



JURNAL BAHASA, SASTERA DAN BUDAYA

<https://e-journal.uum.edu.my/index.php/rentas>

How to cite this article:

Bozkurt, F. (2026). A bibliometric mapping of discourse analysis research in Türkiye: Trends, collaboration, and scholarly impact. *RENTAS: Jurnal Bahasa, Sastra dan Budaya*, 5(1), 112-134. <https://doi.org/10.32890/rentas2026.5.1.7>

A BIBLIOMETRIC MAPPING OF DISCOURSE ANALYSIS RESEARCH IN TÜRKİYE: TRENDS, COLLABORATION AND SCHOLARLY IMPACT

*(Pemetaan Bibliometrik Penyelidikan Analisis Wacana di Türkiye:
Trend, Kolaborasi dan Impak Kesarjanaan)*

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Received: 5/2/2025

Revised: 13/1/2026

Accepted: 5/7/2026

Published: 31/7/2026

ABSTRACT

This article, which presents a bibliometric analysis of discourse analysis research in Türkiye, systematically evaluates nearly 50 years of production in the field using the Scopus database. The findings of the research indicate that discourse studies in Türkiye are predominantly concentrated in the social sciences and humanities. The most prominent thematic concentrations are on political discourse, nationalism, populism, gender, and European Union debates. While Critical Discourse Analysis stands out as the dominant methodological approach, innovative techniques such as multimodal analysis or corpus-based methods appear to be insufficient. An examination of language preferences reveals that English is overwhelmingly preferred for global visibility, while Turkish remains an important local production language. Institutional performance analyses reveal that Bilkent, Koç, and Boğaziçi universities hold leading positions in terms of both publication volume and citation impact. An examination of collaborative networks among authors reveals that individuals such as Deniz Zeyrek and Bedrettin Yazan play a central role. However, it is also true that a significant portion of the 2,883 authors remain outside these collaborative networks. International collaborations and citation rates demonstrate that the integration of researchers in Türkiye with the global academy is becoming increasingly stronger, but this interaction can be further enhanced. The study also points to significant gaps in the existing literature. The limited number of discourse studies in the fields of Science, Technology, Engineering, and Mathematics, the inadequate research in contemporary contexts such as digital platforms and artificial intelligence, and the limited methodological diversity are among the most prominent shortcomings.

Keywords: Bibliometrics, discourse analysis, research trends, Scopus, Türkiye.

ABSTRAK

Artikel ini yang membentangkan analisis bibliometrik terhadap penyelidikan analisis wacana di Türkiye menilai secara sistematis hampir 50 tahun penghasilan kajian dalam bidang tersebut dengan menggunakan pangkalan data Scopus. Dapatan kajian menunjukkan bahawa penyelidikan wacana di Türkiye tertumpu terutamanya dalam bidang sains sosial dan kemanusiaan. Tumpuan tematik yang paling menonjol melibatkan wacana politik, nasionalisme, populisme, gender, dan perbahasan berkaitan Kesatuan Eropah. Walaupun Analisis Wacana Kritis muncul sebagai pendekatan metodologi yang dominan, teknik inovatif seperti analisis multimodal atau kaedah berasaskan korpus didapati masih kurang digunakan. Pemerhatian terhadap pilihan bahasa menunjukkan bahawa bahasa Inggeris amat dominan bagi tujuan keterlihatan global, manakala bahasa Turki kekal penting sebagai bahasa penghasilan ilmu tempatan. Analisis prestasi institusi pula memperlihatkan bahawa universiti seperti Bilkent, Koç, dan Boğaziçi berada pada kedudukan utama dari segi jumlah penerbitan dan impak sitasi. Penelitian terhadap rangkaian kolaborasi pengarang menunjukkan bahawa tokoh seperti Deniz Zeyrek dan Bedrettin Yazan memainkan peranan penting dalam jaringan penyelidikan tersebut. Namun begitu, sebahagian besar daripada 2,883 orang pengarang masih berada di luar jaringan kolaborasi ini. Kolaborasi antarabangsa dan kadar sitasi menunjukkan bahawa integrasi penyelidik di Türkiye dengan komuniti akademik global semakin kukuh, walaupun interaksi tersebut masih boleh dipertingkatkan. Kajian ini turut mengenal pasti beberapa jurang penting dalam literatur sedia ada. Antaranya ialah jumlah kajian wacana yang masih terhad dalam bidang Sains, Teknologi, Kejuruteraan dan Matematik (STEM), kekurangan penyelidikan dalam konteks kontemporari seperti platform digital dan kecerdasan buatan, serta keterbatasan kepelbagaian metodologi.

Kata kunci: Bibliometrik, analisis wacana, trend penyelidikan, Scopus, Türkiye.

INTRODUCTION

Scientific texts are the cornerstone of knowledge production, transmission, and scientific progress. These texts are prepared using a systematic method, are based on critical analysis, and make significant contributions to academic disciplines. They serve numerous functions, such as documenting the results of scientific research, developing new theories, expanding the existing body of knowledge, and guiding scientific debates. Therefore, scientific texts are of great importance not only for academic circles but also for the overall development of society, the education system, and technological advancement. Scientific texts are a fundamental resource in social transformations, policy-making, and technological innovation.

The most important function of scientific texts is to ensure the accuracy and reliability of information. Research published in peer-reviewed journals is tested using scientific methods, thereby preventing the dissemination of incorrect or incomplete information. Furthermore, these texts enable scientists to review each other's work and guide new research. Healthy scientific communication is only possible with high-quality and standardized scientific texts.

Alan Pritchard (1969) defined the term “bibliometrics” as a discipline that studies the dynamics of information communication through the quantitative analysis of scientific publications. Today, bibliometric analyses are used to map scientific productivity and knowledge dissemination using various techniques such as citation networks, co-authorship analyses, and keyword trends (Glänzel & Moed, 2002).

Bibliometric studies are fundamentally based on two main methods:

- **Performance Analysis:** This involves measuring metrics such as the number of scientific outputs (articles, patents, books), citation counts, and publication impact. For example, the H-index is widely used to evaluate a researcher's productivity and impact (Hirsch, 2005).
- **Science Mapping:** Visualizes the structure of research fields using citation networks and co-word analysis. Software such as VOSviewer and CiteSpace are frequently used for this type of analysis (van Eck & Waltman, 2010).

Bibliometric analyses are a critical tool that supports academic development through the quantitative evaluation of scientific research. These studies play an important role in many areas, such as identifying research trends, shaping science policies, and measuring academic impact (Mood et al., 1985; Zamimah & Mohamad Zakuan, 2025). For example, citation analyses are widely used to objectively evaluate the scientific impact of an article or researcher (Garfield, 1977).

Salini (2016: 135) states that the third factor in the development of scientometrics, after information science and the sociology of science, is science policy. Science policy has brought a new perspective by reshaping bibliometric approaches. Furthermore, the widespread use of metrics in research management and information services has contributed to the popularization of scientific measurement methods.

DISCOURSE STUDIES

Discourse studies is an interdisciplinary field that examines how language produces meaning in social contexts, how it structures power relations, and how it shapes identities (Fairclough, 1992). This field has developed at the intersection of disciplines such as linguistics, sociology, psychology, and political science, gaining a distinct academic identity, particularly in the second half of the 20th century.

Fairclough defines discourse as a social practice beyond linguistic forms (1992) and emphasizes that his analysis must bridge the linguistic features of texts, intertextual relationships, and social contexts. Sözen (1999) approaches discourse as a communication network linked to social practices, going beyond traditional linguistic units (sentence, text). This approach positions discourse not only as a linguistic phenomenon but also as a practice shaped by power, ideology, and culture.

