



# A Bibliometric Analysis of Language in Media and Politics: A Decade of Research

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## Abstract

Language is deeply rooted in every domain of communication. It frames how issues are understood and acted upon by the masses. The media plays a pivotal role in disseminating information among the masses using language. For scholars and policy makers, the politics of language, the audience, the identities, and the platform are crucial to understanding how meanings, perceptions and realities are constructed and eventually shape our world. This study uses a systematic bibliometric analysis to study publication patterns, covering a wide range of literature on media and politics in the last decade. This paper looks at global media and political publications from a linguistic perspective. It further looks at the crucial role of language in media and politics by identifying the association of ideas. Knowledge from large data sets has revolutionised the study and emergence of academic trends. Using the Web of Science's massive database. This study examines the research trends in media and politics, the collaboration patterns between institutions, organisations, and countries and the eminent writers contributing to this field. It also looks at the role of language in this context and suggests crucial interdisciplinary studies to gain an insight into the language of politics and media.

## 1. Introduction

Language is vital in political science, international relations, and media studies. English as a language is becoming an essential channel in the exchange of ideas for diplomacy, economic progress and regional communication. Language as a tool for communication is a medium through which meanings are constructed, narratives are framed, and power relations are exercised. Linguistics, the scientific study of language, discusses several dimensions of language, such as how words are chosen, spoken, and conveyed; how terms are decided; and how narratives are formulated, which impact international outcomes in global politics. For students pursuing their courses in international relations, understanding the dynamics of English in this region is vital to understand the political, economic, and cultural landscape.

## Rationale

This Study seeks to analyse and characterise the global research on media, politics, and discourse. Ungvarsky states, "Bibliometrics is the quantitative analysis of published literature, focusing on various performance metrics of academic and professional writings, such as journal articles and books." (2024). It is a valuable tool to map out the

research patterns, associations, trends, and developments of research material, such as journals, authors, institutions, and countries. According to Donthu et al., there has been a surge in the use of bibliometrics, and with, "the emergence of scientific databases such as Scopus and Web of Science has made acquiring large volumes of bibliometric data relatively easy, and bibliometric software ... enable the analysis of such data in a very pragmatic way, thereby raising scholarly interest in bibliometric analysis in recent times." (2021, p.286). The goal is to gauge the influence of Academic writing through the medium of publication. This can be accomplished by examining several aspects, such as how often the readers have read the piece of writing or how frequently others use an article as a source in their academic work. The insights from this analysis can also influence decisions on research funding and the credibility of the authors in their respective fields.

Moreover, in studying established fields, bibliometrics provides a structured evaluation of extensive data. It empowers authors to gain an overview, look at gaps and position their contribution to the field. It is noteworthy to add that with the integration of artificial intelligence and data science; the emerging and existing patterns are easier to



decipher and give more robust results for analysis. However, this study uses bibliometrics to see the association between media and politics. It uses the Web of Science database, which is comprehensive and well recognised for scholarly publications. Moreover, it extensively covers literature from leading journals, conference papers, awarded grants, preprints, dissertations, books, data sets, and patents. This study aims to highlight the current trends and patterns in media, politics, and discourse, and suggest future research directions. However, the study only considered literature available in the English language. To accomplish the study objective, the researcher looks into questions such as: What are the research trends in media and politics? Who are the top leading authors writing about media and politics? What are the collaboration patterns between institutions and countries in media and politics? And how is language related to media and politics?

