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DIRECTIONS AND MECHANISMS OF GLOBAL INNOVATIVE LOGOSPHERE OF COMPUTER BEING MICROSTRUCTURE DYNAMICS (BASED ON EUROPEAN AND ORIENTAL LANGUAGES)

Summary. The problem of theoretical and methodological substantiation of cross-cutting principles, directions, mechanisms, and results of qualitative dynamics of macro- and microstructures of vocabulary in the field of the computer being as a consolidated linguistic object is still awaiting a comprehensive study. The analysis of this issue requires the involvement of a phenomenological perspective of the study of complex linguistic objects in view of the main task of phenomenological epistemology – knowledge of the full system of facts of consciousness that constitute reality. The principles of the dynamics of the microstructure of the global innovative logosphere of computer being are determined on the basis of the analysis of the lingual mechanisms of semantic asymmetry. An integrative parameter of the dynamics of the global innovation logosphere of computer being is the phenomenon of attraction of the corresponding general discrete innovation units of the logosphere to semantic nodes, which are the centers of paradigms of global communication languages in digital environment. The objective of the paper is to determine the mechanisms and directions on the dynamics of the microstructure of the global innovative logosphere of computer being. Quantitative and qualitative characteristics of the elements of the content plane and expression (in particular, the efficiency of modeling templates of elements of surface microstructures) of general ICTs (discrete semiotic innovative units of terminological nature) in the microstructure of the global innovative logosphere of computer being (CB) allow to include the following: 1) revolutionary introduction of digital technologies; 2) total computerization; 3) the language of computer being (CB); 4) the subject of computer being (CB); 5) a subject alienated from computer being (CB). The semantic stability of ICTs substantial elements at substrate inhomogeneous tiers of the content plane ('conceptual denotation' and 'lingual denotation', respectively) and in the environment of the projection zone of the conceptual nucleus of the logosphere on the global innovative logosphere of the computer being is provided by: the symbiosis, the partial incorporation and absorption of a number of functional elements of the projection zone of the conceptual nucleus of the logosphere, in particular such conceptual features as [AGENTIVITY] and [ANTHROPOGENESIS].

Key words: innovative computer term, global innovative logosphere of computer being, dicartion of dynamics, microstructure of logosphere of computer being.

Problem statement and state-of-the-art review. At the latest stage of human development, language (as a social phenomenon) is mostly an indicator of the changes taking place in society. This is especially true of modern English, which at the turn of the millennium acquired the functions of a kind of 'metalanguage' of computer being for different cultures [1; 2; 3]. This contributes to the processes of globalization and global integration, which, in turn, strengthens the position of languages of international communication.

That is why in recent years the rate of enrichment of the vocabulary of the English language and, as a consequence, other languages of international communication in the digital space (Spanish, French, German, Chinese, etc.) has significantly increased. The notion of "neologism" as a driving force of language progress has become more relevant than ever [4, p. 5]. It should also be noted that the sphere of lexical neoplasms of the languages of global international communication, which is directly correlated with scientific and technological progress, ie the so-called 'computer' terminology, is developing especially rapidly in the conditions of the information revolution.

The problem of theoretical and methodological substantiation of cross-cutting principles, directions, mechanisms and results of qualitative dynamics of macro- and microstructures of vocabulary in the field of computer life as a consolidated linguistic object is still waiting for a comprehensive study. The analysis of this question requires the involvement of a phenomenological perspective of the study of complex linguistic objects in view of the main task of phenomenological epistemology – knowledge of the full system of facts of consciousness (Merab Mamardashvili's term) that constitute reality. Within the outlined methodological dimension, the phenomenological language unit is defined as its codifying ability to record the results of cognitive experience and the manifestation in it of the substantive characteristics of cognizable objects and phenomena. The linguistic adaptation of the phenomenological approach to the theoretical and methodological comprehension of the dynamics of the vocabulary of modern languages of global communication in computer life proposed in our work [5] is based on the concept of the global logosphere, synthetically understood as 1) a plural

ity of linguistic units, and empirical elements of different spheres of life; 2) the zone of integration of thought and speech continuums (linguo) of cultures.