The origins of discourse analysis can be traced back to Ferdinand de Saussure's work based on the structural analysis of language. However, discourse studies in the modern sense began in the 1960s with Zellig Harris's (1952) work examining the contextual use of language. Subsequently, discourse gained theoretical depth with Foucault's conceptualization of discourse as "a product of historical and social practices" (Foucault, 2002). In the 1980s, figures such as Norman Fairclough and Teun van Dijk developed critical discourse analysis (CDA), systematically revealing the ideological functions of language (Wodak & Meyer, 2015).

Discourse Studies in Türkiye

There are very few independent books on discourse analysis in Turkish academic literature. Edibe Sözen's book "Söylem" (Discourse), published in 1999, is considered the first original work in this field

(Demir, 2008). In this work, Sözen examined the phenomenon of discourse in the context of its position in social life and attempted to reveal its connections with the social sciences disciplines. The book also presents an exemplary analysis based on Van Dijk's analytical approach.

The existing literature consists mainly of postgraduate thesis studies. These academic studies, which have intensified over the last 5-10 years, show that the field is a relatively new area of research in Türkiye. A significant portion of these theses are focused on foreign language education and are therefore written in English and French. However, discourse analysis is applied across a wide range of disciplines, including communication sciences, economics, architecture, linguistics, political science, sociology, and psychology.

The intensive use of discourse analysis studies, particularly in the field of communication, in Türkiye is noteworthy. According to Kubilay (2021: 457), the origins of the academic use of discourse analysis methods in communication studies in Türkiye date back to the 1990s. Postgraduate studies conducted during this period show that the critical discourse analysis (CDA) approach began to be gradually adopted in the country's academia. The first academic work recorded in the field of discourse analysis is Çelebi's thesis completed in 1990, titled "Discourse Analysis: A Critical Approach to the News Creation and Agenda-Setting Functions of Newspapers." In the years following this pioneering work, researchers such as Ayşe İnal (1992), Banu Dağtaş (1992), Güler Ülkü (1992), Aytül Gürtaş (1994), Ömer Özer (1997), Zerrin Ertan-Keskin (1997), and Havva Palacı (1998).

In the 2000s, critical discourse analysis became more widespread with the translation of works by international figures such as Ruth Wodak and Teun van Dijk into Turkish. In recent years, discourse studies in Türkiye have focused on areas such as digital discourse, gender discourse, and educational discourse.

Discourse Studies and Bibliometrics

Bibliometric studies conducted in the field of discourse studies in recent years reveal that this discipline has undergone significant evolution in both methodological and thematic terms. A systematic analysis of these studies shows that discourse studies are becoming increasingly complex and interdisciplinary in nature, while also indicating that intellectual interactions between different subfields are strengthening.

Studies on energy discourses provide important data for understanding the reflections of this discipline in applied fields. According to Liu's (2024) CiteSpace analysis, energy discourse studies are concentrated around three thematic clusters: energy transition policies, technological innovation debates, and climate change discourses. This study is particularly noteworthy because it highlights the methodological differences between technical energy studies and humanities-based approaches and makes an important observation that more research on energy security in Southern Hemisphere contexts is needed.

Another important application area of discourse analysis, multimodal discourse studies, has been examined in detail in Chen's (2020) research based on Web of Science data. Covering the period 2009-2019, this study revealed that multimodal discourse analysis has shown rapid development, particularly in the US, UK, and Australia. One of the most noteworthy findings of the study is that visual linguistics and gesture studies, the impact of digital technologies on discourse, multimodal analysis of conference presentations, and metaphor/metonymy studies constitute the thematic focus of the field. Highlighting

the increasing importance of multimodal communication in the post-COVID-19 era, Chen calls for greater participation from Asian countries in this field.

Bibliometric studies in the field of Critical Discourse Analysis (CDA) are of particular importance for understanding the theoretical and methodological development of this discipline. Zhao and Sun's (2024) study covering the period 2013-2023 identifies the core themes of CDA as "discourse," "politics," "media," and "education," while revealing that "populism," "ideology," and "social media" are emerging trends. This study is particularly important because it systematically maps the interdisciplinary nature of CDA and global research trends.

Xiao and Li (2021) examined 8,137 articles published in the field of CDA between 2011 and 2020, shedding light on the methodological diversity of this discipline. The study revealed the methodological richness that approaches such as corpus linguistics and multimodal analysis have brought to CDA, while also documenting the leading position of the US, UK, and Australia in this field. This research, in which the universities of Toronto and Lancaster stood out as the most productive institutions, shows that the main focus areas of CDA are politics, gender, identity, and media.

The intersection of political discourse and translation studies has been examined by Du and Chen (2022) using bibliometric methods. An analysis of 155 academic articles published between 1990 and 2020 revealed that research in this field revolves around themes such as ideology, manipulation in translation, diplomatic translation, and recontextualization in the media. One of the most striking findings of the study is that although China and the US are the countries with the highest number of publications, the UK and Canada have higher citation rates. The identification of researchers such as Schäffner as founding figures in the field provides an important contribution to understanding the intellectual roots of this interdisciplinary field.

How discourse studies took shape during periods of global crisis was examined in Alkhamash's (2023) research on the COVID-19 pandemic. Analysis of 327 studies published between 2020 and 2022 revealed how the metaphors of "war," "journey," and "disaster" were used in pandemic discourse. The study, which shows that researchers such as Semino, Musolff, and Lakoff have had a significant impact in this field, is a valuable resource for understanding how discursive structures were constructed during the pandemic.

A bibliometric study conducted by Wang et al. (2022) in the field of news discourse analysis revealed that research in this area between 1988 and 2020 showed a marked increase, particularly after 2008. The study, which determined that critical discourse analysis is the most widely used method in media studies, shows that multimodal analyses and corpus-based approaches increase methodological diversity. Highlighting current topics such as the climate crisis, migration, and social media discourse in the research, this study concluded that interdisciplinary collaboration is vital for the future development of the field.

Discourse studies spanning from traditional academic publications to digital platforms have been examined by Groth and Gurney (2010). Analysis of 295 chemistry blog posts on the Researchblogging.org platform shows that web-based scientific discussions focus on more immediate, context-sensitive, and qualitative publications compared to academic literature. This study is particularly important because it provides an analysis that transcends the traditional boundaries of scientific discourse by combining bibliometrics and webometrics.

In conclusion, bibliometric research in the field of discourse studies reveals that this discipline is becoming increasingly complex and interdisciplinary. While methodological and theoretical interactions between different subfields are strengthening, it is foreseeable that new contexts such as digital communication, social media, and global crises will shape the future direction of discourse studies. The fact that Asian countries, as well as Western countries, are increasingly contributing to this field is promising in terms of discourse studies gaining a global perspective. It is also important that countries such as Malaysia have recently focused on discourse studies. Many studies (Mohamad 2021; Ali, 2022; Rajandran & Lee 2023; Darwalis, 2025) have been conducted in this field.

Discourse analysis research in Türkiye has generated significant academic accumulation over the past fifty years and has become an extensive body of literature indexed in international databases such as Scopus. However, there is no comprehensive, data-driven synthesis that maps the field's intellectual structure, evolutionary trajectory, and academic impact in a holistic manner. While existing bibliometric studies focus on global or regional trends, review studies have mostly been limited to specific subfields (such as communication studies or political discourse). The lack of a comprehensive bibliometric analysis specifically examining Türkiye-centered production hinders the systematic understanding of the following dynamics: dominant thematic clusters and their evolution over time; models of institutional productivity and collaboration networks; level of integration with global academia; and identification of persistent research gaps and emerging niche areas. This situation leaves researchers, policymakers, and new academics in the field lacking the empirical foundation necessary to strategically assess the field's development, strengths, and future directions. This study aims to fill this gap by providing the first comprehensive bibliometric mapping of discourse analysis research originating in Türkiye.