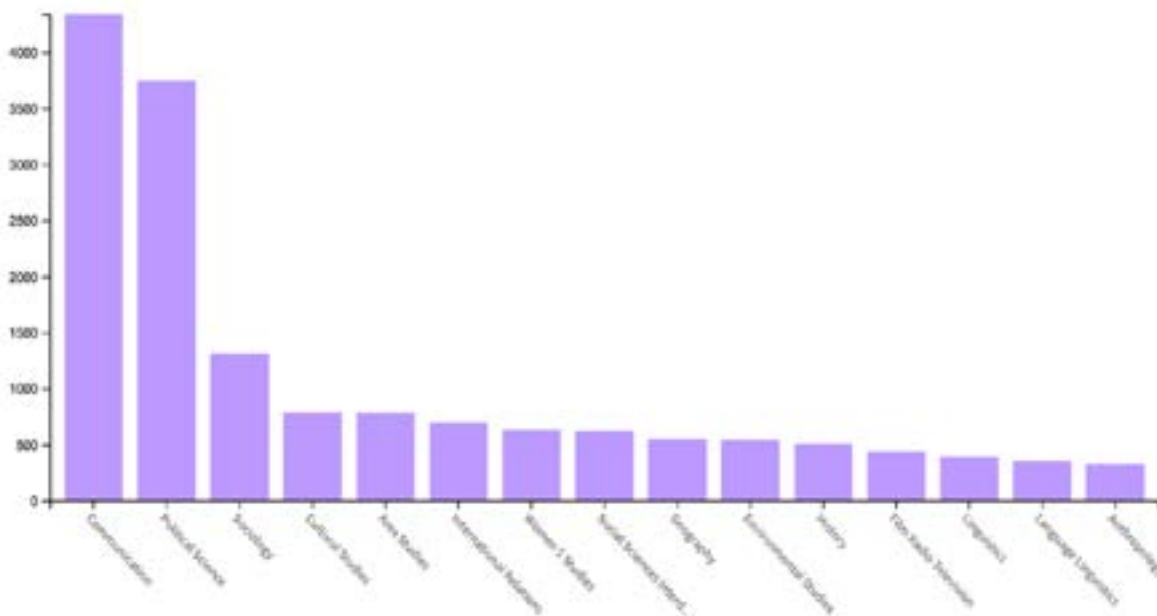
**The Study**

Bibliometrics was used to study the research trends, significant authors, institutions, and central areas to comprehend the development of media and politics, and their relation to language. The Web of Science database was used as the primary data source for the study. The literature was extracted from the Web of Science web portal, using structured queries to ensure the retrieval of relevant data using the advanced features. The selection criteria for the database were as follows:

1. Database Selection: The Web of Science database was chosen as it is considered a reliable source for a Bibliometric study.
2. Time Frame: the study focused on ten years (2015-09-21 to 2025-08-21 in format YYYY-MM-DD) as it allows us to capture the recent advancements and trends in the past decade.
3. Title Keyword: to ensure that the search results give relevant literature, the advanced search data set for “all fields” was initially used to search for ‘media and politics’, generating 14,712 results ( See Figure 1 and Figure 2). However, when the search was narrowed down to “topic” with the exact keywords “media and politics” in the advanced search, which searches: title, abstract, keyword plus, and author keywords, it generated 11,018 publications.

**Discussion**

The selection criteria to the Web of Science (WoS) database for “All Fields” generated 14,712 publications that matched the search criteria, and when narrowed to “Topic”, generated 11,018 publications. However, on a closer look, the stream of Communication generated the highest record count in both the search criteria, followed by Political Science and Sociology, respectively; thus, these three areas contributed the most research literature in the past decade on media and politics.

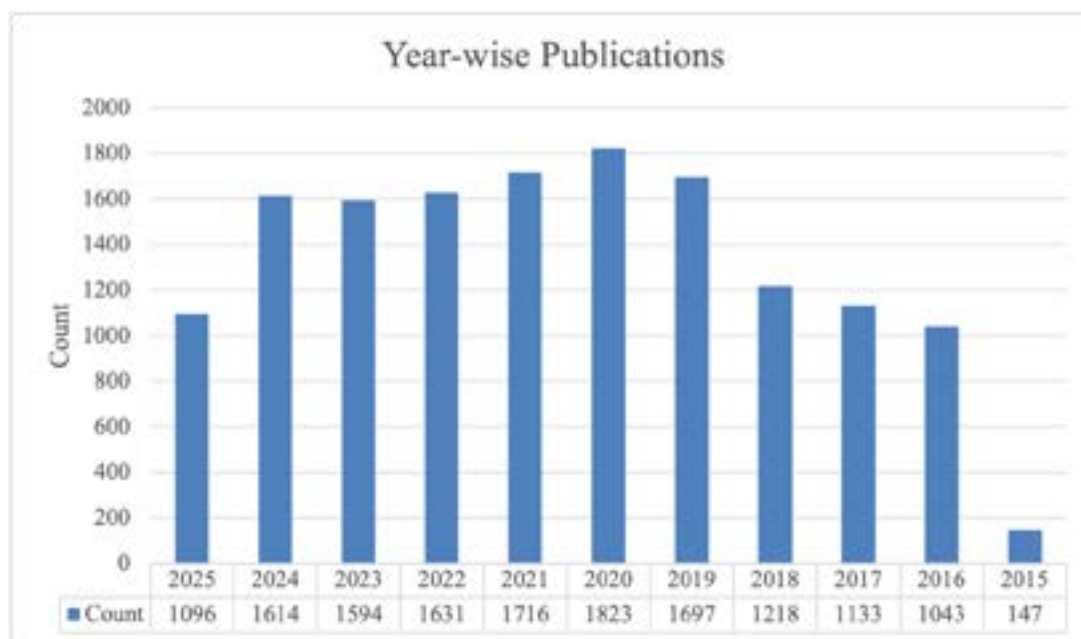


**Figure 1. Top 15 publications for Intersubject in the past 10 years (Media and Politics - All Fields)**

The depiction of the number of publications also reveals that political science (PS) and international relations (IR) have fared differently in the past 10 years when we talk about ‘media and politics’. If we look at “all fields” to “topic” search, IR publications reduce from 694 (4.7%) to 509 (4.6%). Moreover, even though media and politics play

a vital role in IR talks, the division between PS and IR is evident. The same trends also emerge for Linguistics and Language Linguistics, with publications in “all fields” to “topic” from 387(2.6%) to 222(2%) and 352 (2.3%) to 196(1.8%), respectively. In addition, it is also noteworthy that communication is not possible without language.



