

## Derivational categorization of the world

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Russian word-formation school regard word-formative type, family of words, polysemic derivative, motivational space etc. as language models. Penetration into the inner structure of language without considering human factor is the specificity of Saussure's concept (in Russian XX century linguistics all the linguistic units, including categories listed above, are analyzed in this paradigm). However, since antiquity the philosophic problems, revealing correlation between idea and language, name and thing, peculiarity of world cognition through the language have been posed. Aristotle noted the significance of logical categories in the world cognition. L. Wittgenstein defined the "natural" categories. "Natural" categorization implies distinguishing prototypes, connection of the category members based on "family resemblance" and "blurring" of borders.

Motivating word realizes different aspects of its semantics in the act of derivation. The actualization of these aspects is limited by the meaning of the formant. Metaphoric and metonymic associations provoke enlargement of semantic space of the derivative. Compare: talk on the street: "You have no friends. You'd better get a dog. Doggy men always have something to talk about." (in Russian this concept is represented with one word ("sobachnik") where "-nik" is a word formative suffix meaning "person"). The word "dog" is associated with: a dog – a friend, which can help you make friends outdoors. Also compare: TV advertisement: "If you can't fall asleep – get a "dog" (@) and the world will get filled with friends" (in Russia @ is called "dog"). The speaker is focused on a hypostatized character of the word: a dog is a friend which can help you make friends in the Internet. By family resemblance "ability to have friends", ideograph @ and the word "dog" cross, which determines formation of the polysemous word "doggy man" (which at the same time is a polymotivate with unusual motivational space): (1) a man who has a dog (consequently – ability to get acquainted with other doggy men), (2) a man having many friends by entering the Internet with the help of @. Thereby, polymotivation objectifying associations through hypostasis of one of prototypical (in a particular situation) characteristics of semantics of the motivating word (in other words – through the family resemblance) facilitates "blurring" of semantic borders of the derivative, word-formation family of words and word-formation type.

Therefore word-formation type, word-formation family of words, polysemic derivative, polymotivate are interrelated dynamic metalinguistic models based on the principle of "natural" categories.