THE OBJECTIVE OF THE STUDY

This study aims to systematically evaluate the scientific output of discourse studies in Türkiye, which have a history of approximately 50 years. Through a bibliometric analysis of discourse analysis articles indexed in the Scopus database and originating from Türkiye, thematic trends, research gaps, and potential niche areas for future studies in the field will be identified. Within the scope of the study, metrics such as temporal changes in publication numbers, citation networks, institutional collaborations, and keyword co-occurrences will be examined to map the intellectual structure of discourse studies in Türkiye. Furthermore, Türkiye's global integration will be assessed through international co-authorship rates and citation impact. In light of these analyses, the study will provide an assessment of the history of discourse studies in Türkiye, as well as a framework for increasing global visibility through strategic recommendations for early-career researchers and thematic/methodological diversification.

The current study will focus on the following research questions:

- i. What is the distribution of publication types (articles, reviews, etc.) and languages (English/Turkish) by year in discourse analysis studies related to Türkiye indexed in the Scopus database?
- ii. What is the distribution of the number of authors (single-authored, co-authored) and the average contribution rate per author in the studies?
- iii. Which authors and institutions publish the most in the field of discourse analysis in Türkiye?
- iv. What are the average citation counts for Türkiye-based discourse studies in Scopus?

- v. According to keyword co-occurrence analysis, what are the most frequently studied themes (political discourse, media, gender, etc.)?
- vi. What is the visibility and citation level of discourse studies produced in Türkiye in international journals?

METHODOLOGY

In this study, the VOSviewer software, an effective data visualization and analysis platform for bibliometric studies, was used as the primary methodological tool. VOSviewer can process bibliographic and citation data obtained from large-scale databases such as Web of Science, Scopus, Pubmed, and Dimensions, automatically generating network maps and statistical outputs (Perianes-Rodriguez et al., 2016).

During the data collection phase of the study, publications containing the keyword “discourse” in their abstracts were searched in the Scopus database in order to comprehensively scan academic publications centered on Türkiye.

Figure 1

Study Flowchart

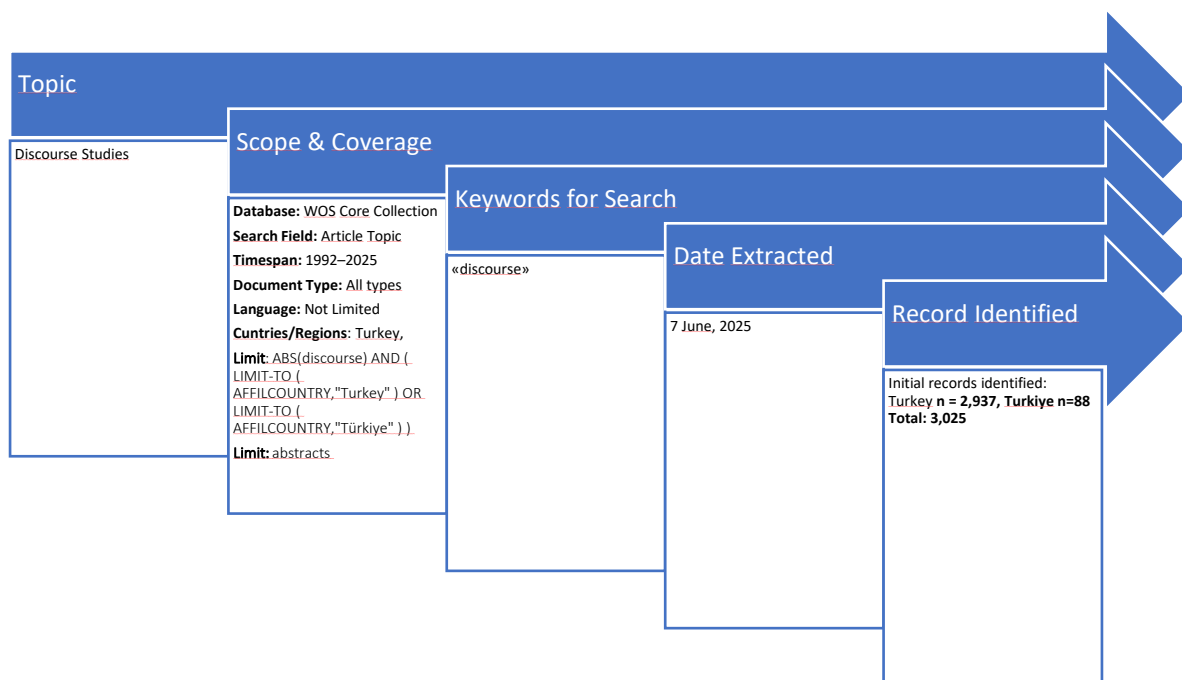


Figure 1 shows the selection criteria and workflow used in the study. On December 4, 2021, the Republic of Türkiye decided to use “Türkiye” instead of ‘Türkiye’ abroad in order to strengthen the “Türkiye” brand value. Since some publications in the WoS database use “TURKEY” and others use “TURKIYE,” both country names were accepted as record identified. As a result, there are 3,025 publications in the database. The oldest study among the results is from 1992, and the newest is from 2026.

FINDINGS AND INTERPRETATION

Document Types Analysis

Figure 2

Document Types

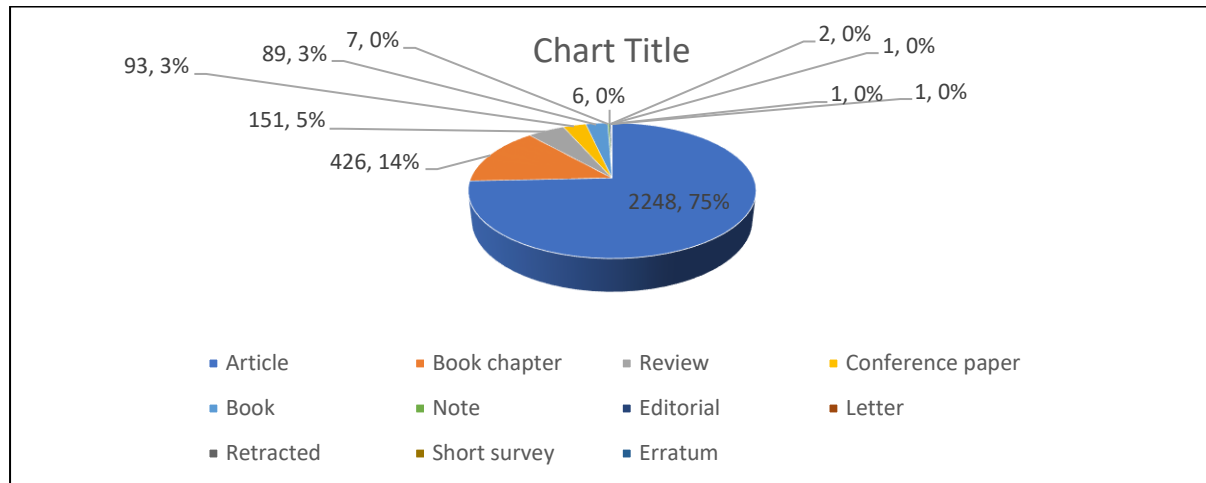


Figure 2 shows the document types. The distribution of the given publication types provides important clues about the fundamental dynamics of academic production. The 2,248 articles, which constitute the vast majority of the list, demonstrate that the backbone of scientific communication is based on peer-reviewed journal articles. This reflects that researchers prioritize this type in their career advancement and knowledge sharing. However, the number of 426 book chapters indicates that monographic studies and compilation works still play an important role, especially in fields such as social sciences and humanities.