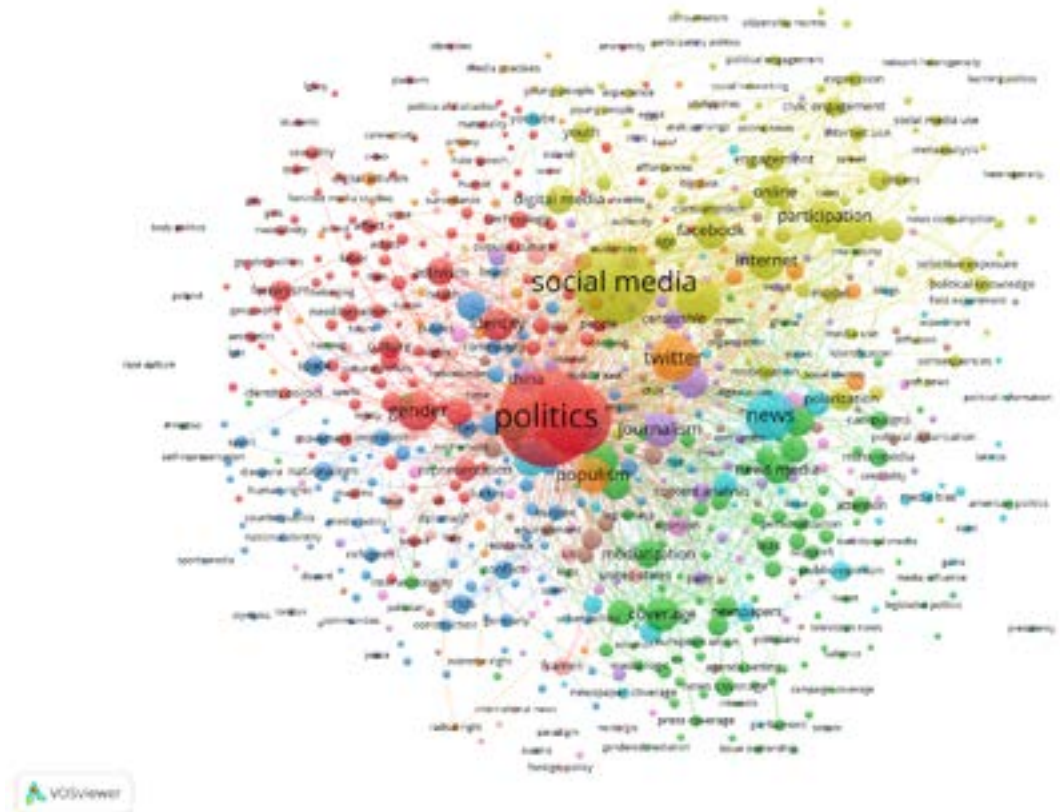


**Figure 2. Year-wise Count of Publications in the past 10 years (Media and Politics – All Fields)**

The year-wise count of publications in the past 10 years shows that 2020 had the most papers written on media and politics, the least in 2015. However, after 2016, the trend has started rising, and scholars are talking more about media and politics in their literature.

Further, the data discussed in the study is on media and politics as a part of the 'topic', where the terms emerge either in the title, abstract, or keyword of the literature, generating 11,018 publications. Table 2 depicts the top 19 contributors who have widely written on media and politics, with 214 publications, and Homero Gil de Zuniga, contributing the maximum number of 23 works in a decade on this topic. Also, most of the 214 literature publications from these contributors are published in the International Journal of Press Politics (15), Information Communication Society (11) and New Media Society (10). In addition, the maximum number of literature is published under by Sage publisher (72), followed by Taylor and Francis (65), Oxford University Press (15) and Springer Nature (10) as the top publishers, with 109 publications as open access out of 214 suggesting that maximum

literature is immediately and freely available to every reader without any pay or subscription fees, thereby indicating that the maximum amount of literature is available to all with limited resource access. These contributors published the maximum number of articles between 2019 and 2022 (111), with 202 articles, 6 editorial materials, 5 early access articles, 4 review articles, and 2 book reviews. In addition, many of the contributions by these authors talk about the Sustainable Development Goals (SDG), of which 32 talk about reduced inequality, 22 about good health and well-being. At the same time, the rest include quality education, zero hunger, responsible consumption and production, life on land, gender equality, sustainable cities and communities, climate action, life below water, and peace and justice. Strong institutions. Moreover, the top five funding agencies for their research included UK Research Innovation UKRI (7), Austrian Science Fund FWF (6), Economic Social Research Council ESRC (6), Robert Wood Johnson Foundation RWJF (6) and Asian Office of Aerospace Research and Development (5).



