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FROM POLITENESS TO POWER: A BIBLIOMETRIC ANALYSIS OF STUDIES ON TERMS OF ADDRESS (2003-2023)

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This study traces the development of research on terms of address over the past two decades through a bibliometric analysis of 672 publications indexed in Scopus (2003–2023). Recognized as essential markers of politeness, power, and cultural norms, address terms have drawn increasing scholarly attention in recent years. To understand how the field has evolved, the study applies CiteSpace and VOSviewer to identify trends in publication volume, key contributors, collaborative networks, and emerging research themes.

The analysis reveals a sharp growth in output beginning in the mid-2010s, driven by rising interdisciplinary interest and advances in communication technologies. Frequently studied topics include honorific systems, pragmatic competence, and second language acquisition, with Japanese and Korean contexts receiving particular focus. Geographically, research is concentrated in the United States, the United Kingdom, and Japan.

By mapping these developments, the study offers educators and researchers a structured overview of the field's trajectory and highlights promising directions for future inquiry.

Keywords: *bibliometric analysis, cross-cultural communication, politeness, sociolinguistics, terms of address.*

Introduction

Terms of address refer to the words or phrases used to refer to or address others in interaction, often reflecting the speaker's assessment of social roles, relationships, and levels of formality (Braun, 1988). As Brown and Gilman (1960) famously argued, these forms encode dimensions of power and solidarity, making them key indicators of social meaning in discourse. Terms of address are linguistic expressions used by speakers to refer directly to the addressee, playing a crucial role in sociolinguistic interactions by reflecting relationships, social hierarchies,

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and cultural norms. They can be categorized broadly into nominal forms (such as names, titles, and kinship terms) and pronominal forms (such as personal pronouns indicating varying degrees of formality and intimacy, exemplified by the T/V distinction in languages like French or German). Unlike general honorifics, which broadly signal respect and social status within discourse, terms of address specifically identify and directly engage the listener, thus serving a more immediate interpersonal function.

This study discusses both nominal and pronominal categories of address terms along with honorifics because each category contributes uniquely to capturing the nuances of social relationships and communication dynamics. The study includes honorifics as they, like address terms, reflect sociolinguistic patterns of respect, hierarchy, and formality, making them integral to understanding how speakers linguistically navigate social relationships (Fasold, 1990). Moreover, in many languages, the boundary between address terms and honorifics is fluid, with forms often serving both functions depending on context, thus warranting their joint consideration in bibliometric research (Ide, 1989). Lastly, research traditions in anthropology, sociolinguistics, and pragmatics often treat honorifics and address terms together, reflecting their intertwined roles in indexing social meaning (Agha, 2007a). Analyzing all forms collectively is essential for understanding global trends in research, as it provides insights into how speakers strategically employ different types of address terms to navigate varying social contexts effectively across diverse cultural and linguistic landscapes.

The study of terms of address offers significant insights across various fields including sociolinguistics, education, psychology, and social identity research. These linguistic elements not only facilitate effective communication but also profoundly impact social dynamics and psychological well-being by framing interactions in contexts of power, intimacy, and respect.

Despite their sociocultural significance, terms of address had previously received limited scholarly attention. Recent bibliometric data from Scopus indicates a marked increase in research output on this topic over the past two decades, attributed to rising interdisciplinary interests, advances in communication technologies, and the influences of cultural globalization. Consequently, this paper aims to conduct a systematic bibliometric analysis of scholarly literature on terms of address from 2003 to 2023, mapping key developments, influential contributors, and emerging trends. This analysis seeks to enhance understanding of the evolving dynamics of academic discourse concerning how language mediates complex social interactions in diverse global contexts.

Literature review

Research on terms of address, encompassing nominal (names, titles, kinship terms), pronominal forms (personal pronouns), and honorifics (linguistic forms used to express respect, social status, or deference) has significantly evolved, particularly in the last twenty years, reflecting a notable increase in academic output and interdisciplinary interest (Holmes & Schnurr, 2017; Holmes 2021; Rendle-Short, 2007; Brown et al., 2014; Byon, 2006; Afful & Mwinlaaru, 2013; Clyne et al., 2009; Eckert, 2006; Kretzenbacher & Schüpbach, 2015; Räwel, 2018; Xiaoqiong & Siqu, 2017).

Research on address has evolved through six major phases, from early anthropological insights to current digital-era studies. In the early 20th century, scholars like Sapir (1915a, 1915b, 1921) and Boas (1896, 1897) recognized the cultural significance of address terms. The mid-century emergence of sociolinguistics and pragmatics, with figures like Labov (1966; 1969, 1972) and politeness theorists (e.g., Brown & Levinson, 1987), established the theoretical foundation linking address terms to social identity and power. Although Brown and Levinson's (1987) politeness theory did not explicitly focus on address terms, their conceptualization of politeness significantly influenced subsequent research by providing a theoretical framework for understanding why certain address forms are chosen to manage social relationships and face needs in communication contexts. In the late 20th century, cross-cultural and T/V distinction research expanded the field (e.g., McConnell-Ginet, 1989; Eckert & McConnell-Ginet, 1992; Brown, 1993; 1995; 1998; 1999), while scholars like Holmes (1995), Wierzbicka (1996), Ide (Ide & Peng, 1996; Ide, 2005; Lakoff & Ide, 2005; Ide & Ueno, 2012; Ide & Yoshida, 2017), and Yu (2005) emphasized cultural variation. The 21st century brought new directions, examining digital communication and online interactions (Afful & Mwinlaaru, 2013; Holmes, 2017, 2021; Kretzenbacher & Schüpbach, 2015; Olaniran, 2007; Perreault et al., 2023), highlighting how address terms adapt to changing social, technological, and professional landscapes.

Bibliometric analyses have recently emerged as valuable methodologies to systematically track and assess linguistic research trends. Studies by Sun et al. (2021), Peng and Hu (2022), and Lee (2023) employed bibliometric techniques broadly, while Yudistira et al. (2024) offered more specific sociolinguistic analyses. However, comprehensive bibliometric analyses focusing explicitly on terms of address remain scarce. This current study addresses this gap, critically synthesizing and extending prior bibliometric insights to offer a nuanced understanding of developments in terms of address research from 2003 to 2023. This approach provides a structured analytical context that positions the current

and future research effectively within the evolving sociolinguistic and pragmatic landscape.

Methodology

Sample and Data Collection. This study employs a systematic bibliometric analysis to explore research on terms of address published from 2003 to 2023. The dataset was sourced on October 11, 2024 from the Scopus database using a targeted keyword search specifically designed to retrieve relevant literature concerning nominal and pronominal forms of address (Appendix A – Table A1). The initial search yielded 16,938 publications. However, due to the polysemic nature of the term "address," a significant proportion of these records were related to unrelated disciplines such as computer science, geography, and engineering.

Data Analysis. To ensure relevance and precision, a meticulous manual filtering process was conducted. This involved exporting all records into an Excel file, where each publication title, abstract, and keywords were thoroughly examined to identify and retain only those explicitly relevant to sociolinguistics, pragmatics, and related linguistic disciplines. This rigorous screening resulted in a refined set of 672 publications, approximately 4% of the initial dataset, providing a highly focused corpus for subsequent bibliometric analysis.

The refined dataset was analyzed using bibliometric software tools CiteSpace and VOSviewer. CiteSpace provides powerful tools for temporal analysis, burst detection, and comprehensive analytical capabilities, although it presents a significant learning curve. VOSviewer is distinguished for its sophisticated visualization features and is appropriate for comprehensive bibliometric analyses.

Fig. 1 details the specific search and filtering steps transparently, illustrating the progression from initial retrieval to the final focused dataset to enhance the methodological clarity and reproducibility of the study.