The 151 review articles indicate a need for literature reviews and synthesis studies. These types of publications contribute to the organization of academic knowledge by providing a comprehensive overview in complex research fields. On the other hand, the relatively lower number of conference papers (93) may indicate that this type is seen as a secondary publication format in some disciplines. For example, conference contributions may be less valued in fields other than engineering and computer science.

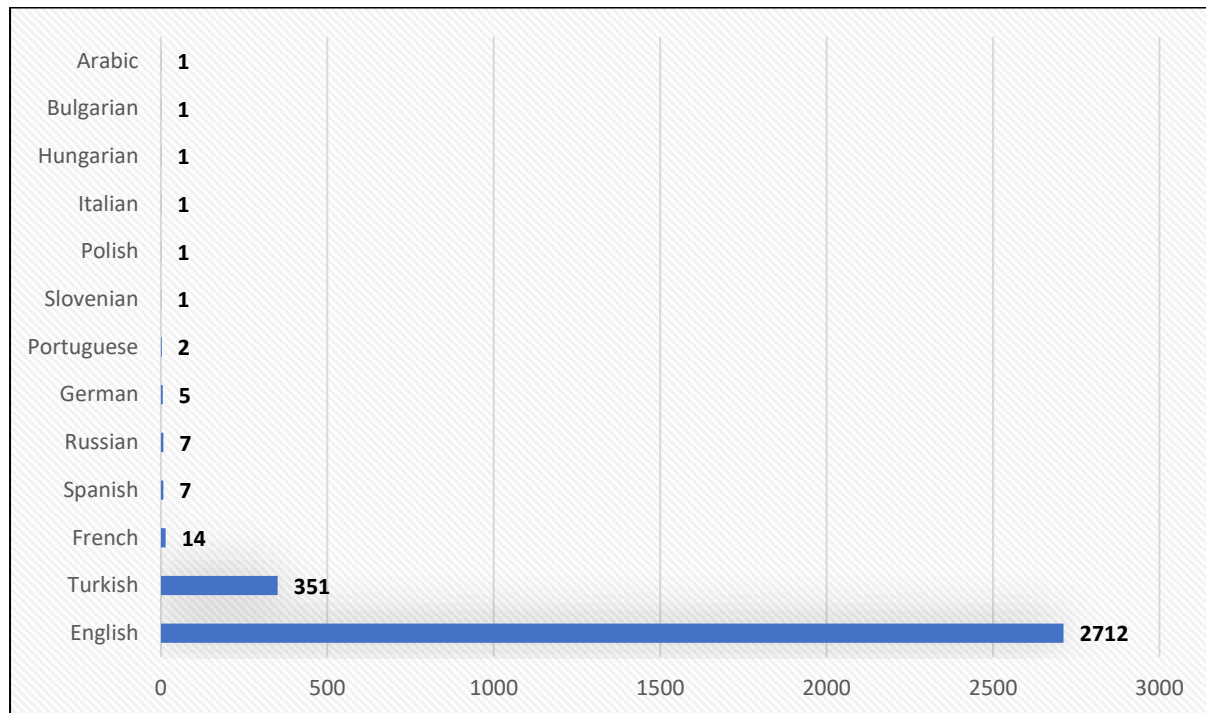
Rare publication types contain interesting details. For example, the presence of only one “Retracted,” one “Erratum,” and one “Short survey” record suggests either that the dataset has high standards in terms of quality control or that publications of this type are systematically underreported. Similarly, the scarcity of communication-focused publications such as editorials (6) and letters (2) indicates that academic dialogue is largely conducted through standard articles.

Document Language

Thirteen different languages have been identified in the publications.

Figure 3

Language of Documents



English (2,712 publications) stands out as the universal language of scientific communication with absolute superiority. This reflects that English has become almost a “necessity” for publication visibility and citations in global academia. The marginalization of languages other than English demonstrates the standardization of scientific production. Turkish (351 publications) ranks second after English. This suggests that academic institutions in Türkiye continue the tradition of publishing in the national language or that the data source may be Türkiye-centric.

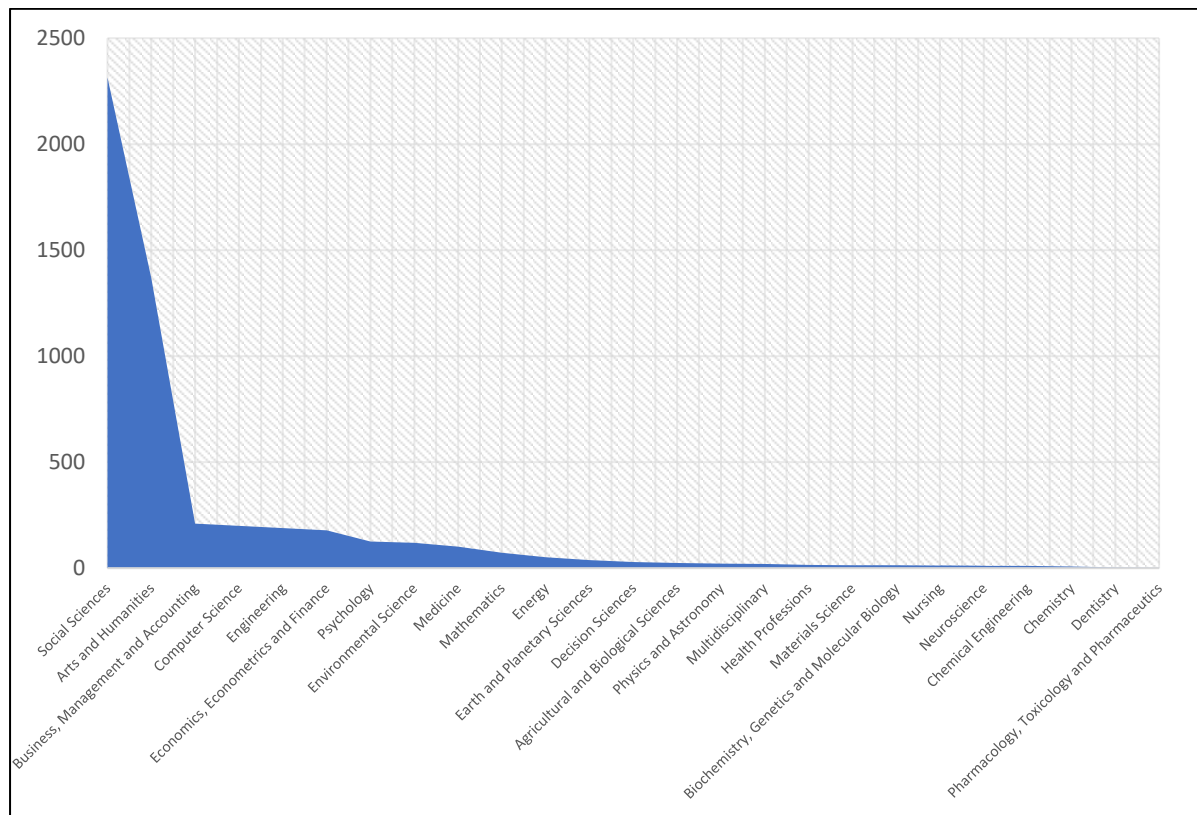
The relatively more widespread production in the local language in the social and human sciences may explain this result. However, the very low number of Turkish publications compared to English also shows the impact of internationalization pressure. Other languages are represented quite limitedly. Even historically influential languages in academic literature, such as French (14) and Spanish (7), remain in the minority, reinforcing the hegemony of English. The presence of languages such as Russian (7) and German (5) indicates that regional academic traditions persist in some disciplines. The sporadic representation of languages such as Arabic (1) and Hungarian (1) suggests that academic production in these languages either has limited reflection in the dataset or has become marginalized on a global scale.

Subject Area

Publications appear in 25 different subject areas.