**Figure 3: Keyword Mapping**

VoS viewer was used to study the keywords' co-occurrence after generating a map to study the trend in the 'media and politics' in the past decade, to take the study to the next level. Since it was a large data set of more than 2000 papers to apply thresholds, the VOS viewer was asked to keep a minimum number of occurrences to 5. For this task, since WoS allows exporting only 500 publications, data was collected in batches of 6 for 3000 records. This map was created based on bibliography data, which is used to create a map for co-authorship, keyword co-occurrence, citation, bibliography coupling or co-citation map based on bibliographic data. The files from WoS were uploaded to VOS viewer for the analysis and counting, and co-occurrence was selected for all keywords for these 3000 publications. The result showed 7652 keywords, with 717 keywords that met the threshold; thus, the minimum number of occurrences for a keyword was kept to 5. For each of the 717 keywords, the total strength of the co-occurrence links with other keywords was calculated, and the keywords with the greatest total link strength were selected; thus, the number of keywords finally selected was 717. The top five keywords with the highest total link strength included the terms: media (2718), news (1734), communication (1501), Twitter(1454) and Internet(1078), while the other terms were less than 999.

The dataset in Figure 3 shows the interactive network map, where each code represents a specific cluster. The purpose of this paper is to concentrate only on media and politics. Regarding politics, it shows an early link of 677 with a

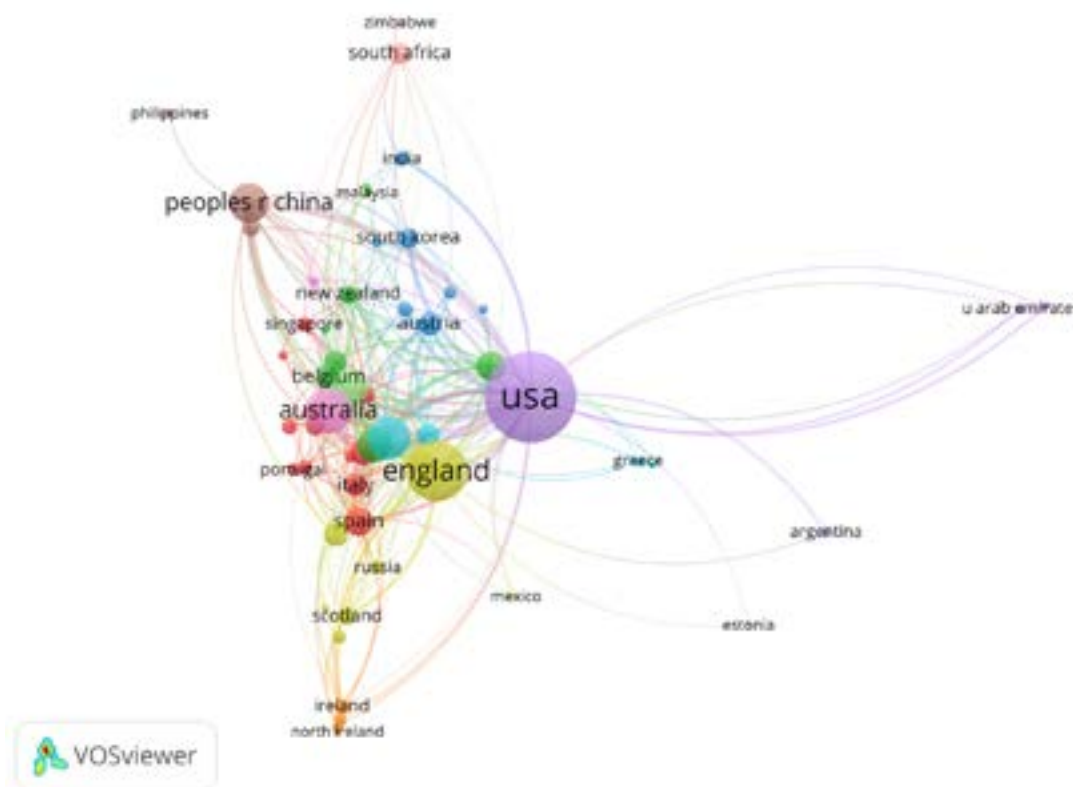
total link, a strength of 5112 and 909 occurrences. It further shows that politics is strongly related to the keywords with words like gender, identity, and racism. In contrast, the term media links to 608 keywords with a total strength of 2718 and occurrences of 493. It further shows that the media is closely related to keywords such as gender, identity, social media, news, internet, participation, Facebook, and online. The core concepts in the data show that news, Twitter, populism and identity also appear as major hubs. Research on media and politics is centred on digital platforms like social media and their role in the political process, such as identity, communication, news, framing, and populism. The colour coordinates of research communities marked with red, such as politics, identity, feminism, and gender, show that literature primarily concentrates on how the media shapes identity-based political struggles. The yellow cluster of civic engagement and participation focuses on online participation and democracy, especially how people use social or digital media for civic life, activism and trust in institutions. Therefore, the media is seen as a tool for participation, mobilisation and sometimes misinformation. The green cluster on news, journalism and coverage focuses on traditional journalism and media ownership, thus even with social media dominance, the mainstream journalism remains an anchor in media and politics. The blue cluster focuses on International politics and nationalism, with words related to international news, conflict, descent, migration, crisis, and nationalism, which indicates that the