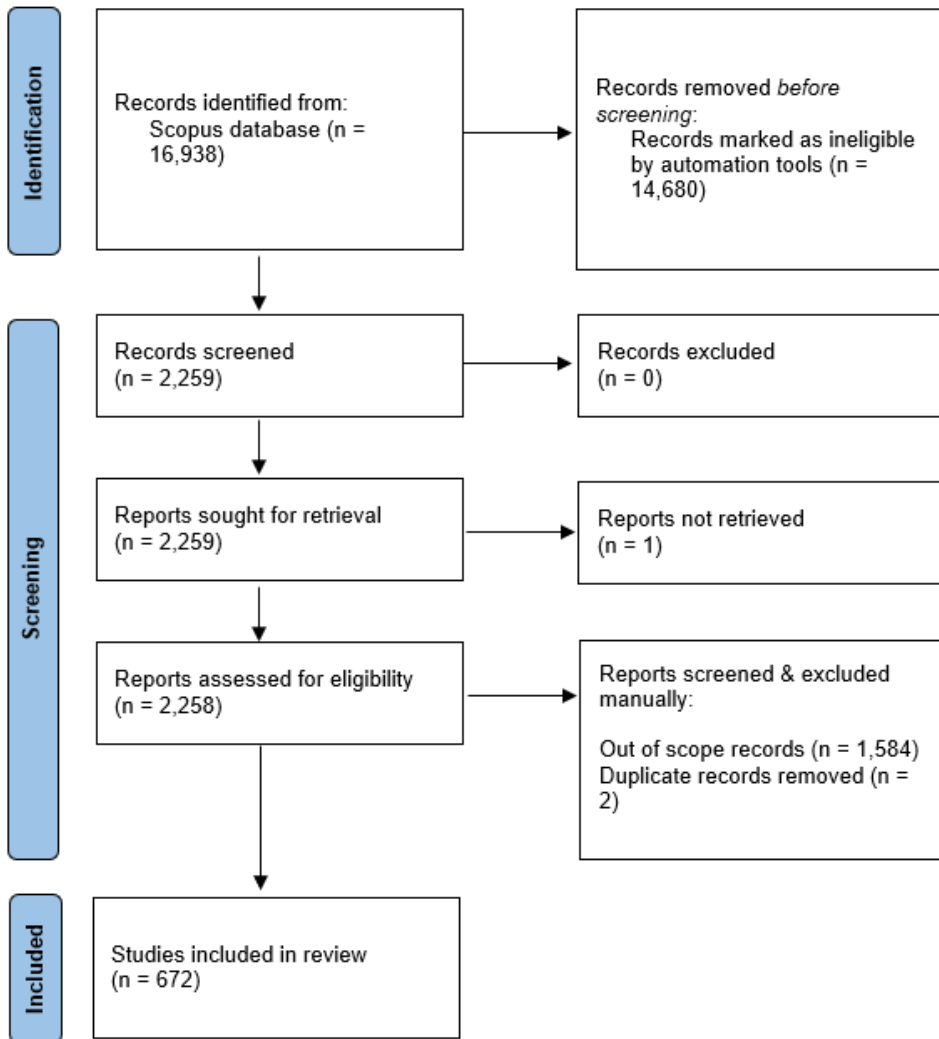


Figure 1. Flow Diagram of the Search Strategy. Source: adapted from Page et al. (2021)

Results

Documents, Sources, and Affiliations. Before examining the data in VOS viewer and CiteSpace, it was important to identify key trends in the research output on "address" from 2003 to 2023. Fig. 2 shows a significant rise in scholarly production during this period, growing from 4 documents in 2003 to 4193 in 2023. This rise is likely driven by growing interest in sociolinguistics and the recognition of language as a reflection of social identity and power structures (Arifin, 2023).

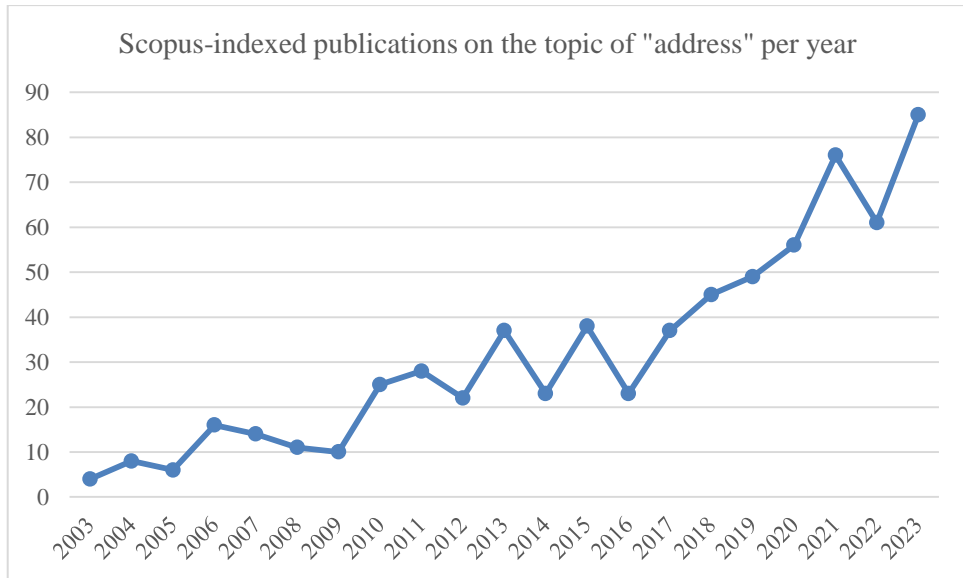


Figure 2. Research Document Output on Terms of Address in Scopus from 2003 to 2023

Subsequently, the author aimed to obtain the list of the top 10 affiliations as contributors to the study corpus on the research theme “address”. Table 1 lists the 10 most productive affiliations contributing to research on “address.” It should be noted that co-authored publications were counted for all contributing authors and their affiliations, not just the first author. Thus, institutions are credited whenever any affiliated author was involved in a publication, providing a more inclusive overview of research productivity. Australian National University, Australia leads with 18 publications, followed by University of Melbourne, Australia with 10 and University of Helsinki, Finland with 9 papers, respectively. Other affiliations on the list show between 4 and 9 publications each, with decreasing numbers. As for the productivity of sources, Fig. 3 illustrates the most productive sources contributing to the research body on the research topic “address” from 2003 to 2023 computed by VOSviewer. The image of Fig. 3 was transcribed in Table 2. As the software indicates, the total citations for all papers in the sample amounted to 3626. Fig. 3 presents the most productive sources. In this visualization generated by VOSviewer, the size of each node corresponds to the number of publications for each source, while the lines (links) represent co-citation relationships between sources. The shorter the distance between nodes, the stronger their co-citation relationship, suggesting shared themes or mutual citation practices among these sources. This figure highlights that the journals such as *Journal of Pragmatics*, *Pragmatics*, and *Journal of Politeness Research* are central to the development of literature on terms of address, as evidenced by both their high node sizes and dense

linkages. The overall network structure offers insight into how academic dialogue on address terms is distributed across disciplines like pragmatics, sociolinguistics, and intercultural communication.

Geographical Analysis. In bibliometrics, the geographical distribution of countries refers to the analysis of how research output (such as publications, citations, and collaborations) is distributed across different regions or countries. This type of analysis helps in understanding the global landscape of research productivity, impact, and collaboration. Key factors analyzed include the volume of research, citation influence, and international collaborations among researchers from different countries. Some key aspects of geographical distribution in bibliometrics are research output by country, collaborative networks, citations and impact, field-specific distribution, regional differences in research funding and infrastructure, among others. In this paper, the author conducted the initial three types of analysis.

Rank	Affiliations	Number of documents
1	Australian National University, Australia	18
2	University of Melbourne, Australia	10
3	University of Helsinki, Finland	9
4	University of California, Los Angeles (UCLA), USA	6
5	Georgetown University, USA	6
6	College of Charleston, Charleston, USA	6
7	Osaka University, Japan	5
8	Niigata Seiryō University, Japan	5
9	University of Cambridge, United Kingdom	5
10	Hankuk University of Foreign Studies, South Korea	4

Table 1. Top 10 Most Productive Affiliations from 2003 to 2023 (as they appear in VOS viewer)

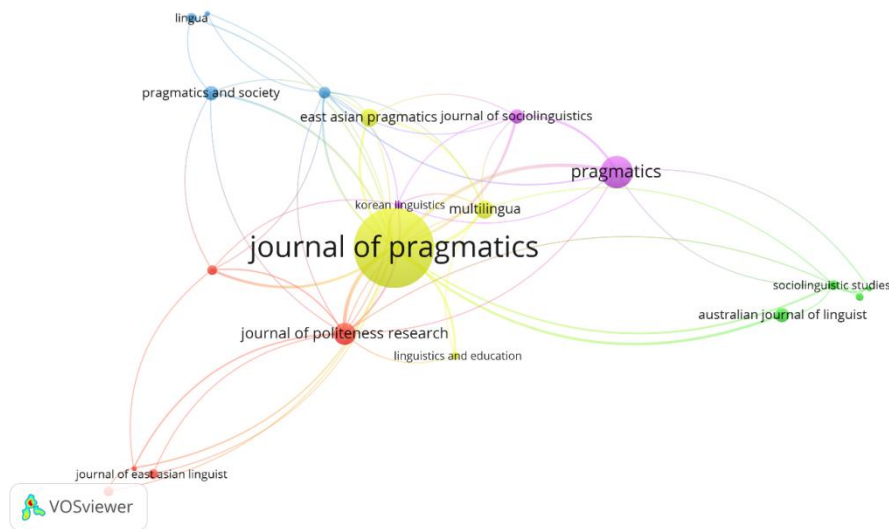


Figure 3. Most Productive Sources in the Research Body on “Address” from 2003 to 2023