One of the most dynamic (and potentially most productive) means of creating and branching and integrating the formal microstructure of the global innovative logosphere of computer being (GILCB) [6] is affixation, which, in general, coincides with the usual and typological trends in innovative subsystems of natural languages [7] at the turn of the century.

The principles of the dynamics of the microstructure of the global innovative logosphere of computer existence are determined on the basis of the analysis of the lingual mechanisms of semantic asymmetry [8; 9]. An integrative parameter of the dynamics of the global innovation logosphere of computer existence is the phenomenon of attraction of the corresponding general discrete innovation units of the logosphere to the semantic nodes that act as the centers of word-forming and phrase-forming paradigms.

It should be noted that in terminological systems the role of synonymy as a system-forming factor is much smaller than in the system of common vocabulary, because in them (terminological systems) is realized mainly only a kind of synonymy of full and partial nature. Synonyms in terminology are terms that belong to the same denotation, but have differences in conceptual terms, and may differ in the semantics of word-forming elements, etymology and features of functioning. In addition, according to researchers, synonyms can be terminological units of different structural levels and even different symbolic expressions [10; 11].

The **object** of research is the global innovative logosphere of computer being of the late XX – early XXI centuries. The **subject** of analysis is the means and mechanisms of innovative verbalization of computer being from the point of view of linguophenomenological characteristics of the principles, directions and results of the dynamics of the corresponding English-language innovative logosphere. The **objective** of the article is to determine the directions and mechanisms of the dynamics of the microstructure of the global innovative logosphere of computer being.

Findings. It is appropriate to separate configuration and parameterization of a specified macrophenomenon of linguistic research – global innovative computer logosphere. Thus, the network innovation and relevant subsystems in computer logosphere (multidimensional, complex, dynamic system) is the most comprehensive quantitative and qualitative terms of language representation of the linguistic actualization of being, determined by a number of qualifying conditions of its emergence, existence and development [12], including:

1) exhaustive synchronization process of the object, phenomenological and anthropological field of computer being and development processes of the cyberspace meta-language;

2) exhaustive output of parameterization isomorphism of ontological (substance phenomenological), anthropic and digitized structures of reality;

3) flexibility, adaptability and dynamic potential of the vocabulary of the modern languages (heavily influenced by English global hegemony) in correlation with the ICT sphere (that is fulfilled, in particular through info-capacity, sign hybridization, the evolution of the basic ontological and functional features of neologisms in relevant areas).

In view of the foregoing, the Global innovative computer logosphere (GICL) is defined as:

1) a syncretic, consolidated within its semantic scope, plurality of verbal units that are the asymptotically (i.e. in unlimited approximation) exhaustive embodiments of substantive and factual elements of modern computer being.

2) as a vertically integrated at the macro and micro levels plurality of ICT thesaurus, its typological specificity being the relatively exhaustive phenomenological correlates of multi-substrate elements of computer being.

The specific differential features of GICL as a linguistic-ontological, linguistic-phenomenological object are:

1. Normativity – arising from the parametric features of the concept of logos – (while maintaining the characteristics of dynamic variation and logosphere).

2. Lingual substantivity – phenomenological status of verbal language signs membranes in reality.

3. The principle of isomorphism of the signified and meaning.

The outline of each separate national (English, American, Iberoamerican, Oriental) logosphere in synchrony within this study is positioned as an Innovative National Logosphere. Innovative English logosphere itself (multidimensional, of complex, dynamic system) is a kind of test-ground for linguistic actualization of reality. That is, linguistic (lexical-semantic) representation of new modes of reality exists within reach of the human mind, and therefore is subject to immediate perception and comprehension.