media's role in international relations and conflict reporting is primary.

Looking at the collaboration patterns in the last decade between institutions and countries, we find some interesting facts about how they view media and politics. The United States of America (USA) outshines all other countries in voicing their opinions about media and

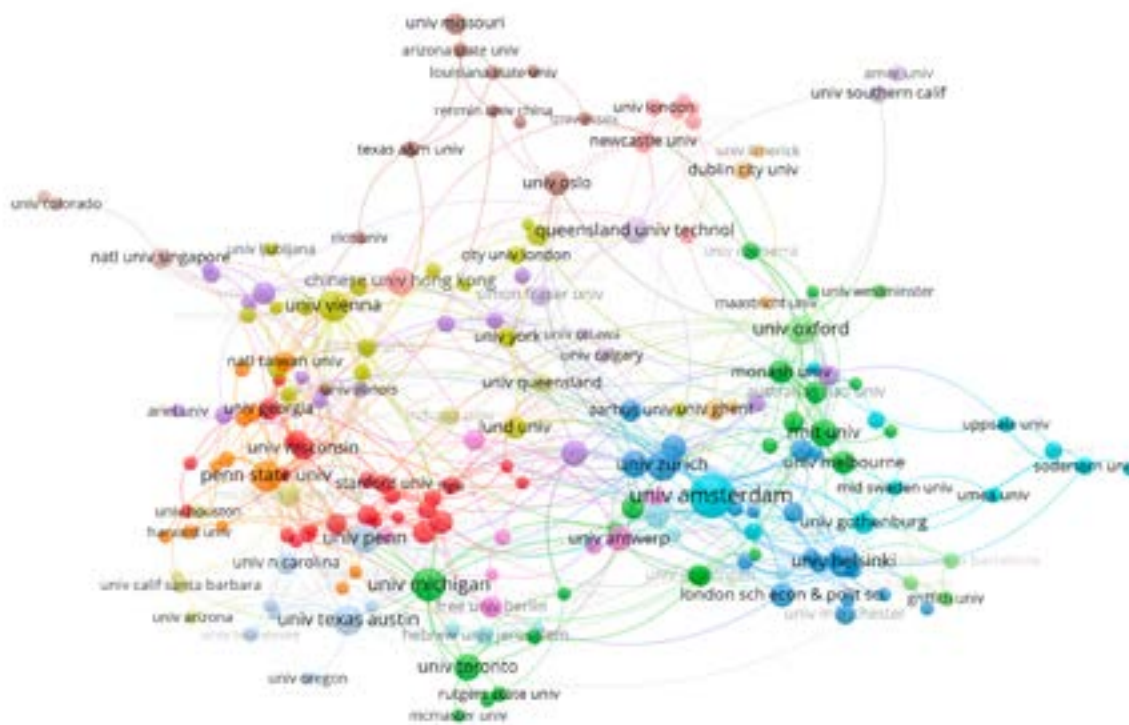
politics with 3372 publications, followed by England with 1690 publications, Germany with 802 publications and Australia with 757 publications. Also, South Asia has a silent voice in media and politics; however, India leads at 141, followed by Bangladesh, 14, Pakistan, 47, Nepal, 4, Sri Lanka, 3, Afghanistan, 1, Maldives and Bhutan, with zero contribution.



**Figure 4: Country-wise publication pattern**

Further, the study applied co-authorship analysis for countries and organisations to analyse the collaboration networks by examining the co-authorship patterns within the data set to identify how countries and organisations have contributed, using the VOS viewer to illustrate the analysis obtained (see Figure 4). The requirement was a specific criterion for inclusion, which required 3000 publications where co-authorship was studied with reference to Countries. For this purpose, the study uses fractional counting instead of full counting for the counting method. Also, since the data

set was small, the maximum number of countries per document was kept to 5. While choosing the threshold, out of 99 countries, only 56 countries met the threshold of 5. For each of the 56 countries, the total strength of the co-authorship links with other countries was calculated, and VoS viewer automatically selected the countries with the greatest total link strength. The data revealed that out of the 56 selected countries with total Link strength, the top 5 were: USA (187), England (134), Germany (74), Australia (57), and China(53).