Rank	Source	Country	Documents	Citations
1	Journal of Pragmatics	Netherlands	46	933
2	Pragmatics	Belgium	16	209
3	Journal of Politeness Research	Germany	10	180
4	East Asian Pragmatics	United Kingdom	8	5
5	Multilingua	Germany	8	101
6	Australian Journal of Linguistics	United Kingdom	6	64
7	Journal of Sociolinguistics	United Kingdom	6	103
8	Pragmatics and Society	Netherlands	6	23
9	Language and Communication	United Kingdom	5	1920
10	Intercultural Pragmatics	Germany	4	88
Total:				3626

Table 2. Top 10 Most Productive Sources from 2003 to 2023 (as they appear in VOSviewer)

Most prolific and influential countries. For geographical distribution (Fig. 4), publications were associated with countries based on all author affiliations listed in each publication, not just the first author or their nationality. This inclusive approach ensures accurate representation of international collaborations. As with Fig. 3, in Fig. 4 the node size reflects the number of documents attributed to each country, while the connecting lines signify co-authorship links. Shorter distances and thicker lines between nodes indicate stronger collaboration between countries.

The Scopus data was analyzed in VOSviewer to examine the regional distribution of publications in the research field of “address”. The author established the following thresholds: minimum number of documents of a country set at 5, and minimum number of citations of a country set at 0. Out of 87 countries, 34 met the thresholds. Fig. 4 illustrates the influence of countries on address across top 10 countries. Total Link Strength (TLS) indicates the intensity of connections between the nodes. Table 3 illustrates the information depicted in Fig. 4.

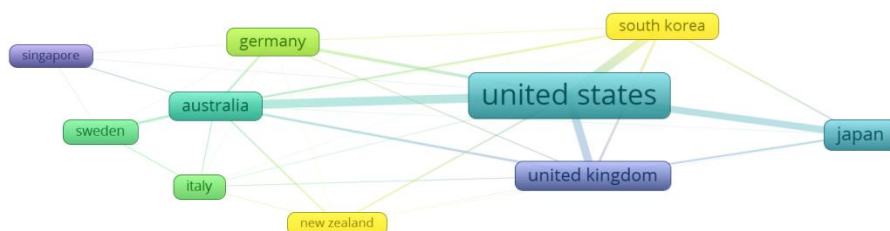


Figure 4. Most Prolific and Influential Countries in the Research Body On “Address”
From 2003 To 2023

Rank	Country	Documents	Citations	(TLS)
1	United States	161	3622	145
2	Japan	54	267	41
3	United Kingdom	52	681	64
4	Australia	45	525	82
5	Germany	37	342	31
6	South Korea	34	180	62
7	Italy	15	114	17
8	Sweden	15	157	16
9	New Zealand	6	30	17
10	Singapore	5	43	7

Table 3. Top 10 Most Prolific and Influential Sources from 2003 to 2023 (as they appear in VOSviewer)

Country co-authorship and cluster analysis. Country co-authorship and cluster analysis in bibliometrics is a method used to examine and visualize the collaborative relationships between different countries based on co-authored academic publications. It provides insights into how researchers from different

nations work together, the intensity of international collaboration, and the geographic distribution of research networks. This type of analysis helps identify patterns of global scientific collaboration, key partner countries, and the flow of knowledge across borders.

Fig. 5 illustrates the global co-authorship network based on full counting in VOSviewer, using Total Link Strength (TLS) to determine node size and line thickness. Countries with stronger collaborative relationships appear closer together and are connected by thicker lines. The top ten countries based on TLS and publication output are detailed in Table 4. The most robust co-authorship connections among the shown countries are those between the South Korea and USA / UK.

Table 4 presents the top ten of the results illustrated in Fig. 5. The ten countries with the highest TLS are the United States, the United Kingdom, South Korea, Australia, Germany, China, Canada, Japan, Sweden, Switzerland. The USA occupies the top position (with TLS = 20) among the total of 87 countries. The UK follows with a TLS of 18, succeeded by South Korea with a TLS of 14. Table 4 also enumerates academic publication output and citations in conjunction with the TLS properties. The top three places are shared among the USA, the UK, and South Korea. The USA leads with 161 documents and 3622 citations, followed by the UK with 52 documents and 681 citations. South Korea holds the third place with 32 documents and 180 citations.

Furthermore, the authors conducted the analysis of clusters of countries. This type of analysis in bibliometrics is a method used to group countries or regions based on similarities in their academic performance, research output, citation patterns, or collaborative behavior in scientific literature. The Citespace study of countries produced six clusters (Appendix B – Table B1). Each country in these clusters has unique linguistic traditions and systems of address. However, there might be various reasons that lay foundation for forming clusters. This could involve cultural exchange, linguistic studies, technology and communication, educational initiatives, government support, interdisciplinary approaches, policy and education, networking and resource sharing, and shared research goals. The linguistic and social distinctions within these countries (many of which are marked by multilingualism or colonial histories) can also explain the convergence of research on the sociolinguistic aspects of address terms. Cluster “0” will be discussed as an example. The formation of a cluster comprising the United Kingdom, Germany, Austria, Spain, Switzerland, Iran, Ireland, South Africa, and Zimbabwe in the context of academic research on "terms of address" can be attributed to several interrelated factors that reflect both sociolinguistic dynamics and the historical, cultural, and academic contexts of these countries. Firstly, these

countries exhibit a rich linguistic diversity and a complex interplay of languages and dialects, which makes them fertile ground for sociolinguistic studies (however, hereby, it should be noted that while linguistic diversity might be a contributing factor in some cases, the rationale for cluster formation is multifactorial, including academic collaboration networks, shared research interests, and institutional relationships. Thus, the claim about linguistic diversity as the main reason for cluster formation has been revised to reflect a more nuanced understanding. The analysis now avoids oversimplified conclusions, acknowledging that scholars often research languages beyond their own national or linguistic contexts, including historical address-term practices). For instance, the United Kingdom and Ireland have a long history of sociolinguistic research, particularly concerning English dialects and the social implications of language use. Similarly, Germany and Austria have significant traditions in linguistic studies, focusing on how language reflects social hierarchies and identities. The presence of multiple languages and dialects within these countries necessitates an exploration of how terms of address vary across different social contexts, thus fostering a collaborative academic environment. Moreover, the countries in this cluster share a commitment to exploring the intersection of language and culture, particularly in how sociolinguistic factors influence communication practices. This shared interest in the implications of language use in social interactions can lead to collaborative research efforts and the exchange of ideas among scholars from these countries. Additionally, the academic institutions in these countries often engage in international collaborations, leading to a cross-pollination of ideas and methodologies in sociolinguistic research. For example, the integration of social network analysis in understanding language use provides a framework that can be applied across different sociolinguistic contexts (Tiv et al., 2022). This methodological synergy can enhance the depth and breadth of research on terms of address, making it a common area of interest among scholars from these nations. Even closer analysis revealed that another big premise for cluster formation for any of these clusters can be either affiliation with a language and/or cultural group or a geographical proximity or a combination of both.

To provide a more detailed illustration of the type of link that these countries in each cluster may have, the author included additional information regarding the premise of cluster formation that was generated by Citespace. Appendix C illustrates the summary of details about the clusters, specifically sizes (number of countries per cluster), silhouette, mean year for each cluster, and the labels (LLR). Silhouette refers to a measure used to evaluate the quality of clustering within a dataset. Specifically, the silhouette score helps determine how well each node

(such as a document or keyword) fits into its assigned cluster compared to other clusters. A silhouette score ranges from -1 to +1:

- A score close to +1 indicates that the node is well-clustered, meaning it is more similar to other nodes in its cluster than to those in other clusters.
- A score around 0 suggests that the node lies on the boundary between two clusters, making it less clear which cluster it belongs to.
- A negative score indicates that the node is likely misclassified, being closer to nodes in a different cluster than to those in its own.

As Appendix C (Table C1) shows, all clusters have a silhouette close to +1, which indicates that all of them are well-defined.

Mean year refers to the average publication year of a set of documents, keywords, or citations within a specific cluster or for a particular topic. This metric helps researchers understand the temporal distribution of the literature being analyzed. All *mean years* in Appendix C range between 2009 and 2013.