Figure 4

Subject Area of Documents



Social Sciences (2,314) and Humanities (1,370) are far ahead, suggesting that the data source is likely socially biased. STEM fields are surprisingly underrepresented: Computer Science 200, Engineering 189, and Basic Sciences even less (Physics 22, Chemistry 8).

Applied social sciences such as Economics (179) and Psychology (125) are relatively well represented, while Environmental Sciences (119) reflect the current global agenda. The scarcity of interdisciplinary studies (20) indicates that academic boundaries remain rigid. Low numbers in Medicine (101) and health fields (Nursing 13, Dentistry 3) suggest the data may be theory-heavy. While the distribution shows a clear bias toward the social sciences, STEM (Science, Technology, Engineering, Mathematics) fields are underrepresented compared to expectations. This provides important clues about the disciplinary scope of the data source.

Most Productive Authors

The search results identified 5.488 different authors who wrote about “discourse.” While some of these authors produced single-authored texts, some came together in multi-authored works.

Figure 5

The Most Productive Authors

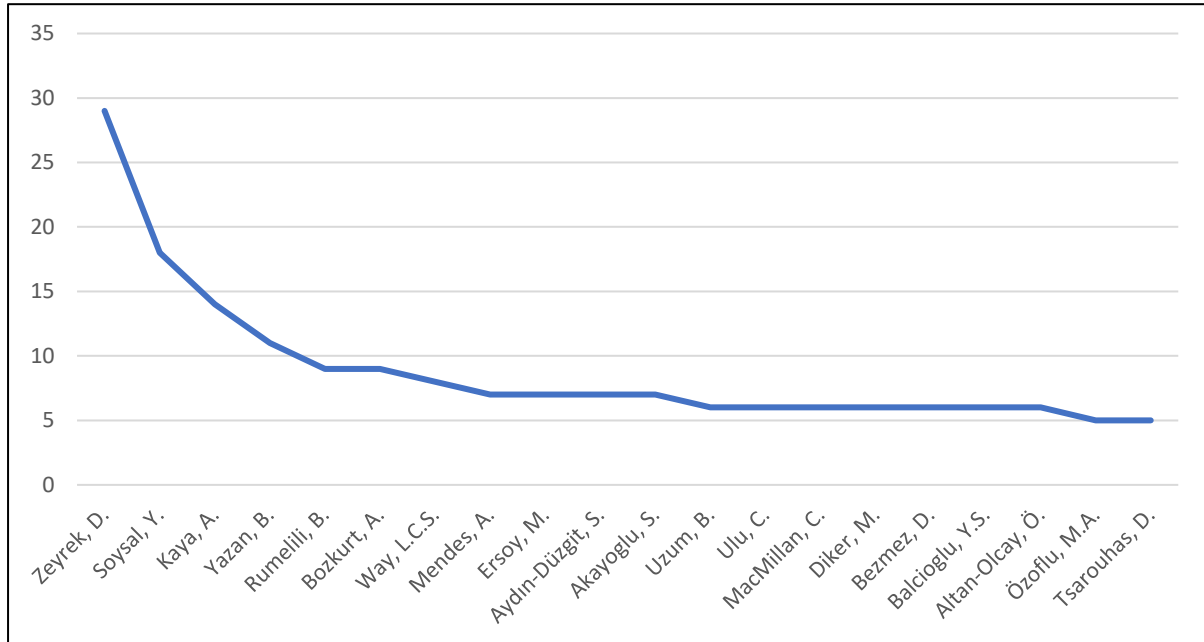


Figure 5 shows the 20 authors with the highest number of publications. D. Zeyrek leads with 29 publications, demonstrating this academic's considerable productivity in the field. Y. Soysal ranks second with 18 publications, while A. Kaya ranks third with 14 publications.

The fact that most of the authors on the list have Turkish names (Zeyrek, Soysal, Kaya, Yazan, Bozkurt, Ersoy, Aydın-Düzgüt, Uzum, Ulu, Diker, Bezmez, Balcioglu, Altan-Olcay, Özoflu) suggests that Turkish academics play an important role in this field of research. However, the inclusion of international names such as Way, L.C.S., Mendes, A., MacMillan, C., and Tsarouhas, D. on the list indicates that the field of study has a global network of collaboration.

Source Titles

As a result of the query, 1,427 sources were identified where articles about “discourse” were published.

Figure 6

Source Titles of Publications

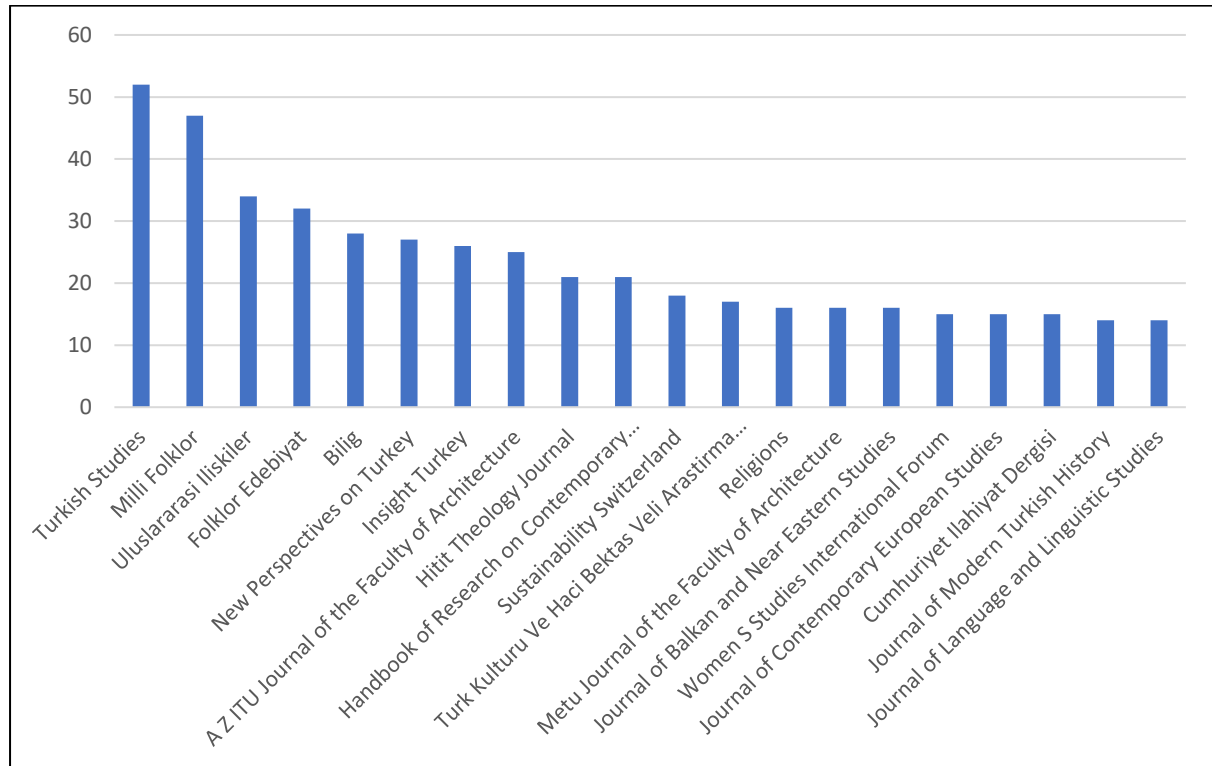


Figure 6 shows the top 20 sources for publications on discourse. The fact that Turkish Studies (52) and Milli Folklor (47) journals rank high indicates that these studies largely consist of Türkiye-focused social science research. The prominence of journals focusing on Turkish culture, history, and international relations (Uluslararası İlişkiler 34, Bilgi 28) supports the notion that research topics are Türkiye-centered.