**Figure 5: Organisations Collaborative Network for Co-authorship**

For co-authorship analysis for organisations to examine the collaborative networks among different organisations, the specific criteria for inclusion were established to take the study forward. The same steps were followed; however, the study used full counting instead of fractional counting. The threshold was kept to a minimum of five documents for an organisation, which resulted in 1494 organisations and 201 data publications meeting the threshold to reveal insights into the collaborative network. The organisation which topped the total link strength were Penn State University with a total Link strength of 21, followed by the Amsterdam University (20), Helsinki University (14), Oxford University (14), Michigan University (13), Copenhagen University (12), shared with Penn University, Loughborough University and University Diego Portales. It is evident that in northern Europe, the institutions that collaborate more with each other than with others are Amsterdam University, Helsinki University, Gothenburg University, Melbourne University, and MIT University; this suggests a strong EU, Australia, and US collaboration block. The major universities in the US represent a North American-centric research hub, including Penn State University, the University of Wisconsin, the University of Georgia, Harvard, Stanford, and NYU. An Atlantic cluster also includes the UK, Canada and European universities. The co-authorship network map highlights several prominent institutional hubs in media and politics research, such as Amsterdam, Zürich, and Michigan, which emerge as Central nodes indicating their pivotal role in International collaboration. European institutions displayed stronger interconnectivity across clusters, which often acts as a bridge to Asia Pacific partners, such as the Chinese

University of Hong Kong and the University of Queensland. By contrast, the US universities form a relatively dense internal cluster with limited outward connections. This suggests a more regionally concentrated research pattern in North America, while Europe foster broader International partnerships.

Language is a tool for power and hegemony. Powerful groups like governments and international organisations use language to control people's thoughts and make their actions seem correct and necessary. They do this by making action sound legitimate by carefully choosing words to get public approval. Their words greatly affect whether people see their actions as right or wrong. Moreover, these groups often define a problem and its solution by using catchy phrases that become the standard way of talking about an issue, which can dilute other points of view. Also, in official documents like treaties, each word is carefully debated because it can set a future policy and call for legal obligations. We cannot deny that the media shapes the way we think. Language plays a vital role in the media used by the government and leaders, which sometimes does not describe reality but actively creates it. Diplomats are masters of using language carefully. They purposefully use words in treaties, allowing countries with different opinions to agree on the same document even if they interpret it differently. In such scenarios, it is a means to keep the peace by making hard decisions.

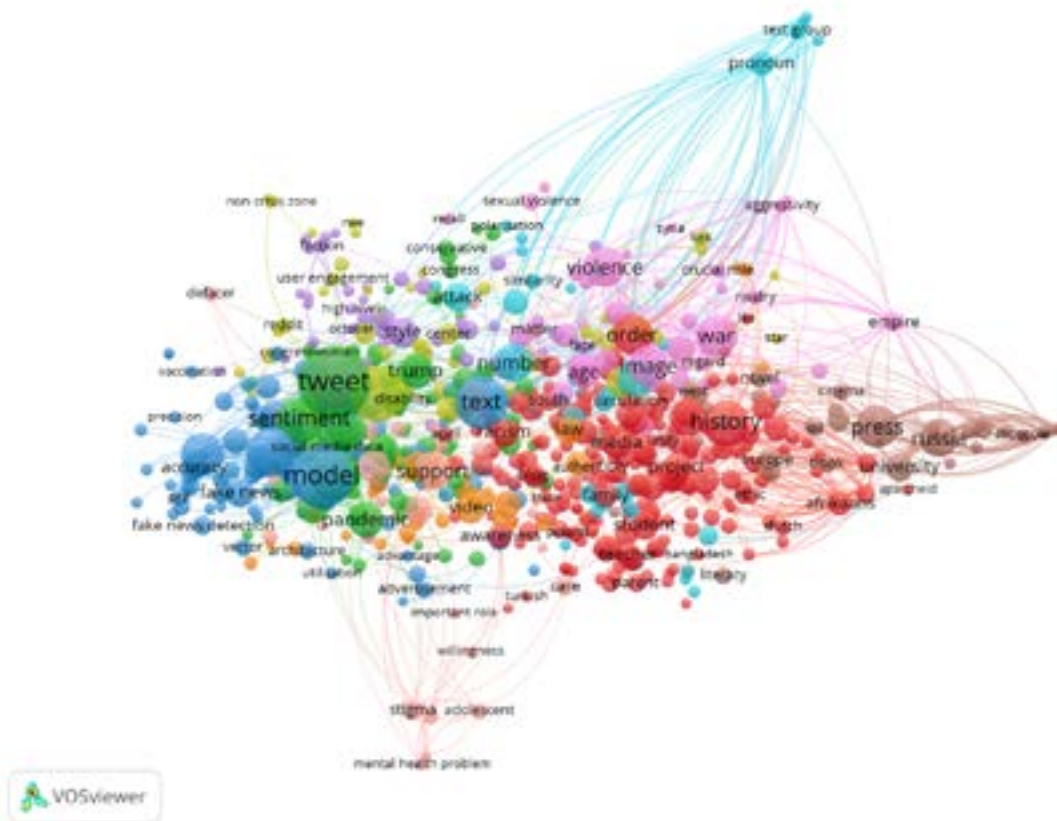
In the context of Applied linguistics in South Asia, [Gargesh](#) defines applied linguistics as, "an area of activity focused on language-related issues that extend beyond the major study of language forms and functions." (2006,

