme clearly shows both the creative starting point of forming a lexical quantor with a new meaning and the ways of its entering the language system through usage by a certain segment of a language community as well as its fixation in the form of a norm which is used by the society.
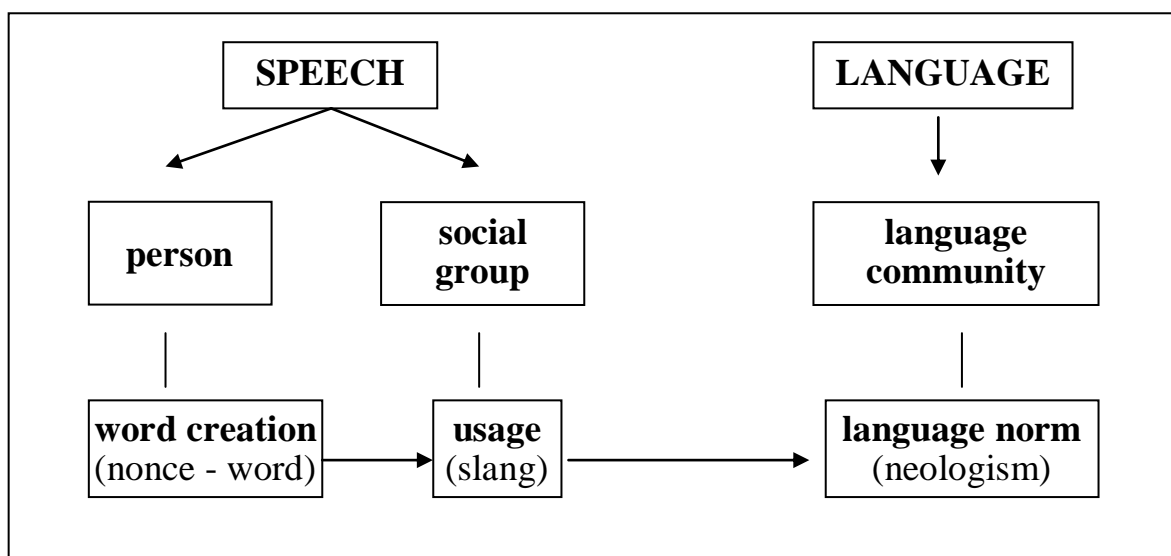
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Fig. 1. Lexical quantor and language norm

There are three basic causes for inner evolution (dynamics) of a language norm: the systematicity law (a global law which is at the same time a property and quality of a language); a law of tradition which usually hinders the innovation processes; analogy law (stimulates disrupting of traditionality); economy law 9or "minimum effort law")[31].

The systematicity law is manifested at various levels (morphological, lexical, and syntactical). The semantic change of a lexical quantor may result in syntactic collocation change and even a word form. And the other way round, a new syntactic collocation may result in semantic change of a word:

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[31] Горбачевич К.С. Нормы современного русского литературного языка. М. : Просвещение, 1989. С. 47.

Abroadness (n) (Abroad(adj.)+ness) – staying abroad with the aim of studying, continuify(v) (continue(v)+ify) – to make the process lasting[32]. These are one-time formations needed for a specific situation (*e.g. "I am thinking of some abroadness"*).

The law of tradition is a complex totality of inner and outer stimuli which hinder the innovative processes in language. The language norm can impose some taboo on these processes. This law aims at preserving some stability in language but language potentialities try to violate it making a breakthrough in the system quite natural.

The law of analogy is manifested in inner overcoming of language anomalies which takes place when one form of a language expression resembles the other: *"While some words are **break-downable**, the others?"*[33]

The adjective *Break-downable (break-down(v)+able)(capable of being broken down into smaller parts or pieces)* is not registered in dictionaries but formed in accordance with analogy (e.g. *applicable, doable, movable, etc.*)

The law of economy strives to conciseness in verbal expression and is manifested at all language levels (lexis, morphology, syntax):

*"What is your **edress**?"*

The author does not use *"e-mail address"* but creates a new lexical quantor in terms of blending *"edress"*.

Various abbreviations are also the evidence of the application of this law: *B2B (business-to-business)*; *CWS – celebrity worship syndrome*[34].