It is considered appropriate to separate configuration and parameterization of a specified macrophenomenon of linguistic research – Global innovative computer being logosphere. Thus, the network innovation and relevant subsystems in modern European and Oriental Languages, the Global innovative computer being logosphere (multidimensional, complex, dynamic system) is the most comprehensive quantitative and qualitative mode of language representation of the universe test site for linguistic actualization of being mediated and informed by digital technologies development. Thus, linguistic representation of new modes of computer reality exists within reach of the human mind, and therefore is subject to direct perception and understanding (as opposed to reality as such, lingual ontogenesis of which, according to historical data paradigms and linguistic sciences can only be conditionally reconstructed by linguistic methods).

Research into dynamics of cross-integration of macro and microstructure of Global innovative computer logosphere is based on the following principles:

I. Presumption of a conceptual nucleus in the content plane of the logosphere of modern European and Oriental languages realm in general. The conceptual core of Global logosphere is a universal meaningful construct, concentration of content elements mediated by subjective and collective cognitive experience of native language speakers.

Note that the partial correlates of appointed terminological concepts can be the nominated ‘world view’, ‘conceptual world view’, ‘conceptual model of the world’ – [13; 14; 15]; differential features category ‘conceptual nucleus’ within this study is determined by configurative cumulativeness of components in the appropriate content area.

Based on genus-species characteristics of parametric notion of ‘conceptual world view’ and its derivatives poly-lateral, conceptual core of the logosphere is understood as a universal semantic construct concentrate of semantic elements mediated by individual and collective cognitive experiences of native speakers. Semantic

elements of the conceptual core of the logosphere (based on methodological angles defining concepts and conceptual structures that are conventional in modern cognitive linguistics) are explicated by establishing conceptual attributes (the term after M.V. Pimenov) – that are ambivalently understood as: a) construal elements of conceptual structures; b) substrate conceptual structures. The differential feature of the notion of ‘conceptual nucleus of logosphere’ is the configurative cumulateness of components that are parameterized in different types of planes of reality mapping, the relevant semantic field.

II. Presumption of the conceptual core projection of Global logosphere substantial layer onto sectoral innovation logosphere of modern European and Oriental languages in general (respectively – a substantial layer of the Global innovative computer logosphere, in particular).

Accordingly, in the projection of the **conceptual nucleus** of the Global innovative computer logosphere are the concentrate content elements mediated by subjective and collective cognitive experience of European and Oriental languages speakers in the area of interaction and use of digital technologies, which is a proportional and adequate ‘fingerprint’ concentrate of content elements mediated by subjective and collective cognitive experiences of globalized languages speakers in general.

III. Ongoing diffusion process of conceptual projection nucleus on the Global innovative computer logosphere, which resulted in the structure of the internal form microstructure of Global innovative computer logosphere to be dominated by substance elements.

Thus, the *dynamics of Global innovative computer logosphere is identified as ways, directions and appropriate language implementation mechanisms of qualitative changes in the content plane of the projection of the conceptual nucleus of the Global innovative logosphere.*

Empirical identification of defined parameters of GICL dynamics is made possible due to the typological characteristics of the microstructure of Global innovative computer logosphere units – Innovative computer terminus (term-logos) of ICT.

The structure of the content of the innovative computer terminos in European and Oriental languages alike is distributed in the following sabers, and is consistent through a vertical ratio which satisfies the dialectical categories of ‘essence’ → ‘phenomenon’:

1) – ontological denotatum (OD) – a set of meaningful elements of exhaustive degree of substance and epistemic abstraction (phenomenologization attributes, parameters and properties of elements multi-substrat computer being) in the structure of meaning of an innovative computer terminos → 2) – conceptual denotatum (CD) – a set of meaningful elements of median level of abstraction mediated by anthropogenic (subjective and collective) cognitive experiences of European and Oriental languages speakers in the area of interaction and use of computer technology, the projection area of GICL conceptual nucleus → 3) – lingual denotatum (LD) – semantics of innovative computer terminos.