p. 375). Gargesh discusses the concept of 'grassroots bilingualism' and its political consequences, taking the case of the birth of Bangladesh from Pakistan in 1971. He describes a fundamental tension between how people use language organically in their daily lives and how the state institutionalises it for political purposes. This process affects power and inter-group relations in South Asia (2006, p 377). Thus, language is a means for consolidating political power in South Asia and is central to the political landscape.

Countries use language to build a positive image of themselves, so other countries will likely cooperate. Language also creates a sense of national identity, and leaders use it to gain power. Therefore, language is not neutral, but about power. We cannot deny that language actively shapes international relations rather than only describing them. In media, the words diplomats use define how we understand global issues, who has the power and what actions are considered legitimate. The role of language in media is paramount; however, when it comes to politics, it defines our public trust and audience belief. Therefore, understanding the dynamics using language is crucial for making sense of world politics.

For the study, seeing how language is connected with media and politics is vital. Therefore, the WoS database was used as the primary data source, using structured queries to ensure the retrieval of relevant data and the advanced features to see the correlation between language, media and politics. The selection criteria for the database were the

same for points 1 and 2; however, the title keywords used to generate relevant literature for the search were 'media and politics and language', which generated only 768 results. Data was extracted from WoS in two batches and put in VOS viewer to create a map based on text data to see the core from the text data taken. Choosing the supported file of WOS, the fields for the data were selected to "title and abstract fields" to see the patterns. Also, the counting method for this task was put to full counting instead of binary accounting to generate results. The minimum number of occurrences for a term was kept to 5 due to the limited number of publications while searching for "media and politics and language", which generated 20571 terms, 1315 met the threshold. For each of the 1315 terms, a relevance score was calculated based on the score. The most relevant terms were selected automatically, and the default choice was set to 60% of the most pertinent terms out of 1315, resulting in 789 terms being selected. As per the relevancy score, the verified selected items revealed the top 10 terms as: interethnic conflict (5.62), religious violence (3.27), winter Olympic (3.27), foreign domestic worker (3.21) and others. These terms occurred the most in titles and abstracts of the literature. Other interesting terms were American newspapers, which occurred five times, political competition, which occurred six times, Kashmir, which occurred five times, and resiliency, which occurred six times.



**Figure 6: Analysis for Title and Abstract (Media, Politics and Language)**

The core focus area, which has extensive nodes indicating terms like model, tweet, sentiment, text, and support, suggests a strong focus on communication models, especially when analysing tweets and social media data. Another major note indicates a large set of terms with historical-political dimensions of media and conflict studies, with terms like history, war, violence, and press, indicating that two approaches, one computational or AI-driven, and the other being political-historical, emerge from the map.

Moreover, if we look at the colour coordination themes, the blue cluster focuses on technology and misinformation studies like AI, fake news, detection, accuracy and social media data. The green cluster indicates political communication on social media terms like tweet, sentiment, Support; the cluster indicates sociopolitical and historical studies of media, language, and education from terms like history, student, teacher, family, order, war, and image. The Brown cluster in the far right indicates language, ideology, and media in a specific geopolitical context, especially concerning Russia, South Africa, and Europe, with terms like press, Russia, and University. The upper middle pink cluster indicates language of conflict, polarisation, and aggression in political discourse with terms like violence, rivalry, empire, and aggression. The light blue cluster on the top right indicates Linguistic studies of markers and language structure with terms like pronoun and text group. If you look at the connections, we find a strong connection between fake news, sentiments, and tweets, showing that social media misinformation is essential in studies or literature. Close to this are the ties showing geopolitics and conflict communication as a parallel strand with history, war, violence, and the press. The bridge terms on the map include student, teacher, literacy, and educational, along with political and media studies. Thus, techno-linguistics and historical politics are the dominant research directions in media, politics and language studies. In this context, language focus appears in discourse analysis, showing that language is studied both as computational input and as an ideological tool.

This study of 786 publications on media, politics, and language finds that researchers mainly take two different approaches. First, they use modern technology like AI to understand communication and research. Researchers in this area focus on issues like tweets, detecting fake news and understanding public sentiment online, especially concerning current events. Second, they also look at traditional ways of looking at history and world events. This research studies the role of media in conflicts, wars, and government ideologies, focusing on subjects like violence and countries' actions. Interestingly, some topics, such as education, involve students, teachers, and literacy, connecting these two parts of the research. They are also smaller and very specific areas of study, such as those focusing on technical language details, such as how pronouns are used. The research shows that the study of media, politics and language is a diverse field with two primary focuses, one on technologically driven analysis of modern communication, and the other on the historical and political role of the media.

## Conclusion

This study looked at the research trends in media and politics. We find that research has significantly increased since 2016, peaking in 2020. The dominant trend is a focus on Digital platforms, with keywords such as Twitter, social media, news, and the internet being central. Thematically, the research emerges around four key areas: identity, politics, digital civic engagement, international conflict and journalism. The study identifies 19 top contributors, with Homero Gil de Zuniga as the top contributor. These contributors frequently publish in journals like the International Journal of Press Politics, the Information Communication Society and the New Media Society. Much of their work is open access and aligned with the Sustainable Development Goals, particularly those concerning inequality and health. Further, research is dominated by Western institutions, creating a geographical imbalance if we look at the collaboration patterns between institutions and countries. The United States is the leading contributor by a large margin, followed by England, Germany and Australia; however, regions like South Asia have a minimal voice in the global Academic conversation. The collaboration is clustered into regional hubs. North American universities have a dense internal network, similar to European institutions, which are highly interconnected and often act as bridges to other regions. The research finds the dominance of Western academia and suggests a call for global South inclusion. When language is included in the search, the research landscape splits into two approaches, the techno Linguistic approach, which is a modern method that uses AI to analyse digital communication, focusing on topics like fake news, detection, sentiment, analysis of tweets, and communication models; and the second approach being a historical - political approach, which is a traditional method that uses qualitative analysis to study how language is used as a tool of power in context of war, violence, ideology, and the press. However, education, literacy and studying specific linguistic markers like pronouns connect these two dominant research streams, highlighting the need for interdisciplinary study.

Language is vital in the field of politics, media and international relations. The Critical Discourse Analysis studies how language creates and maintains societal power balances. It operates on the idea that language is not neutral but can be used to support injustice and inequality. Many scholars have analysed the speeches of politicians and other political leaders, and documents by the government to find hidden ideologies and see how they built their power image to justify their actions. The critical analysis also examines newspaper reports and other media to show how they shape our reality by q media claims of being unbiased by revealing how word choices favour one side. This approach can also be used to study how issues like terrorism or immigration are discussed and framed to influence public opinion in international relations. Conversation analysis, a part of analysis, can also be one of the methods used in linguistics to look at how we use language daily in conversations and



text. It focuses on language as a social action and analyses how conversations are structured. This paper suggests that the interdisciplinary field is crucial to studying the basics of media and politics.

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### Appendix:

**Table 1. Top 25 Interdisciplinary subjects with media and politics in the past 10 years**

Web of Science Categories	Record Count	% of 14,712
Communication	4341	29.507
Political Science	3749	25.483
Sociology	1309	8.897
Cultural Studies	780	5.302
Area Studies	778	5.288
International Relations	694	4.717
Women S Studies	631	4.289
Social Sciences Interdisciplinary	618	4.201
Geography	544	3.698
Environmental Studies	539	3.664
History	503	3.419
Film Radio Television	435	2.957
Linguistics	387	2.631
Language Linguistics	352	2.393
Anthropology	326	2.216
Education Educational Research	325	2.209
Economics	310	2.107
Humanities Multidisciplinary	305	2.073
Information Science Library Science	290	1.971
Public Administration	251	1.706
Social Issues	221	1.502
Hospitality Leisure Sport Tourism	204	1.387
Ethnic Studies	195	1.325
Environmental Sciences	183	1.244
Psychology Multidisciplinary	179	1.217

**Table 2. Top 19 researchers publishing on media and politics (from 2015 to 2025)**

	<b>Researcher Profiles</b>	<b>Count</b>
1	de Zúñiga, Homero Gil	23
2	Vliegenthart, Rens	20
3	Gollust, Sarah E.	16
4	Boomgaarden, Hajo	13
5	Zhao, Yupei	13
6	Weeks, Brian	13
7	de Vreese, Claes	13
8	Boulianne, Shelley	12
9	Matthes, Joerg	12
10	Valenzuela, Sebastián	11
11	Cushion, Stephen	11
12	Lane, Daniel	11
13	Joshua Tucker	11
14	Niederdeppe, Jeff	10
15	Frank Esser	10
16	Machin, David	10
17	Sobande, Francesca	10
18	Vaccari, Cristian	10
19	Kjerstin Thorson	10