Among the outer or extralinguistic factors we can mention the following: the changes in native speakers' environment, spreading of education, territorial migration of people, establishing a new statehood, technology and science development, international contacts, mass media, etc.

CONCLUSIONS

The ongoing changes in language are the evidence of permanent innovative processes in it. These processes are most vivid in a lexical system of a language, and terminology in particular. A newly coined term "a

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[32] Зацний Ю.А. Інновації у словниковому складі англійської мови початку XXI століття : англо-український словник. Вінниця : Нова Книга, 2008. С. 26; 42.
[33] Ibidem. С. 34.
[34] Ibidem. С. 27.

lexical quantor' is called for to transfer some amount of knowledge (a quantum of information) about the outer world with a help of lexical means. The linguistic means used to describe the outer world may be regarded as a linguistic worldview; therefore a lexical quantor is viewed as an operator of this worldview. Thus, a lexical quantor (quantum +operator) is a term designating some knowledge about a segment of the language worldview, conveying appropriate information about it. It is in compliance with all the requirements for term formation requirements, nominativity, reproductibility in language and speech, availability of a definition which correlates with a certain notion, the lack of stylistic expressivity, motivation, exactness, and a systemic character being among the most essential. A lexical quantor as a nominative meaningful informational and content unit is a verbalized result of thinking, a linguocognitive means of a language personality's orientation in the outer world in the process of its cognition and communication.

A lexical quantor as any linguistic unit is a linguistic sign. It generalizes (significative function), nominates, signifies (nominative function), informs (performs a communicative function), and expresses some feelings, experience of the speaker (pragmatic function). A lexical quantor as a linguistic sign by its nature is a conventional way of transferring the information in the process of its actualization under specific conditions of language functioning in linguocultural community.

The genesis of a lexical quantor may be viewed in terms of its relation to a language norm dynamics. A lexical quantor genesis is much caused by a speaker's intentions, his/her interest in changes due to the needs of communication. This need is a stimulus for activation the speaker's consciousness, impetus for language generating process. The very emergence of a new word (a lexical quantor) is much stipulated by its creator; it is the creator who selects from the available inner lexicon the most appropriate lexical means that expresses his/her feelings to the best so that to transfer a certain quantum of information which correlates with his/her intention. In case of lacking such a word in this lexicon, the speaker modifies an old lexical unit or creates a new one.

The development of the society necessitates the need to transfer new knowledge/information about the world resulting in emergence innovative lexical quantors. Due to the openness and dynamics of a language system new lexical or grammatical units may be used in language to designate new knowledge. The normativity of a language phenomenon is a result of inner

and outer factors interaction in speech and language. The language is aimed at reflection of reality in a person's consciousness and the world of images which are between this reality and a person. This is a totality of information/knowledge that constitutes a language worldview. The worldview is being constantly enriched and corrected regulating a person's behavior and ensuring his/her cognitive activity.

SUMMARY

The article dwells on the problem of word formation issues in general and term formation in particular. It has been offered to use a newly coined term "a lexical quantor" in philological studies. A lexical quantor has been defined as a lexical unit represented by a word or word combination conveying some amount (quantum) of information or knowledge about the surrounding world or its segment acting as a worldview operator.

It has been emphasized that a lexical quantor as a linguistic sign is treated as a linguocognitive unit transferring a certain amount of the verbalized knowledge about the worldview segment, i.e. transferring the information in the process of cognition of the outer world within a verbal mechanism. Another important property of a lexical quantor as a sign is its arbitrary nature.

It has been determined that a lexical quantor genesis is closely related with a language norm dynamics. A lexical quantor genesis is much stipulated by inner dynamics of a language norm conditioned by the systematicity law; a law of tradition; economy law as well as a number of outer factors. The following outer or extralinguistic factors of a language norm dynamics contribute to a lexical quantor genesis: the changes in native speakers' environment, spreading of education, territorial migration of people, establishing a new statehood, technology and science development, international contacts, mass media, etc.

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Information about the author:
Bialyk V. D.
Doctor of Philology, Professor,
Chair of the Department of Communicative Linguistics and Translation,
Yuriy Fedkovych Chernivtsi National University
2, Kotsiubynskyi str., Chernivtsi, 58012, Ukraine