As for LLR, it stands for "Log-Likelihood Ratio." It is a statistical measure used to identify significant terms or keywords in a dataset, particularly in bibliometric analysis. LLR helps in determining the strength of association between a term and a particular document or set of documents compared to a broader context. LLR is frequently employed in the analysis of clusters of countries to identify keywords that are statistically significant in distinguishing between groups or clusters.

Overall, the above-mentioned indicators collectively show how strong the link is among the countries in the clusters.

Keywords analysis. Keyword analysis in bibliometrics serves multiple purposes. First, it helps identify research trends. By examining keywords, researchers can detect emerging topics, popular themes, and shifts in focus over time, thereby gaining insights into the evolution of a field. Second, it allows for the mapping of the knowledge structure. Keywords show how different areas of research are related, enabling a visual understanding of how disciplines intersect. Third, keyword analysis highlights core themes in a body of literature, offering a clear view of the main areas of scholarly interest.

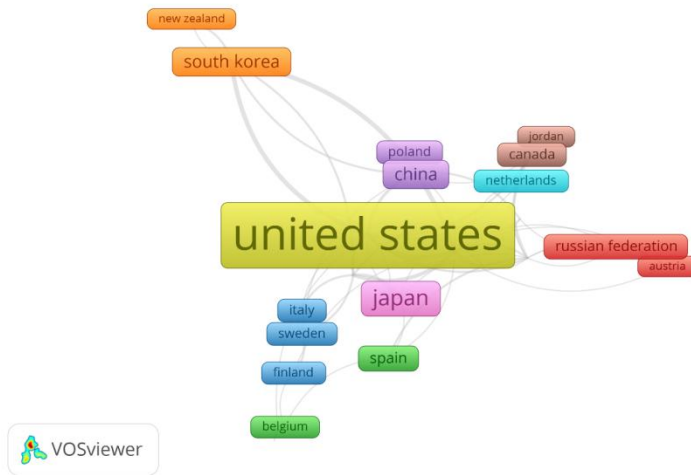


Figure 5. Network Visualization Map of the Co-Authorship among Countries

Note. Unit of analysis = Countries.

Tribute: TLS attribute.

Counting method: Full counting.

Minimum number of documents of a country = 5.

Minimum number of citations of a country = 0.

Maximum number of countries per document = 25.

In CiteSpace, two primary metrics - centrality and frequency – are used to identify research hotspots. Centrality measures the importance or influence of a keyword within the network. A keyword with high centrality acts as a bridge connecting different topics or research areas, signaling emerging or pivotal concepts. Frequency, on the other hand, refers to how often a keyword appears in the dataset. High-frequency keywords indicate widely discussed or dominant themes in the literature.

Both metrics serve complementary functions. While high-frequency keywords may represent established topics, high-centrality keywords often reveal hidden connections and newer trends. Therefore, using both centrality and frequency together provides a more complete understanding of the intellectual landscape. This dual perspective justifies why the keywords are organized in both formats in Appendix D (Table D1 and Table D2). However, the top ten keywords listed there were primarily used as search targets, so the more meaningful thematic hotspots are considered to begin from the eleventh keyword onward.

Rank	Country	TLS	Documents	Citations
1	The United States	20	161	3622
2	United Kingdom	18	52	681
3	South Korea	14	34	180
4	Australia	13	45	525
5	Germany	9	37	342
6	China	8	34	169
7	Canada	6	16	166
8	Japan	5	54	267
9	Sweden	3	15	157
10	Switzerland	2	6	41

Table 4. Top 10 Most Prolific Countries from 2003 to 2023 (as they appear in VOSviewer)

CiteSpace also identified multiple keyword clusters (Appendix E – Table E1). Based on silhouette values, only six of these clusters - 0, 1, 2, 3, 4, and 10 - well-defined. They were automatically labeled by the software as follows:

- Cluster 0 – "address form"
- Cluster 1 – "brain physiology"
- Cluster 2 – "address terms"
- Cluster 3 – "northern Malawi"
- Cluster 4 – "parallel texts"
- Cluster 10 – "human-agent attachment"

The author further analyzed these clusters to interpret their thematic relevance.

Cluster 0 revolves around interpersonal communication and social dynamics, particularly in multicultural or professional settings. It includes terms related to formal/informal address, pronouns, and name usage, which are relevant in linguistics, communication studies, and cultural analysis. Keywords such as *Japanese colleague* suggest a cultural lens in studying address practices.

Cluster 1 includes keywords linked to social behavior, cognition, and group dynamics. It appears to bridge neuroscience, social psychology, and cultural studies. The presence of *Hong Kong* implies a regional application, where urban density might frame studies of interaction and behavior.

Cluster 2 focuses on how address terms function across different cultural and linguistic settings. Keywords such as *case study* highlight methodological approaches used in sociolinguistic research to explore how language reflects respect, familiarity, and social hierarchy.

Cluster 3 features terms like *northern Malawi*, *intergenerational relation*, *kinship term*, and *African language*. These point to studies on kinship and social

roles in African cultural contexts, showing how language encodes familial and generational relationships. Terms such as *word classes* suggest a structural linguistic analysis.

Cluster 4 includes keywords like *parallel text*, *kinship terminology*, and *electronic dictionaries*, indicating research at the intersection of linguistics, cultural practices, and digital tools. These studies likely explore how technology assists in analyzing and comparing kinship systems across languages and cultures.

Cluster 10 highlights research related to human-computer interaction. The term *human-agent attachment* points to emotional and social connections between humans and artificial agents. Studies in this cluster explore how the use of address terms by digital systems can enhance user engagement, with research (e.g., Hudeček & Mihaljević, 2021) showing that linguistically appropriate communication strengthens user experience.

In summary, the keyword clusters reveal a wide range of scholarly focus areas—from sociolinguistic norms and kinship terms to emerging studies on digital interaction. Together, they demonstrate the role of address terms not only in traditional communication settings but also in evolving technological contexts, underscoring their importance in both social and linguistic research.

Authorship Analysis. Authorship analysis is a crucial component of bibliometrics because it provides valuable insights into understanding the patterns of authorship—who is publishing, in what fields, and with whom—helps to reveal who the key contributors to a field are, how research is evolving, and how collaboration patterns are influencing scientific progress.

Author productivity. To elicit the top contributors in the research field of “address”, it was determined that all 970 authors should be included in the analysis. Therefore, the minimal requirements for documents and citations were set to zero. However, VOS excluded authors from the output whose records lacked any TLS. As a result, VOS analyzed a list of 343 authors. The author provided the top ten most prolific authors in the research field of *address* from 2003 to 2023 indexed on Scopus (Table 5). Table 5 is organized according to the number of publications. In addition, it also provides the details about TLS and the number of citations per author. Lucien Brown tops the list with 12 publications followed by Catrin Norrby with six publications and then Maicol Formentelli with five publications.

The top contributor in Table 5, Lucien Brown’s research publications primarily focus on the intersection of linguistics, pragmatics, and prosody, particularly in the context of how language functions in social interactions. Moreover, Brown’s contributions extend to the analysis of address terms and their role in education and computer-mediated communication (CMC). One of Norrby’s notable publications titled *Negotiating Pragmatic Competence in Computer*

Mediated Communication: The Case of Korean Address Terms, co-authored with Kim, explores how second language (L2) learners of Korean develop and demonstrate their pragmatic competence through the use of address terms in CMC settings (Kim & Brown, 2014). The study focuses on four UK-based learners of Korean, whose proficiency levels range from Novice High to Intermediate High.

The works of Catrin Norrby, the second on the list, encompass the areas of address practices, sociolinguistics, and the intersection of language with social action. Her work often explores how language is used in social contexts, emphasizing the role of address terms and their implications for interpersonal communication and social relationships. Additionally, Norrby has engaged in research that investigates the pragmatics of address terms, focusing on how these terms are used to convey politeness, respect, and social hierarchy. Her studies often analyze the linguistic features of address terms and their contextual usage, providing insights into how language reflects and constructs social identities. One of Norrby's notable contributions is her edited volume titled *Address Practice as Social Action: European Perspectives*, which examines how address terms function within various European languages and cultures (Norrby & Wide, 2015). The book brings together various perspectives on address practices, showcasing the diversity of linguistic strategies employed across Europe and their social implications.