The presence of journals such as Folklor Edebiyat (32) and Hitit Theology Journal (21) in the humanities indicates that traditional culture and religious studies account for a significant share. The presence of journals such as A Z ITU Journal of the Faculty of Architecture (25) and Metu Journal of the Faculty of Architecture (16) in the field of architecture points to the existence of interdisciplinary studies.

The presence of international journals such as New Perspectives on Turkey (27), Insight Turkey (26), and Journal of Balkan and Near Eastern Studies (16) suggests that these studies also contribute to global academic discussions. On the other hand, the presence of journals indexed internationally, such as Sustainability Switzerland (18) and Religions (16), indicates that some of the studies also focus on universal themes.

The representation of journals publishing in fields such as women's studies (Women's Studies International Forum 15) and contemporary European studies (Journal of Contemporary European Studies 15) points to the breadth of the research spectrum. However, the absence of journals in the

natural sciences and engineering fields from this list confirms that the dataset is predominantly limited to the social and human sciences.

Co-authorship of Authors

According to the authors' co-authorship analysis, a network map was created by setting criteria of at least 1 publication and at least 1 citation in order to identify the most connected and collaborative authors.

Table 1

The Most Co-authorship of Authors

Author	Documents	Total link strength
zeyrek, deniz	29	50
yazan, bedrettin	11	29
özbilgin, mustafa f.	10	29
akayoglu, sedat	11	27
uzum, baburhan	9	27
mendes, amalia	7	19
demirşahin, ışın	5	19
jarad, fahd	4	19
siddique, imran	4	19
fateh, shaghayegh	3	19
kirbulut gunes, zubeyde demet	3	19
rushton, gregory t.	3	19
kurfalı, murathan	8	19
adelman, simon	2	18
baloyannis. stavros john	2	18
camus, vincent	2	18
chiu, edmond m.	2	18
firmino, horacio	2	18
ghebrehiwet, tesfamicael	2	18
govr, dianne	2	18

Table 1 shows the 20 authors with the most connections. According to the analysis of the names with the highest number of connections among them, 17 names are grouped into a single cluster with a total of 136 connections. Some of the 2,883 authors have no connections.

A detailed examination of Table 1 provides important findings regarding the structure of collaborative networks in Turkish academic publishing. The data reveals the intensity and distribution of scientific relationships among researchers, helping us understand the current state of the culture of collaboration.

Deniz Zeyrek stands out as the most central researcher by far, with 29 documents and 50 links. This finding shows that he is one of the key actors in his field in terms of both productivity and the breadth of his collaboration network. The fact that names such as Bedrettin Yazan and Mustafa F. Özbilgin have approximately 30 links each reveals that these researchers are also at the center of extensive collaboration networks.

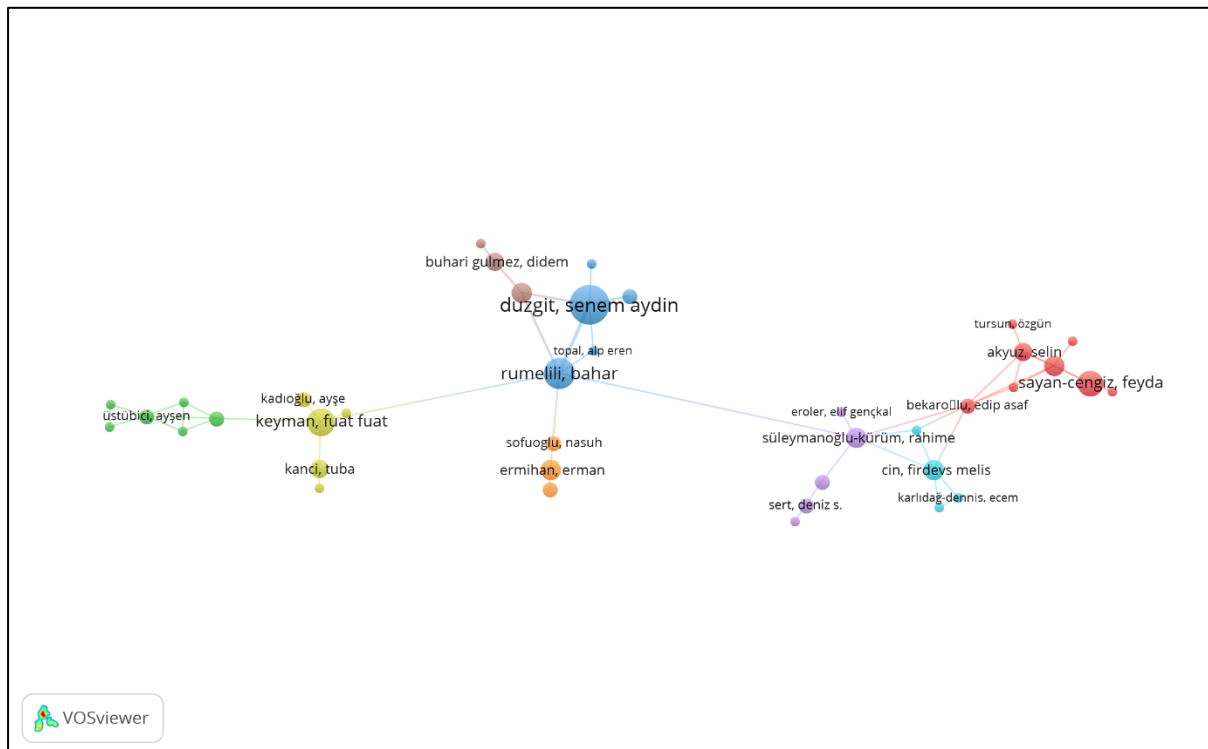
Another noteworthy point in the analysis is that 17 researchers are grouped together in a single cluster, and this group contains a total of 136 connections. This dense network of interactions indicates the existence of a strong scientific communication and collaborative culture among these researchers. In particular, the fact that names such as Sedat Akayoğlu and Baburhan Uzun have over 25 connections shows that these researchers are open to interdisciplinary collaborations.

Another important fact revealed by the data is that there are no connections between some of the 2883 authors. This situation indicates that there are a significant number of researchers within the academic community who are not yet included in collaboration networks or who work in isolation. The fact that researchers such as Amalia Mendes, Işın Demirşahin, and Fahd Jarad have approximately 19 connections shows that these individuals are also part of active collaboration networks.

Researchers at the bottom of the table who produce 2-3 documents but have a connection strength of 18-19 (such as Gregory T. Rushton and Vincent Camus) show that they can establish strong collaboration networks even though they appear in relatively few studies. This suggests that some researchers focus on quality rather than quantity in their collaborations.

Figure 7

Co-Author Links Showing Collaboration between Authors



The figure shows the 39 authors with the most connections between them.

Authors' Citation Analysis

A network map of author citation analysis has been generated based on at least 1 publication and at least 1 citation criterion to identify citation networks. Of the 4,474 authors, 2,883 have at least 1 citation.