The degree of abstraction of these sabers structure of the content of the innovative computer terminos correlates with the degree of abstraction of ICTs parametric features. Saber (1) ‘ontological denotatum’ corresponds to the parametric feature ‘existential dimension’, saber (2) ‘conceptual denotatum’ – to the parametric feature ‘notion’ and the parametric feature ‘concept’; saber (3) ‘lingual denotatum’ – to the parametric feature of a ‘anguage unit.

Instrumental apparatus of algorithmic procedures for conceptual analysis (which usually involves component analysis of the content of a linguistic unit) permits to identify elements of implicit lingual meanings that serve as ‘access points’ (the term by R. Langacker) to the content structure of the content. However, off-grid of the component and, more broadly, the underlying conceptual analysis is the essential (substant) elements that parameterize the structure of the content of ICTs as phenomenological correlates of digital components of being. These elements form the basis of ontological denotatum of ICTs.

Given the specific characteristics of the Global innovation computer logosphere the identification ontological denotata in the structure of the content of ICTs discloses typological peculiarity ICTs as the specific nature of the sign.

The meaningfully discrete unit of ontological denotatum for innovative computer terminos is perceived as a substanteme – the in-depth and essential element of the content substance of a computer verbal innovation that is identified both deductively and inductively. Deductive identification is by layering phenomenological diagnostics [16; 17; 18; 19] of the content elements of the GICL microstructure parallel phenomenological reduction and content of computer elements to the definition of being ‘phenomenological points of intersection’ – isomorphic or correlative content substant components. Inductively substanteme is identified through procedural component analysis and correlation of multi-level conceptual structures of the ICTs content.

The accordance of the dialectical nature of consistent level structure of the ICTs content within dialectical opposition ‘entity / phenomenon’, where step (1) ‘ontological denotatum’ corresponds to the dialectical category of ‘essence’, step (3) ‘lingual denotatum’ – to the dialectical category of ‘phenomenon’, discrete elements of saber (3) of the ICTs content (seme) and discrete elements saber (1) of the ICTs content (substanteme) typology is correlated in isomorphic manner.

The inventory of representative elements of the configuration of the ontological denotatum of the innovative computer term consists of a hierarchically inhomogeneous system of substantemes that involves hierarchical qualifiers (substant taxa: |TYPE OF SUBSTANCE|, |SUBSTANT AFFILIATION|, |SUBSTANT DURATION|, |SUBSTANT DISCRETION|, and corresponding discrete elements arranged according to the hypo-hyperonymic principle (substant hyperelements: |TYPE OF SUBSTANCE|: |COMPUTER BEING|, |SUBSTANT QUALITY|, |VIRTUALITY|, |NETWORK|, |SUBSTANT AFFILIATION: CB OBJECT|, |CB SUBJECT|, |CB SIMULACRUM|; |SUBSTANCE DURATION|: |SPACE|, |TIME|; |SUBSTANCE DISCRETION|: |SPACE|, |TIME|; substant hypoelements: |SUBSTANT QUALITY|: |TECHNOGENESIS|, |CYBERMORPHISM|, |TIME|: |SINGULARITY|, |ESCHATOLOGY|).

Кількісні та якісні характеристики елементів плану змісту та вираження (зокрема, продуктивність моделювальних шаблонів елементів поверхневих мікроструктур) загалу ІКТс (дискретних знакових інноваційних одиниць термінологічної природи) у мікроструктурі глобальної інноваційної логосфери комп’ютерного буття (КБ) дозволяють віднести до таких змістових вузлів наступні: 1) revolutionary introduction of digital technologies; 2) total computerization; 3) the language of computer being (CB); 4) the subject of computer being (CB); 5) a subject alienated from computer being (CB).

1. Revolutionary introduction of digital technologies: **Attr** (**SUBSTANT TYPE: CB**)+**revolution** (*cable / wireless / network / cyber / AI / data revolution*).

Introduction of modern digital technologies, which leads to the so-called 'revolutions' in the relevant fields: *cable / wireless / network / cyber AI / data revolution* (Eng.), *ciberrevolución / Revolución de la IA / revolución digital / revolución de la red* (Sp.), *Révolution numérique / révolution du réseau / cyber-révolution* (Fr.), *Cyber-Revolution / digitale Revolution / Netzwerkrevolution* (Grm.), *サイバー革命 / ネットワーク革命* (Jap.), *网络革命 / 数字革命* (Ch.).