Maicol Formentelli's publications, the author who holds the third place on the list, primarily focus on the fields of pragmatics, sociolinguistics, and discourse analysis, with a particular emphasis on address practices in various communicative contexts. His research investigates how language functions in social interactions, particularly in academic settings and audiovisual media. One of Formentelli's notable works is the article titled *Vocatives galore in audiovisual dialogue: Evidence from a corpus of American and British films*, published in *English Text Construction* (Formentelli, 2014). In this study, he analyzes the use of vocative expressions in film dialogues, exploring how these address terms contribute to character relationships and social dynamics within the narrative. This research highlights the significance of vocatives in conveying interpersonal relationships and social hierarchies in audiovisual discourse.

These authors' contributions point to an important emerging trend not strongly emphasized in the literature review: a shift in research toward digital, educational, and audiovisual contexts. Their work reflects the increasing relevance of computer-mediated communication, media discourse, and second-language learning environments as new frontiers for studying address terms, moving beyond traditional frameworks such as honorifics and T/V distinctions.

Author citation. Author citation analysis is an essential component of bibliometrics, serving multiple purposes that enhance our understanding of scholarly

communication and the dynamics of research fields. Most importantly, it can provide insights into their influence, hence the development of research areas. In conducting the authorship analysis, we identified top ten most cited authors (Table 6) where Michael Silverstein tops the list with 1,889 citations followed by Lucien Brown (holding the first rank among the most prolific authors – Table 5) with 281 citations and then Johanna Rendle-Short with 123 citations.

Rank	Author	TLS	No. of publications	No. of citations
1	Brown, Lucien	106	12	281
2	Norrby, Catrin	34	6	67
3	Formentelli, Maicol	60	5	82
4	Yokotani, Kenji	1	5	12
5	Afful, Joseph Benjamin Archibald	29	4	53
6	Kretzenbacher, Heinz L.	18	4	24
7	Oshima, David Y.	2	4	8
8	Wierzbicka, Anna	18	4	41
9	Agyekum, Kofi	7	3	27
10	Cook, Haruko Minegishi	26	3	58

Table 5. Top 10 Most Prolific Authors from 2003 to 2023 (as they appear in VOSviewer)

Michael Silverstein's (Department of Anthropology, The University of Chicago, United States) singular work was cited 1,889 times at the time of the analysis, topping the list of the most impactful authors (Silverstein, 2003). This publication, *Indexical Order and the Dialectics of Sociolinguistic Life*, in the journal *Language and Communication*, significantly influenced the research on *address*. The work looked at the concept of indexical order, the way it facilitates the analysis of how semiotic agents engage with macro-sociological categories and concepts as values within micro-contexts. The paper discussed classic examples from sociolinguistics, such as 'T/V' deference-indexicality, speech levels, and phonetic variations linked to standard phonological registers, demonstrating how indexical order clarifies these phenomena.

Subsequently, Lucien Brown occupied the second position with 281 citations. As discussed above, he has the most publications in the research body.

Johanna Rendle-Short (The Australian National University, Canberra, Australia) ranked third on the list. Her research often focuses on the nuances of spoken interaction, particularly how speakers manage conversational dynamics using discourse markers and other linguistic features. In one of her notable

publications *Mate as a term of address in ordinary interaction*, published in the Journal of Pragmatics, the author explores the use of the address term *mate* within everyday conversational contexts, particularly in Australian English (Rendle-Short, 2010). This study examines how *mate* functions as a term of address, its social implications, and the dynamics of its usage among speakers. The research highlights that *mate* is a prevalent address term in Australian culture, often used to convey familiarity, camaraderie, and egalitarianism.

The citation rankings show how foundational theoretical constructs, such as indexicality, continue to frame the field, while also coexisting with growing citation impact from authors studying address in contemporary and localized cultural settings. This signals a diversification of the field: classic sociolinguistic theories remain influential, yet newer research increasingly addresses context-sensitive and culturally nuanced uses of address terms.

Author co-citation. Author co-citation analysis facilitates the identification of collaboration networks among authors, based on the frequency with which their works are cited together by other authors. This analysis elucidates the intellectual framework of a research domain by highlighting the relationships and interactions among authors and their concepts. The current study analyzed 671 papers, resulting in the extraction of 19,047 authors. In addition, a threshold of 20 citations was established, with 140 authors meeting this criterion. Figure 6 presents 20 authors most frequently co-cited in the *address* research output from 2003 to 2023. Table 7 presents the rankings of the top ten authors according to their citation counts. Brown R. ranks first with 228 citations, while Brown P. is in second place with 192 co-citations. The remaining authors on the list were cited between 174 and 113 with a decreasing trend in numbers.

Rank	Author	TLS	No. of publications	No. of citations
1	Silverstein, Michael	33	1	1889
2	Brown, Lucien	106	12	281
3	Rendle-Short, Johanna	44	3	123
4	Pizziconi, Barbara	16	1	123
5	Zanuttini, Raffaella	19	2	121
6	Clayman, Steven E.	1	2	115
7	Winter, Bodo	37	3	100
8	Hill, Virginia	18	2	99
9	Idemaru, Kaori	26	2	93
10	Asato, Noriko	17	1	83

Table 6. Top 10 Most Cited Authors from 2003 to 2023 (as they appear in VOSviewer)

The co-citation patterns demonstrate the intellectual clustering of researchers around key theoretical approaches and linguistic traditions. The frequent joint citation of scholars such as R. Brown and P. Brown with others signals an enduring engagement with politeness theory, T/V forms, and related sociolinguistic constructs. At the same time, their co-citation with newer scholars suggests an interdisciplinary integration, where foundational concepts are being applied and reinterpreted in diverse contemporary research contexts. This reveals that the field is not only building upon established paradigms but also branching into new thematic and methodological directions.

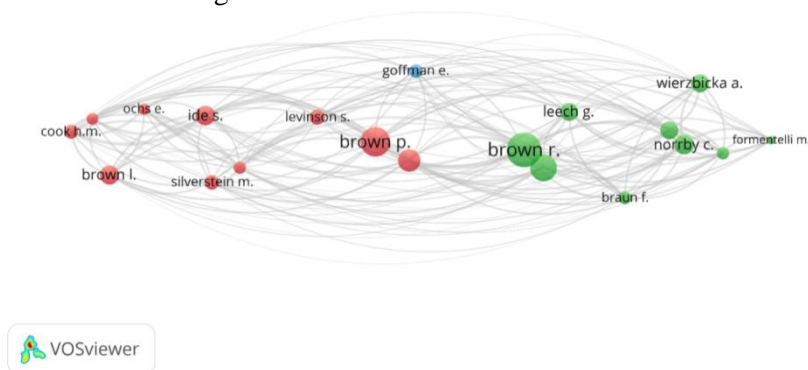


Figure 6. Network Visualization Map of the Author Co-Citation

Rank	Author	TLS	Citations
1	Brown R.	1295	228
2	Brown P.	1235	192
3	Gilman A.	1053	174
4	Levinson S.C.	878	144
5	Ide S.	979	126
6	Norrby C.	1165	126
7	Brown L.	524	122
8	Wierzbicka A.	479	114
9	Clyne M.	1090	113
10	Leech G.	736	113

Table 7. Top 10 Most Co-Cited Authors from 2003 to 2023 (as they appear in VOSviewer)

Assessing the impact of works. Document citation and co-citation analysis are pivotal components of bibliometrics, serving as essential tools for understanding the structure and dynamics of academic literature. Citation analysis involves examining the frequency and patterns of citations within a body of literature. It is based on the premise that the more frequently a publication is cited, the greater its

perceived influence and relevance within a discipline (Olczyk, 2016). Co-citation analysis, on the other hand, focuses on the instances where two documents are cited together by subsequent publications. This method is particularly useful for uncovering relationships between different works and identifying clusters of related research (Chen et al., 2010). By analyzing co-citation networks, researchers can visualize the interconnections among various studies, which helps in mapping the intellectual structure of a field (Peng, 2023).

Document citation. To identify the most cited documents, the minimum number of citations of a document was set at 0 in VOSviewer. For each of the 672 documents, VOSviewer calculated the number of citation links. As a result, the documents with the largest number of links were selected. Some of the 672 documents in the network were not connected to each other. The largest set of connected items consisted of 253 items (VOSviewer often applies normalization techniques to handle issues like self-citations or variations in author names, although the specifics can vary based on the dataset and settings). Figure 7 illustrates the network of document citation while Table 8 enumerates the top 10 most cited documents calculated by VOSviewer (Silverstein 2003; Pizziconi 2003; Hill 2007; Fukada and Asato 2004; Zanuttini 2008; Brown et al. 2014; Byon 2006; Yoon 2004; Rendle-short 2007; Brown 2013).