Table 2

Authors and Their Citations

Author	Documents	Citations
bozkurt, aras	9	1168
adarkwah, michael agyemang	1	1008
agyemang, brighter	1	1008
hickey, daniel thomas	1	1008
huang, ronghuai	1	1008
shehata. boulus	1	1008
tlili, ahmed	1	1008
ger, güliz	3	868
askegaard, soeren	1	694
belk, russell v.	1	694
somer, murat	4	669
mccoy, jennifer l.	1	564
rahman, tahmina	1	564
saka, erkan	5	519
marcus, george e.	1	442
alptekin, cem	1	399
kaya, ayhan	14	348
özbilgin, mustafa f.	10	303
adem, çiğdem	1	276
adou vao. constant wes	1	276

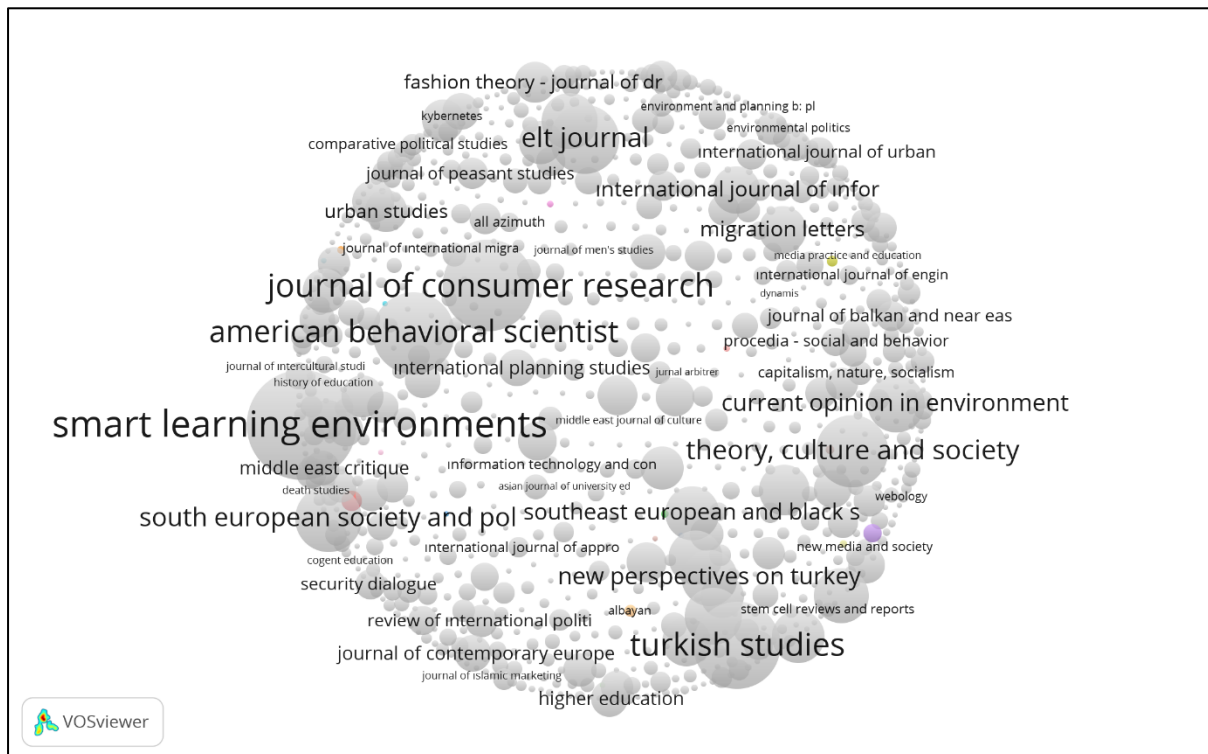
Table 2 shows the 20 most cited authors and their citation counts. Table 2 shows that academic impact is determined more by quality than quantity. Bozkurt and Aras represent both productivity and impact, with 9 articles receiving 1,168 citations. Six authors (Adarkwah, Agyemang, etc.) with 1,008 citations for a single article point to rare studies that have had an extraordinary impact. Names such as Ger, Güliz (3 articles/868 citations) and Somer, Murat (4 articles/669 citations) are examples of sustainable academic impact. Highly productive authors who receive relatively fewer citations, such as Kaya, Ayhan (14 articles/348 citations) and Özbilgin (10 articles/303 citations), reflect interdisciplinary differences.

Sources' Citation Analysis

Of the 1215 sources, 907 have received at least one citation. The 10 most cited sources are as follows: smart learning environments (1008), Journal of Consumer Research (694), Türkiye Araştırmaları [Journal of Turkey Studies] (640), American Behavioral Scientist (565), Theory, Culture & Society (442), EFT Journal [or appropriate full title if known] (401), South European Society and Politics (373), Current Opinion in Environmental Sustainability (276), Journal of Ethnic and Migration Studies (274), and New Perspectives on Turkey (268).

Figure 8

Source Citations



The clear lead of the journal Smart Learning Environments (1008 citations) indicates that a significant portion of the studies are concentrated in the field of digital learning and educational technologies. This may point to the increasing importance of distance education research in the post-pandemic period.

The prominence of Turkish Studies (640 citations) and New Perspectives on Turkey (268 citations) in Türkiye-focused studies indicates that international academic interest is shifting towards Türkiye-centered social science research. The fact that a prestigious journal such as the Journal of Consumer Research (694 citations) ranks second suggests that consumer behavior studies are an important research focus.

Theoretical debates in the social sciences appear to be conducted through journals such as Theory, Culture and Society (442 citations) and American Behavioral Scientist (565 citations). The inclusion of a source focused on a specific methodology, such as EFT Journal (401 citations), in the list indicates that certain methodological approaches are used intensively in research.

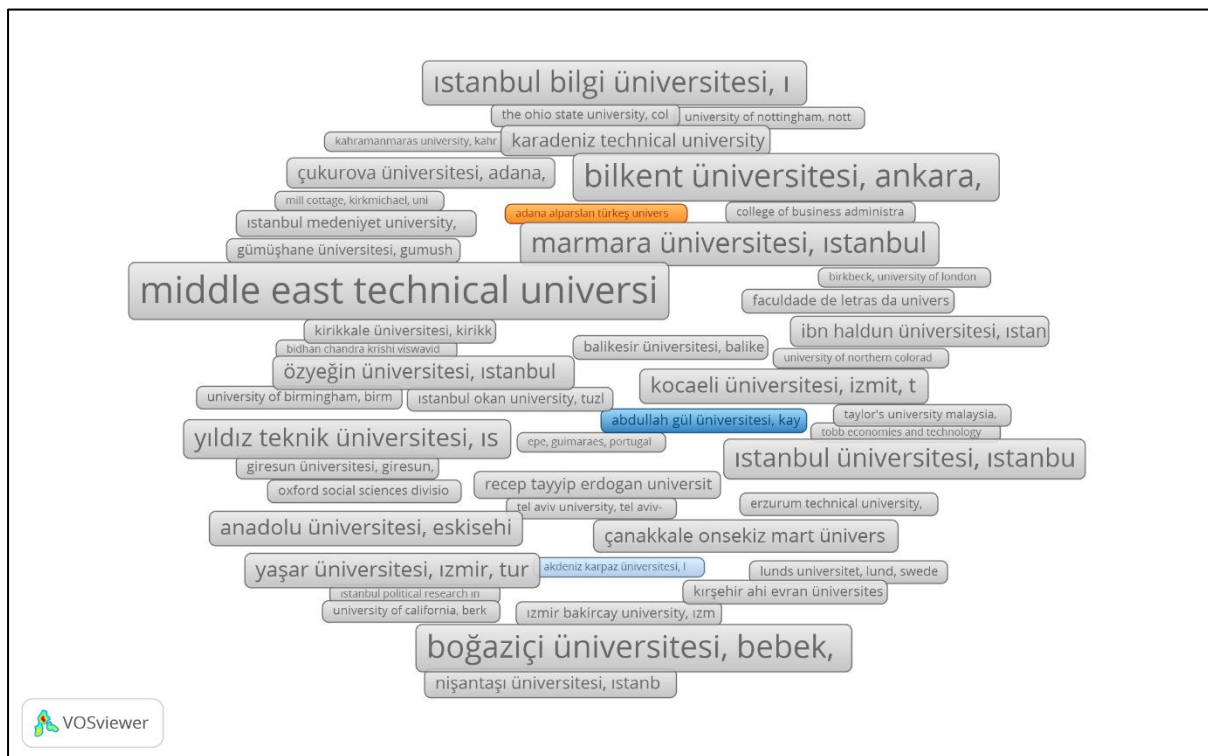
It is understood that current global issues such as migration studies (Journal of Ethnic and Migration Studies, 274 citations) and environmental sustainability (Current Opinion in Environmental Sustainability, 276 citations) also occupy an important place on the research agenda. The existence of the journal South European Society and Politics (373 citations) reflects the interest in South European-focused politics and society research.