In the process of studying the microstructure of the global innovative logosphere of computer existence, it is expedient, in our opinion, to outline the scientifically progressive background on which changes in language take place. Thus, it should be noted that the implementation of the 'overriding task' for the introduction of modern digital technologies often turns into so-called 'revolutions' in the relevant fields.

From the linguophenomenological point of view, this is reflected in the emergence of a number of synonymous and hyponymic phrases, the semantic core of which is the concept *revolution / revolución / révolution / 革命*. For example: *cable revolution / wide application of cable television, wireless revolution – large-scale introduction of cellular communication, network revolution – computerization of enterprises*. The hyperonymic designation of this process is the phenomenologization of the concept of 'cyber revolution' as such.

2. Total computerization: **Attr**(**SUBSTANT TYPE: CB**)+**age** (*Cyber / Digital, Nano*). Characteristics of the temporal stage of 'total computerization' (*Cyber / Digital Age, Age of Bits, Nano-Age*).

The future of the world, where all information will be obtained and disseminated through computer technology, from the point of view of modern languages of global communication appears as a 'cyberfuture'. However, while 'cyberreality' has not yet come to an end, the language reflects the events, phenomena and processes that take place in the cyberworld created by the computer network Internet. It should also be noted that such a period of 'total computerization' has become a target for the attraction of various terms to denote: *Cyber Age, Digital Age, Age of Bits, Age of Data, Nano-Age* (Eng.), *Era de Internet, era digital, era de los bits, era de los datos* (Sp.), *Âge d'Internet, âge numérique, âge des bits, âge des données* (Fr.), *インターネット時代、デジタル時代、ビット時代、データ時代* (Jap.), *互联网时代, 数字时代, 比特时代, 数据时代* (Ch.), etc.

3. The language of computer being (CB). Several hyponymic subparadigms of ICTs have emerged around this conceptual node.

First, the heteromorphic synonymous range 1 of ICTs: these are the ICTs formed on the basis of the affixoid *cyber-* or its phonetic analogue in globalized languages: *cyberjargon, cyberlingo, cyberspeech, cyberstyle* (Eng.), *ciberjargon, discurso cibernético, estilo cibernético* (Sp.), *cyberjargon, cyber discours, cyber style* (Fr.), *サイバー専門用語、サイバースピーチ、サイバースタイル* (Jap.), *互联网术语, 互联网语音* (Ch.).

The integrativity of the microstructure of the HILCB contour in this segment is ensured by the static element of the ontological denotation structure of the corresponding ICTs (**TYPE OF SUBSTANCE: CB**), which is phenomenologized in the surface structure of the plan of expression due to the paradigmatic formant.

Secondly, the homomorphic synonymous series 2 ICTs, formed on the basis of the formative element *speak-*, which operates mostly in the sense of 'professional jargon' (for example: *software-speak – special terminology used in working with software, guruspeak, Netspeak, bitespeak – jargon in which IT pros communicate*).

The special terminology used in working with software is denoted by the new *software-speak*, and the concept of jargon in which computer 'pros' communicate is now reflected by the neologism *guruspeak, Netspeak, bitespeak, Zoomspeak – для спілкування в умовах Ковід-19* (Eng.), *ネットスピーク* (Jap.), *网络语言* (Ch.).

Hyperonymic ICTs, denoting newly formed 'computer' visual and communicative means (*cyberspeak / 网络语言*) can be considered an integrative link between these synonymous series of ICTs (1 – heteromorphic and 2 – homomorphic, respectively), because it combines at the level of external form of their central formative elements.

The integrativity of the microstructure of the English-speaking innovative logosphere of computer existence in this segment is ensured by the static element of the ontological denotation structure (**TYPE OF SUBSTANCE: CB**) and its dynamic phenomenologization in the surface structure of the plan of expression of the corresponding ICTs. *guru-, Net-, bit-*).

4. Subject of computer being (CB) (*cyberguru, cyberati, supergeek, etc.*). It should be noted that there is a tendency to integrate the microstructure of ICTc content, which denotes professionals in the field of advanced digital technologies, multi-substrate content dominants: (1) | **SUBSTANT AFFILIATION: CB SUBJECT** | → (2) epistemic capacity → (3) CB professional. At the level of the microstructure of the external form of the corresponding ICTs, such integration is ensured by the performance of the variable word-forming elements *-guru* (*guru, master*), *-geek* (*zealous*) and *-savvy* (*knowledgeable – from the French 'savoir' – to know*).

They are the basis for such tumors as, for example *cyber-guru, cyber-geek (technogeek), computer-savvy (net-savvy) / ciber-gurú* (Sp.) / *connaissance de l'informatique* (Fr.) / *网络专家, 精通计算机* (Ch.) / *テクノギーク* (Jap.).

Significant potential for formative productivity (due to the variability of the external form) is also found in the original format 'irregular' model of telescopic fusion of the word-forming element ICTs of the substantive reference relation | **TYPE OF SUBSTANCE: COMPUTER BEING** | with the word 'literati' (from Latin – 'scribe; educated; chosen').

The specified unit, within the microstructure of GILKB functions: a) as an autosemantic element in the meaning of 'highly qualified person, professional'; b) as an abbreviated formative element of the external form of ICTs in the sense of (1) a specialist in various types of computer technology (*software, digital communications, social networks, etc.*) → (3) | **SUBSTANT AFFILIATION: CB SUBJECT** | (*cyberati, digirati, twitterati* (Eng.), *literato cibernético* (Sp.), *cyber alphabétisés* (Fr.), *網絡文人* (Ch.)).

5. Subject alienated from CB. For example: *Internot – a play on words based on the paronymic correlation of the unit (Inter) net – computer network, and the negative participle not, neoludite* (Eng.) / *neoludita* (Sp.) / *ネオ・ラッダイト* (Jap.) – based on the historically motivated Luddite unit 'a person who is hostile to any technology'; *leadite* [le'dit] paronymically plays on the resemblance to the word *Luddite* [lu'dit] and neologically nominates a person who, like the Luddites, refuses to use technological

means (ludites – looms, leadits – computers and digital equipment), instead uses a pencil, graphite slate which is traditionally denoted by the usual unit lead – ‘lead’).

The plane of dynamic interaction of different substrate stages of the ICT content plan of the given reference correlation is qualified as a “phenomenological conflict” in the projection zone of the conceptual core of the logosphere. Representative noun element [SUBSTANT AFFILIATION: CB SUBJECT] is in a state of dynamic dialectical opposition (unity in opposition) to the isomorphic conceptual element of the projection zone of the conceptual core of the logosphere – the conceptual feature [the subject of computer existence].

This opposition is realized through the integration into the microstructure of the corresponding semantic stage of ICTs conceptual features [denial], [expression of will], [aggression], which, in fact, lead to the complete transformation of this conceptual element into its own semantic opposite [NOT subject to computer being] or [0-subject of computer being].

Conclusions. Manifestation of representative substantive units (substant taxa: [SUBSTANT TYPE], [SUBSTANT AFFILIATION], and corresponding substantial elements [SUBSTANT TYPE: COMPUTER BEING], [SUBSTANT AFFILIATION: CB SUBJECT], [SUBSTANTU the logosphere of these ICTs is, however, unchanged.

These noun elements tend to vertically extrapolate to the surface stage of the microstructure of the corresponding ICTs (which at the level of structures of linguistic expression is phenomenologized by cumulative exteriorization of the respective noun units due to the convertibility of meaningful mechanisms of external form and internal form of ICTs: 1) word; functionally and structurally heterogeneous secondary nomination; neosemanticization.

Semantic stability of the mentioned noun elements ICTs [SUBSTANT TYPE: COMPUTER BEING], [SUBSTANT AFFILIATION: CB SUBJECT], [SUBSTANT QUALITY: TECHNOGENESIS] on the substrate-inhomogeneous stages of the ICTs content plan (‘conceptual denotatum’ and ‘lingual denotatum’, respectively) and in the substrate-aggressive ‘content environment’ of the projection zone of the conceptual nucleus of the logosphere on the global innovative logosphere. denotatum of a number of functional elements of the projection zone of the conceptual nucleus of the logosphere, in particular the conceptual features [AGENTIVITY] and [ANTHROPOGENESIS].

As a result, the semantic structure of a conceptual feature [NON- subject of computer being] is subject to diffuse destabilization by a consistent, multi-substrate phenomenological devaluation of its features.

The results of the study open wide prospects for studying the substantive parameters of innovative logospheres of computer existence of different languages of the world, further ways and directions of their replenishment and dynamics as a result of globalization of language contacts. Of particular interest for further explorations are models of semantic asymmetry in the Oriental languages of the non-alphabetic system.

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Махачашвілі Р. К., Семеніст І. В. Напрями й механізми динаміки мікроструктури глобальної інноваційної логосфери комп'ютерного буття (на матеріалі європейських і східних мов)

Анотація. Проблема теоретико-методологічного обґрунтування наскрізних принципів, напрямків, механізмів та результатів якісної динаміки макро- й мікроструктур словникового складу в царині комп'ютерного буття як консолідованого лінгвального об'єкта ще чекає на всебічне вивчення. Аналіз цього питання потребує залучення феноменологічного ракурсу дослідження комплексних мовних об'єктів з огляду на магістральне завдання феноменологічної епістемології – пізнання повної системи фактів свідомості, що конституують дійсність. У межах окресленого методологічного виміру «феноменологічність» мовної одиниці визначається як її кодифікативна спроможність до фіксації результатів пізнавального досвіду та вияву в ній

субстантних характеристик пізнаваних об'єктів та явищ. Засади динаміки мікроструктури глобальної інноваційної логосфери комп'ютерного буття визначаються на основі аналізу лінгвальних механізмів семантичної асиметрії. Інтегративним параметром динаміки глобальної інноваційної логосфери комп'ютерного буття виступає явище атракції відповідного загалу дискретних інноваційних одиниць логосфери до змістових вузлів, які виступають центрами словотвірних та фразотвірних парадигм мов глобального спілкування у цифровому просторі. Метою статті є визначення напрямків та механізмів динаміки мікроструктури глобальної інноваційної логосфери комп'ютерного буття. Кількісні та якісні характеристики елементів плану змісту та вираження (зокрема, продуктивність моделювальних шаблонів елементів поверхневих мікроструктур) загалу ІКТс (дискретних знакових інноваційних одиниць термінологічної природи) у мікроструктурі глобальної інноваційної логосфери комп'ютерного буття (КБ) дозволяють

віднести до таких змістових вузлів такі: 1) революційне впровадження цифрових технологій; 2) тотальна комп'ютеризація; 3) підмова комп'ютерного буття (КБ); 4) суб'єкт комп'ютерного буття (КБ); 5) особа, відчужена від комп'ютерного буття (КБ). Змістова стабільність субстантних елементів ІКТс на субстратно негомогенних шабелях плану змісту («концептуальний денотат» та «лінгвальний денотат», відповідно) та у середовищі зони проекції концептуального ядра логосфери на глобальну інноваційну логосферу КБ забезпечується за рахунок: симбіозу, часткової інкорпорації, поглинання змістовими елементами онтологічного денотата низки функціональних елементів зони проекції концептуального ядра логосфери, зокрема концептуальних ознак [агентивність] та [антропогенез].

Ключові слова: інноваційний комп'ютерний термін, глобальна інноваційна логосфера комп'ютерного буття, напрямок динаміки, мікроструктура логосфери комп'ютерного буття.