All works listed in in Table 8 exhibit a substantial citation count and are referenced by various authors. Notably, they share some commonalities in exploring aspects of language use, particularly concerning pragmatics, politeness, and sociolinguistics. They examine how language functions in social contexts and the implications of linguistic choices. Many of the studies specifically analyze languages such as Japanese and Korean, highlighting cultural nuances in politeness strategies and honorifics. This emphasizes the interplay between language and culture. They also employ interdisciplinary approaches as they draw on insights from various fields, including linguistics, sociology, and communication studies, to provide a comprehensive understanding of the phenomena discussed. Overall, these works collectively contribute to understanding how language shapes and reflects social interactions, particularly in contexts where politeness and social norms play a significant role.

The citation results underline that Japanese and Korean remain the most intensively studied languages in the field, reaffirming the literature review's findings.

However, a notable new trend uncovered in this bibliometric analysis is the increasing scholarly attention to non-verbal and multimodal expressions of politeness and address in audiovisual media and second-language learning contexts. This shift reflects a growing interdisciplinary focus linking

sociolinguistics with media studies and language pedagogy, a direction only marginally noted in the narrative literature review.

Document co-citation. In document co-citation analysis, frequency is the main focus. It indicates how often two documents are cited together in the literature. High co-citation frequency suggests a strong conceptual or thematic connection between the documents. Degree centrality is equally significant as it counts the number of connections (or co-citations) a document has. Documents with high degree centrality are often influential within the network.

To obtain the list of the most co-cited documents, the author conducted an analysis using Citespace in which it is particularly effective. The software analyzed 672 records. Consequently, the author selected the 10 most co-cited documents (as presented in Table 9). All the documents listed in Table 9 have significant impact within a field of “address” between 2003 and 2023.

Agha’s (2007b) article "Recombinant selves in mass mediated spacetime" tops the list of the most co-cited works. The article explores identity formation in the context of mass media and communication. It argues that contemporary media environments facilitate the emergence of "recombinant selves," identities constructed through media representations and social interactions. The chronotope, a term derived from Bakhtin, explains how time and space are mediated through language and communication. The article discusses the implications of these recombinant identities for social interaction and community formation, suggesting that the blending of cultural elements in media representations can lead to both opportunities and challenges.

The subsequent entry in the table is Brown’s (2011) article titled *Korean Honorifics and Politeness in Second Language Learning*. The article examines the relationship between Korean honorifics and politeness in the context of second language acquisition. It highlights the importance of understanding and using honorifics, which are deeply embedded in Korean culture's social hierarchy. The author examines the different categories of honorifics and their roles in expressing respect and social hierarchy. The article posits that effective teaching strategies must incorporate cultural education to assist learners in understanding the intricacies of Korean politeness.

Brown’s article is followed by *Discourse and Politeness: Ambivalent Face in Japanese* by Geyer (2008). It explores the dynamics of politeness and face in Japanese discourse. The book argues that politeness in Japanese is multifaceted and often characterized by ambivalence, where speakers navigate conflicting social expectations and relationships. Geyer examines various linguistic strategies used to manage face, including honorifics, indirectness, and discourse markers. The book

also discusses the role of context in shaping politeness strategies, emphasizing the importance of understanding these nuances for both native speakers and learners.

Last but not least, it is also important to note that the first two of the three articles referenced above also demonstrated a burst, as indicated in Table 9. A *burst* in bibliometrics refers to a sudden increase in the frequency of citations or mentions of a particular document, author, or keyword over a specific time period. This concept is often used to identify hot topics or pivotal works in a field. A burst can also indicate a newly emerging area of research that is attracting interest, often leading to increased publications and citations. Agha (2007a) demonstrated a burst from 2009 to 2011, whereas Brown (2011) showed a burst from 2013 to 2015.

Notably, all the works listed in Table 9 share a common focus on the themes of politeness, language use, and social interaction, particularly within the contexts of Japanese and Korean languages. Each of these studies contributes to the understanding of how language functions as a social tool, reflecting cultural norms and facilitating interpersonal relationships. All these works emphasize the cultural underpinnings of politeness. For instance, Brown discusses how Korean honorifics are deeply rooted in cultural norms, while Geyer and Cook analyze Japanese politeness within the framework of social expectations and interactions. This cultural lens is crucial for understanding how language shapes and is shaped by societal values.

In contrast to the literature review, which emphasizes traditional and cross-cultural politeness theory, the co-citation analysis reveals an emergent body of work exploring mediated identities and linguistic practices in digitally influenced settings. This includes concepts like *recombinant selves* and *chronotopic discourse*, suggesting a conceptual move beyond static social categories toward fluid, mediated performances of identity. Such insights mark a shift from classical honorific systems to dynamic frameworks shaped by media, interactional settings, and learner perspectives - indicating a new frontier in address studies that has not yet been systematically captured in narrative reviews.

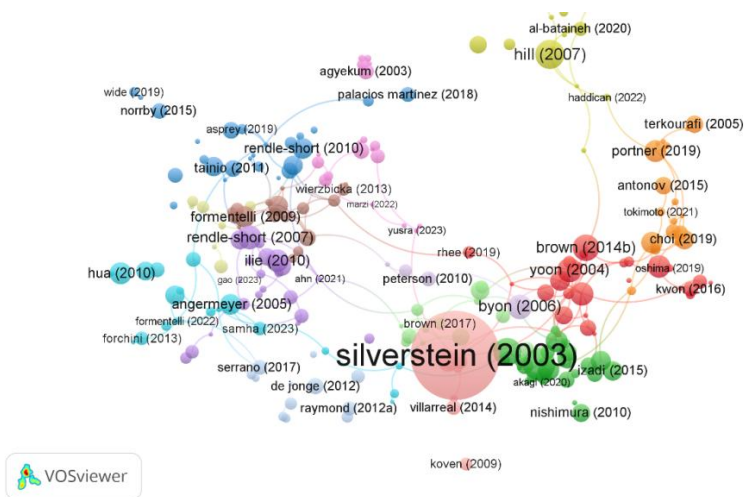


Figure 7. Network Visualization Map of the Document Citation at VOSviewer

Rank	Authors and Years	Document title	Citations
1.	Silverstein (2003)	Indexical order and the dialectics of sociolinguistic life	1889
2.	Pizziconi (2003)	Re-examining politeness, face and the Japanese language	123
3.	Hill (2007)	Vocatives and the pragmatics-syntax interface	95
4.	Fukada and Asato (2004)	Universal politeness theory: Application to the use of Japanese honorifics	83
5.	Zanuttini (2008)	Encoding the addressee in the syntax: Evidence from English imperative subjects	78
6.	Brown et al. (2014)	Phonetics and politeness: perceiving Korean honorific and non-honorific speech through phonetic cues	71
7.	Byon (2006)	The role of linguistic indirectness and honorifics in achieving linguistic politeness in Korean requests	60
8.	Yoon (2004)	Not just words: Korean social models and the use of honorifics	57
9.	Rendle-short (2007)	Catherine, you're wasting your time: Address terms within the Australian political interview	54
10.	Brown (2013)	Mind your own esteemed business: Sarcastic honorifics use and impoliteness in Korean tv dramas	52

Table 8. Top 10 Most Cited Documents from 2003 to 2023 in the Research Field “Address”

Rank	Freq.	Burst	Burst Begin	Burst End	Degree	Label	Document Title
1	7	3.87	2009	2011	15	Agha, A. (2007a)	Language and social relations.
2	6	3.22	2013	2015	4	Brown, L. (2011)	Korean honorifics and politeness in second language learning
3	3	0			6	Geyer, N. (2008)	Discourse and politeness: ambivalent face in Japanese.
4	3	0			6	Cook, H.M. (2006)	Japanese politeness as an interactional achievement: academic consultation sessions in Japanese universities.
5	3	0			4	Bertolotti, V. (2015)	Sistemas e historia de las formas de tratamiento en la lengua espaãola en américa.
6	3	0			1	Leech, G. (2014)	The pragmatics of politeness.
7	3	0			1	Clyne, M. (2006)	Perceptions of variation and change in German and Swedish address journal of sociolinguistics.
8	3	0			1	Boeckx, C. (2004)	Conditions on agreement in Japanese.
9	2	0			8	Oki, H. (2001)	Gengo unyã” kara mita kãšgo.
10	2	0			8w	Inoue, F. (1999)	Kãšgo wa kowaku-nai: saishin yã”rãš to Kiso-chishiki.