Organizations' Citation Analysis

Of the 1269 organizations, 975 received at least one citation. The 10 most cited organizations are: Bilkent University, Ankara, Türkiye (2577), Koç University, Istanbul, Türkiye (2137), Boğaziçi University, Bebek, Türkiye (2066), Middle East Technical University, Türkiye (1730), Istanbul Bilgi University, Istanbul, Türkiye (1530), Anadolu University, Eskisehir, Türkiye (1266), Beijing Normal University, Beijing, China (1008), University of Wollongong, Wollongong (1008), Indiana University School of Education, (1008), Sabancı University, Türkiye (818).

Figure 9

Organizations' Citations



This data reflects the academic impact and influence of universities in Türkiye. Bilkent University (2,577 citations) holds the leading position, while foundation universities such as Koç (2,137) and Boğaziçi (2,066) demonstrate prominent research performance. Among state universities, Middle East Technical University (METU) (1,730) and Anadolu University (1,266) also exhibit strong performance. The presence of Beijing Normal University (1,008) and other international institutions indicates active global collaborations. The significant representation of universities from Istanbul (e.g., İstanbul Bilgi University, Sabancı University) underscores the city's role as a central academic hub. The citation figures demonstrate Türkiye's capacity to compete internationally in fields such as social sciences and educational technologies.

Co-occurrence of All Keywords Analysis

The dataset contains a total of 11,203 keywords. The 20 most frequently used keywords and their frequencies are as follows: Turkey (450), human (121), humans (78), discourse analysis (74), gender

In parallel with the global research agenda, the emergence of keywords such as “sustainability” (48) and “sustainable development” (46) signifies a growing emphasis on sustainability issues within Turkish academia. This reflects the field’s engagement with transnational developmental challenges and environmental discourse.

Furthermore, the presence of “COVID-19” (37), reflecting the pandemic’s impact, and “European Union” (46), within the context of international relations, reveals a strong current academic interest in contemporaneous global events and Türkiye’s geopolitical positioning. The analysis of political discourse often intersects with the topic of the European Union, framing it as a subject of negotiation, identity, and policy.

This overall keyword distribution effectively summarizes the thematic diversity and methodological tendencies of social science research centered in Türkiye. The corpus demonstrates a dual focus: a deep, critical engagement with domestic socio-political dynamics through prevalent discursive and qualitative methods, alongside a robust participation in global academic conversations concerning sustainability, public health, and international policy.

RESULTS AND RECOMMENDATIONS

This comprehensive analysis offers a multidimensional perspective on academic publishing trends in Türkiye. A holistic assessment of the data reveals the fundamental characteristics of the research ecosystem. Key findings demonstrate the significant predominance of Türkiye-based social science studies, while interdisciplinary crossovers and global connections are increasingly strengthened.

An examination of language preferences in academic publishing reveals that English remains the dominant language, while Turkish remains particularly prevalent in the social sciences and humanities. This reflects the efforts of academics in Türkiye to balance international visibility with local academic tradition. Institutional performance analyses reveal that foundation universities stand out in terms of research impact, but state universities also make significant contributions.

Individual academic performance assessments reveal that some researchers receive exceptional citations for a single study, while others consistently generate academic impact through production. This suggests that different success strategies can coexist in academia. Keyword analyses reveal that the research agenda focuses on social, political, and cultural issues in Türkiye, but global themes such as sustainability, migration, and digital transformation are also gaining increasing importance.

One of the most important findings of the study is that academic production in Türkiye is qualitatively diverse, but quantitatively concentrated in specific areas. It is clear that incentive mechanisms are needed to generate more research, particularly in STEM fields, and to increase the international visibility of these studies. However, current production in the social sciences is promising in terms of both methodological diversity and theoretical depth.

Future research recommendations include increasing interdisciplinary collaborations, integrating qualitative and quantitative methods, and, in particular, supporting the integration of young researchers into international networks. This study highlights the strengths of Türkiye’s academic profile while also highlighting areas with potential for development. Shaping academic policies in light of these findings will strengthen Türkiye’s position within the global scientific ecosystem.

Universities can establish special “seed grants” for interdisciplinary projects. For example, a linguist, a political scientist, and a computer engineer could be encouraged to collaborate on a project such as “A Corpus-Based Analysis of Political Parties’ Twitter Discourse.” Modules may be added to doctoral programs that require or encourage students to work with advisors from different departments (co-advising). Universities may organize joint doctoral programs, short-term researcher exchanges, or summer schools with foreign universities that are strong in critical discourse analysis (such as Lancaster and Amsterdam) within the framework of “bilateral cooperation agreements.”

University social sciences institutes can organize regular workshops and certificate programs on topics such as “Multimodal Discourse Analysis,” “Corpus Linguistics and Discourse,” and “Digital Text Mining and Social Sciences.” This enables current researchers to update their skills. International journals focused on Turkey (e.g., Turkish Studies) can publish special issues for articles that include methodological innovations and encourage article submissions in this field.

A key recommendation for future bibliometric research is the need to adopt an analytical approach that focuses on more specific and contextual units, such as regions or countries, rather than global-scale studies. Unlike macro analyses that paint a general picture of global trends, such micro- and meso-scale studies hold the potential to uncover the dynamics, unique publication patterns, and hidden research niches specific to local academic ecosystems. This focus will, on the one hand, facilitate an understanding of the unique academic culture stemming from the sociopolitical context, linguistic characteristics, and disciplinary traditions of a particular geography, and, on the other, produce results that will enable the development of effective and applicable science policies at the country level. Therefore, in addition to efforts to construct a holistic map of global science, examining its components from a more in-depth and contextual perspective is crucial for increasing academic impact and visibility.

Although this bibliometric mapping provides valuable insights, certain limitations must be acknowledged. First, the analyses are based solely on the Scopus database. This excludes studies from other databases such as Web of Science or TR Dizin (ULAKBİM), which is an important source, particularly in the field of Turkish social sciences, as well as books and theses. Therefore, the entirety of academic production, especially that published in local languages and more local journals, may not be reflected in this analysis. Second, bibliometrics emphasizes quantitative trends and structural relationships; it cannot measure qualitative dimensions such as the theoretical depth, methodological rigor, or social impact of studies. Therefore, the recommendations here are based on the visible and measurable part of discourse studies in Turkey. Future research could enrich these findings with sources beyond Scopus and complement quantitative mapping with in-depth qualitative content analysis on prominent themes or methodologies.

ACKNOWLEDGMENT

This study is a revised and expanded version of a text presented under the title “Mapping Türkiye’s Discourse Landscape: Trends, Gaps, And Futures” at Persidangan Antarabangsa Bahasa, Sastra dan Budaya Melayu Rentas 2025 in October 2025.

I dedicate this work to my dear elder brother Hacı Mehmet, whom I lost while preparing the expanded version. May his soul rest in peace.

FUNDING ACKNOWLEDGMENT

This study has been supported by Anadolu University Scientific Research Projects Coordination Unit under grant number YTS2024-2672.

AUTHOR CONTRIBUTION STATEMENT

Ferdi Bozkurt contributed to the introduction, literature review, methodology, analysis, findings, conclusion, and references of this study.

CONFLICT OF INTEREST STATEMENT

The author reported no conflicts of interest for this work and declare no potential conflict of interest concerning the research, authorship, or publication of this article.

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