4. Scalar Reversal by Negation
   and Fictive Scanning in Our Cognitive System

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Ordinal numerals are NPI licensors which are not Downward Entailing (DE). This fact calls for an adjustment to the theories in Ladusaw (1980), van der Wouden (1997) and others. Also, the fact that negation reverses the scalar implicature suggests that ordinal numbers form a scale.

The Cognitive Plane Structure in Cognitive Grammar applied to negation explains the existence of not only DE but also non-DE NPI licensors. I suggest Quantification Schema, which underlines the phenomena of scalar implicature of ordinal numerals, cardinal numbers, and gradable adjectives, and gives rise to propositional logical entailment.