Table 9. Top 10 Most Co-Cited Documents from 2003 to 2023 in the Research Field “Address” (as they appear in Citespace)

Discussion

The purpose of this study is to shed light on the main topics and new trends in the research field of “address” from 2003 to 2023 by analyzing 672 publications. The dataset was sourced from Scopus, which is renowned for its extensive coverage of scholarly publications. The impetus for exploring this topic stemmed from an exponential rise in publications from 2003 to 2023. Moreover, the data analysis revealed a notable rise in the output in the mid-2010s and then in 2017. As for the publication source, the majority of the research conducted in this area is published in journals. These characteristics served as the basis for the investigation of research question 1.

The bibliometric analysis highlights several significant trends that the author’s perspective on how the field of address term research has evolved over the past two decades. Notably, a shift towards interdisciplinary studies integrating sociolinguistics, media studies, and educational contexts was observed, reflecting a broadening of the research scope compared to the narrative literature review.

The data analysis indicates that the countries most influential in research production on *address* are the United States, Japan, United Kingdom, Australia, Germany, South Korea, Italy, Sweden, New Zealand, and Singapore (research questions 2 and 3). The examination of co-authorship and clusters across countries produced a nearly identical list of countries as primary collaborating states. This international collaboration and the rise in interdisciplinary research underline how scholars have increasingly moved towards integrating insights from related disciplines such as media studies and second-language pedagogy.

Connecting bibliometric analysis to expert perspectives, it becomes clear that the rise in studies related to non-verbal and multimodal expressions of politeness in audiovisual media represents a notable new trend. This interdisciplinary direction was less apparent in previous narrative literature reviews, signifying a shift in scholarly focus toward multimodal analysis and second-language educational contexts.

Further, the hotspot analysis revealed significant thematic expansions, including a heightened interest in corpus linguistics and conversation analysis, underlining methodological diversification. Experts have long advocated for deeper integration of corpus linguistics into pragmatic research, and the bibliometric data supports this expert viewpoint by revealing a substantial rise in corpus-based studies on terms of address over the last decade.

Authors identified as most prolific have substantially contributed to advancing research in *address* (research question 3). Experts acknowledge figures such as Lucien Brown and Catrin Norrby for their roles in leading innovative research

pathways, particularly in linking traditional pragmatic research with contemporary educational contexts and technology-mediated communication.

Document analysis addressing research questions 4 and 5 further highlights impactful publications emphasizing politeness and sociolinguistic interactions in specific linguistic contexts, notably Japanese and Korean. This bibliometric evidence aligns with expert observations noting the continued dominance of East Asian contexts in address term research, while simultaneously illustrating newer, interdisciplinary applications of these studies to multimedia and educational environments.

Thus, integrating expert perspectives with bibliometric data provides a more cohesive narrative, emphasizing substantial shifts toward interdisciplinary approaches and emerging research methods. This synthesis clearly delineates how the field of address terms research has evolved, transitioning from traditional sociolinguistic inquiries to contemporary, interdisciplinary explorations of language in multimedia and pedagogical context.

Conclusion

This bibliometric study mapped the evolution of scholarly research on terms of address between 2003 and 2023, revealing not only a sharp rise in publication output but also significant thematic and methodological diversification. While early studies emphasized traditional politeness theories and East Asian honorific systems, recent trends point toward interdisciplinary integration, including second-language acquisition, media discourse, and digital communication. The prominence of Japanese and Korean studies remains, yet emerging research on multimodal address in audiovisual and educational settings marks a conceptual shift in the field.

Importantly, the analysis highlights how bibliometric tools such as co-citation and keyword clustering can uncover underexplored areas – such as address terms in human-computer interaction or corpus-based pragmatics – offering future researchers concrete directions for inquiry.

Overall, the field of address studies is transitioning from static typologies to dynamic, context-sensitive approaches that reflect the sociolinguistic realities of a globalized and digitally mediated world. Scholars are thus positioned not only to document these changes but also to shape the next phase of inquiry by embracing interdisciplinary, data-driven, and culturally nuanced research models.

Limitations

The study on the current state of research on *address* from 2003 to 2023, while comprehensive, has several limitations. The focus on publications from a

specific time frame (2003-2023) may not capture earlier foundational works that have shaped the field of address studies. Furthermore, the interdisciplinary nature of address research complicates the analysis, as relevant studies might be published in various fields. This fragmentation makes it challenging to capture the full breadth of research on address terms and their implications for social interaction. Finally, the analysis focuses on English-language publications, omitting significant research published in other languages. This limits the study's applicability to non-English-speaking contexts.

Moreover, the limitation extends to the methodology used for data collection and analysis. The exclusive reliance on Scopus, although a reputable source, may have resulted in the exclusion of significant works indexed elsewhere, such as Web of Science or regional databases. Additionally, the use of bibliometric tools, while effective for identifying patterns and trends, does not allow for in-depth content analysis or qualitative interpretation of the thematic shifts in address research over time. This methodological focus inherently favors quantity over nuanced scholarly insights.

Last but not least, another critical limitation is related to the methodological approach adopted in data collection and analysis. The manual filtering process employed during dataset screening may introduce subjectivity and inconsistencies, potentially leading to the inadvertent exclusion of pertinent studies or inclusion of irrelevant works.

Recommendations

The findings of the study hold significance for multiple stakeholders within the research field of *address*. The study provides valuable insights into the current trends and gaps in the literature on address terms, enabling researchers to identify areas for further investigation. By highlighting the increasing volume of publications and the emergence of key themes, the study can guide researchers in formulating new research questions and methodologies that align with contemporary issues in language use and social interaction. For educators, on the other hand, particularly those involved in language instruction, the findings underscore the importance of integrating cultural and contextual understanding into language teaching practices. The emphasis on politeness strategies and honorifics in language learning can inform curriculum development and teaching approaches, ensuring that students are equipped with the necessary skills to navigate social interactions effectively.

More substantively, educators and curriculum developers are encouraged to integrate findings into pedagogical practices, particularly in multicultural and

technology-enhanced learning environments, where pragmatic competence and culturally responsive communication are increasingly vital.

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Appendix A

Keyword search string on Scopus

Sociolinguistic address OR Pragmatic address OR T-V distinction OR Language of address OR culture of address OR Cross-cultural address OR Age-based address OR Address in interpersonal communication OR Forms of address OR Address forms OR Terms of address OR Address terms OR Vocative OR Address OR Address inversion OR Linguistics address OR Address in language OR Honorific pronouns OR tu and lei OR Second person forms OR Address system OR Kinship terms OR Terms of endearment OR Endearment terms OR Gendered address OR Social address OR pronouns of address OR tuteo, voseo and ustededeo OR voseo OR ustededeo OR formal address OR informal address OR honorification OR honorifics OR V and T OR kinship terminology OR Address practices OR T/V distinction.

Appendix B

Country	Cluster ID
United Kingdom	0
Germany	0
Austria	0
Spain	0
Switzerland	0
Iran	0
Ireland	0
South Africa	0
Zimbabwe	0
United States	1
Belgium	1
France	1
Thailand	1
Turkey	1
Israel	1
Brazil	1
Uruguay	1
Colombia	1
Australia	2
Japan	2
Sweden	2
Indonesia	2
Italy	2
Finland	2
Philippines	2

Country	Cluster ID
South Korea	3
China	3
Slovenia	3
New Zealand	3
Czech Republic	3
Singapore	3
Russian Federation	4
Hungary	4
India	4
Poland	4
Kazakhstan	4
Pakistan	4
Netherlands	5
Canada	5
Norway	5
Tanzania	5
Argentina	5

Table B1. Country clusters in citespace

Note: Citespace labels the first cluster as 0.

Appendix C

Cluster ID	Size	Silhouette	Mean (Year)	Label (LLR)
0	9	0.891	2009	deviant prosodic pattern (98.64, 1.0E-4); sentence comprehension (98.64, 1.0E-4); navigational spatial description (95.33, 1.0E-4); pragmatic comparison (95.33, 1.0E-4); contextual adaptability (95.33, 1.0E-4)
1	9	0.908	2012	toponymic inscription (76.35, 1.0E-4); urban sub-saharan africa (76.35, 1.0E-4); loglinear analysis (74.68, 1.0E-4); eighteenth-century ottoman anatolia (74.68, 1.0E-4); intergenerational mobility (74.68, 1.0E-4)
2	7	0.648	2009	pluricentric language (121.89, 1.0E-4); address form (100.52, 1.0E-4); australian english (97.16, 1.0E-4); medical consultation (95.23, 1.0E-4); address practice (87.99, 1.0E-4)
3	6	0.83	2011	usage-based approach (80.2, 1.0E-4); korean cultural conceptualization (80.2, 1.0E-4); korean tangsin (75.35, 1.0E-4); speaker stance (75.35, 1.0E-4); third person pronoun (75.35, 1.0E-4)
4	6	0.686	2013	multilingual pakistani student (83.37, 1.0E-4); mister bro (83.37, 1.0E-4); kazakh hypocorism (75.71, 1.0E-4); comparative perspective (75.71, 1.0E-4); kazakh cultural model (68.07, 1.0E-4)
5	5	0.964	2012	speech act (69, 1.0E-4); cross-cultural comparison speaker age (69, 1.0E-4); camp livelihood (69, 1.0E-4); prosodic transfer (60.28, 1.0E-4); contact varieties (60.28, 1.0E-4)

Table C1. Summary of country clusters in citespace

Appendix D

Top 50 key words (as they appear in citespace)

Rank	Freq	Centrality	Key word	Year	Rank	Freq	Centrality	Key word	Year
1	60	0.14	address terms	2005	1	53	0.29	kinship terms	2003
2	53	0.29	kinship terms	2003	2	50	0.19	forms of address	2005
3	50	0.19	forms of address	2005	3	38	0.15	address forms	2005
4	38	0.15	address forms	2005	4	60	0.14	address terms	2005
5	19	0.05	terms of address	2014	5	13	0.12	human	2011
6	14	0.03	kinship terminology	2012	6	9	0.09	article	2008
7	13	0.12	human	2011	7	19	0.05	terms of address	2014
8	13	0.02	address term	2009	8	3	0.05	language change	2023
9	11	0.03	address pronouns	2013	9	9	0.04	conversation analysis	2007
10	9	0.09	article	2008	10	14	0.03	kinship terminology	2012
11	9	0.04	conversation analysis	2007	11	11	0.03	address pronouns	2013
12	9	0.03	humans	2011	12	9	0.03	humans	2011
13	9	0	artificial intelligence	2014	13	2	0.03	university setting	2023
14	7	0.02	linguistics	2006	14	13	0.02	address term	2009
15	6	0.02	American English	2010	15	7	0.02	linguistics	2006
16	6	0.02	corpus linguistics	2012	16	6	0.02	American English	2010
17	6	0.01	speech acts	2006	17	6	0.02	corpus linguistics	2012
18	5	0	language contact	2015	18	4	0.02	adult	2008
19	4	0.02	adult	2008	19	4	0.02	address form	2018
20	4	0.02	address form	2018	20	3	0.02	audiovisual translation	2023
21	4	0.01	British English	2009	21	3	0.02	anthropology	2011

22	4	0	female	2013	22	3	0.02	communi- cation	2006
23	4	0	male	2013	23	3	0.02	language ideology	2003
24	4	0	Australian English	2009	24	2	0.02	social aspects	2006
25	4	0	address system	2018	25	6	0.01	speech acts	2006
26	4	0	semantics	2021	26	4	0.01	British English	2009
27	3	0.05	language change	2023	27	3	0.01	t/v distinction	2021
28	3	0.02	audiovisual translation	2023	28	3	0.01	academic setting	2009
29	3	0.02	anthro- pology	2011	29	3	0.01	address inversion	2020
30	3	0.02	communi- cation	2006	30	2	0.01	courtroom discourse	2006
31	3	0.02	language ideology	2003	31	2	0.01	questioning strategies	2006
32	3	0.01	t/v distinction	2021	32	2	0.01	power and solidarity	2019
33	3	0.01	academic setting	2009	33	2	0.01	historical sociolin- guistics	2023
34	3	0.01	address inversion	2020	34	2	0.01	pragmatic competence	2023
35	3	0	controlled study	2008	35	2	0.01	peninsular Spanish	2015
36	3	0	study abroad	2013	36	2	0.01	vocative	2022
37	3	0	cultural evolution	2020	37	2	0.01	genealogica l relations	2015
38	3	0	Japanese honorifics	2017	38	2	0.01	service encounters	2019
39	3	0	address systems	2016	39	2	0.01	argument structure	2010
40	3	0	addressee honorifics	2011	40	9	0	artificial intelligence	2014
41	3	0	address choice	2013	41	5	0	language contact	2015
42	2	0.03	university setting	2023	42	4	0	female	2013
43	2	0.02	social aspects	2006	43	4	0	male	2013
44	2	0.01	courtroom discourse	2006	44	4	0	Australian English	2009

45	2	0.01	questioning strategies	2006	45	4	0	address system	2018
46	2	0.01	power and solidarity	2019	46	4	0	semantics	2021
47	2	0.01	historical sociolinguistics	2023	47	3	0	controlled study	2008
48	2	0.01	pragmatic competence	2023	48	3	0	study abroad	2013
49	2	0.01	peninsular Spanish	2015	49	3	0	cultural evolution	2020
50	2	0.01	vocative	2022	50	3	0	Japanese honorifics	2017

Table D1. Organized by frequency

Table D2. Organized by centrality

Appendix E

Cluster ID	Size	Silhouette	Mean (Year)	Label (LLR)
0	47	0.936	2014	address form (87.4, 1.0E-4); address term (83.7, 1.0E-4); address pronoun (83.27, 1.0E-4); first name (60.66, 1.0E-4); Japanese colleague (60.66, 1.0E-4)
1	37	0.989	2011	brain physiology (45.28, 1.0E-4); Dunbar's number (45.28, 1.0E-4); group size (45.28, 1.0E-4); Hong Kong (37.64, 1.0E-4); asymptomatic carotid stenosis (30.03, 1.0E-4)
2	35	0.917	2013	address term (134.94, 1.0E-4); case study (93.13, 1.0E-4); address practice (80.89, 1.0E-4); Australian English (71.75, 1.0E-4); address form (56.69, 1.0E-4)
3	30	1	2010	northern Malawi (109.47, 1.0E-4); intergenerational relation (109.47, 1.0E-4); kinship term (77.06, 1.0E-4); African language (63.3, 1.0E-4); word classes (58.73, 1.0E-4)
4	13	0.93	2016	parallel text (89.82, 1.0E-4); kinship terminology (56.41, 1.0E-4); affinal kinship terminology (48.2, 1.0E-4); information presentation (31.93, 1.0E-4); electronic dictionaries (31.93, 1.0E-4)
10	4	1	2018	human-agent attachment (12.91, 0.001); address (12.91, 0.001); development (12.91, 0.001); form (12.91, 0.001); address term (0.33, 1.0)

Table E1. Keyword cluster summary in citespace

**ՔԱՂԱՔԱՎԱՐՈՒԹՅՈՒՆԻՑ ՄԻՆՉԵՎ ԿԱՐԳԱՎԻՃԱԿ.
ԴԻՄԵԼԱԶԵՎԵՐԻ ՎԵՐԱԲԵՐՅԱԼ ՀԵՏԱԶՈՏՈՒԹՅՈՒՆՆԵՐԻ
ՄԱՏԵՆԱԶՈՓԱԿԱՆ ՎԵՐԼՈՒԾՈՒԹՅՈՒՆ (2003-2023 ԹԹ.)**

Մարինե Լևիձե

Սույն հետազոտությունը ներկայացնում է դիմելաձևերի վերաբերյալ գիտական լանդշաֆտի էվոլյուցիան վերջին երկու տասնամյակում: Scopus շտեմարանի 672 հրապարակումների հիման վրա և CiteSpace ու VOSviewer ծրագրերի կիրառմամբ՝ վերլուծվել են հրապարակումների ծավալային միտումները, համագործակցային ցանցերը և առանցքային թեմաները: Արդյունքները փաստում են գիտական հետաքրքրության կտրուկ աճ 2010-ականների կեսերից՝ պայմանավորված միջգիտակարգային մոտեցումների և հաղորդակցական տեխնոլոգիաների զարգացմամբ: Առավել ուսումնասիրված ուղղություններն են հարգալից դիմելաձևերի համակարգերը, գործաբանական իրազեկությունը և երկրորդ լեզվի յուրացումը՝ հատկապես ճապոնական և կորեական մշակութային համատեքստերում: Աշխարհագրական առաջատարներն են ԱՄՆ-ը, Միացյալ Թագավորությունը և Ճապոնիան: Աշխատանքը համակարգված պատկերացում է տալիս ոլորտի զարգացման հետազոտման մասին՝ մատնանշելով ապագա հետազոտությունների հեռանկարային ուղղությունները:

Բանալի բառեր՝ մատենաչափական վերլուծություն, քաղաքավարություն, հանրալեզվաբանություն, դիմելաձևեր, միջմշակութային հաղորդակցություն: