ARTIFICAL INTELLIGENCE IN ENGLISH-MEDIATED COMMUNICATION: BIBLIOMETRIC ANALYSIS OF EMERGING RESEARCH PATTERN (2000-2024)

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Abstract

The rapid integration of artificial intelligence (AI) into communication practices has transformed the interaction processes by means of bridging language barriers and assisting communication between different language and cultures. This research aims to visualize the research trend on AI within English-mediated communication by exploring publication patterns, collaboration networks, and thematic scopes in Scopus-indexed journals. This study contributes to guiding future research by providing data-based evidence on how AI within English-mediated communication has developed and accumulated. Bibliometric analysis was used to interpret thematic transitions retrieved from the Scopus database period 2000-2024 in order to visualize the co-occurrences and co-citation networks within the field. The findings revealed the remarkable improvement in research about the role of AI in communication processes over the past decade. It revealed significant contributing regions which have the highest attention in this scope, including the US and China, with the leading institution was Stanford University. Meanwhile the co-citation mapping recognized the authors in this area, such as Hancock and Zhai. The findings revealed the role of AI in English-mediated communication covered a wide range of interdisciplinary paradigms, integrating several subject areas.

Keywords: *Artificial intelligence, bibliometric, communication, digital, English*

Introduction

Society in the digital era is immersed in the integration of AI into a wide range of interaction processes on how they produce, perceive, and negotiate meanings. As digital platform continues to expand, AI becomes crucial aspect in daily life especially in communication exchange (Hohenstein et al., 2023; Karakas, 2023; Xia et al., 2024). In

this sense, the concept of AI-driven communication as a process requires individuals to modify, predict, and deliver the messages effectively (Algouzi & Alzubi, 2023). Its presence is embedded as a bridge of language barriers among people within different languages and cultures by means of AI-powered translation or generative-AI (GenAI) language systems including ChatGPT or Google Gemini. Likewise, the use of AI as a tool is used to assist human on achieving smart answers, accomplish auto-completion messages, and auto-correct texts (Hancock et al., 2020). The development of AI as a communication instrument also demonstrates a significant transformation where AI is employed as a discourse contributor that affects ideas in various context, for instance creating creative writing, developing ideas, and shaping public opinion. Furthermore, AI assists the real-time responses in terms of processing text, audio, and video (Mannuru et al., 2025). This implementation has expanded beyond technical application through generative language models to replicate human cognition (Floridi & Cowls, 2019).

The effective communication practice requires broader elaboration and adjustment to the particular context while utilizing digital tools and AI. In the context of English-mediated communication, a notion of the utilization of English as a medium in digital communities (Dewiana, 2025), involves the contribution of English in a diverse context of usage (Yu, 2025). The notion of English-mediated communication involves the process of language efficiency, digital efficacy, and negotiating meaning by emphasizing both the technical and cultural levels of language usage. In particular, English-mediated communication focuses not only on linguistic competence but also on the effective communication process across the globe for diverse communication purposes. Therefore, English-mediated communication acts as a bridge between technological effectiveness and communication across contexts. In this sense, the interpretation of meaning demands individuals' cultural knowledge, narrative skills, and multimodal strategies to ensure the perceived meaning. Likewise, English-mediated communication involves the reconstruction of cultural point of view, emotional connection, and engagement across worldwide audience.

Along with the development of global connectivity in the digital platforms, AI is progressively embedded in linguistic exchange (Hohenstein et al., 2023; Karakas, 2023;

Xia et al., 2024). In this sense, the integration of AI has profoundly pervaded into diverse contexts such as education (Jin et al., 2025), professional discourse (Alafnan et al., 2023), and interpersonal interactions (Dai et al., 2025). Therefore, the use of AI-driven communication has encouraged research interest across subject areas to obtain information about how individuals construct meaning, negotiate trust, and excel literacy (Döring et al., 2025). In professional and educational environments, English-mediated communication has emerged as an essential discipline for exploring how AI has been adapted. In recent years, various studies have emphasized on the contribution of AI to a wide range of academic and professional encounters. The topic about AI adaptation has mainly explored technical studies (Zhang & Lu, 2021; Allen, 2020), the shifted paradigm of digital literacy (Baskara, 2025), or the implementation of technology in higher educational contexts (Hwang, Zhu, & Cui, 2023). Moreover, previous researches on AI have explored the implementation of AI in communication focusing on critical awareness and adaptive performance. In educational context, AI was used to improving pedagogical strategies (Jin et al., 2025). Furthermore, AI contributed on developing individuals' competence not only focusing on technical and mechanical skills, but by the ability to actively engage in the communication (Huang et al., 2025). This phenomenon represents the transformation of researches in this area from operating skills to multidimensional competence. The research has been reshaped into various context of fields which focuses on the process of constructing meaning, creating trust, and improving digital proficiency (Döring et al., 2025). In this regard, exploring the development of global research in the adaptation of AI is essential to map the emerging discourse within English-communication practices.

A significant investigation about the integration of AI in language contexts derives from the Technology Acceptance Model (TAM) by (Davis, 1989). This notion explained the emerging technologies by highlighting perceived usefulness, ease of use, and social impact as key determinants of behavioural intention. Perceived usefulness describes the extent to which technology assists individuals' performance. Perceived ease of use, on the other hand, refers to the ability to utilize a certain technology easily (Al-Adwan et al., 2023). Furthermore, social influence is characterized by social impact which

influence individuals' decisions to use or neglect the technology (Huynh et al., 2023). These variables represent the condition under which individuals recognize the utilization of AI. In the context of integration of AI in English-mediated communication, perceived ease of use is related to how adaptive individuals to use AI for interaction in digital platform, perceived usefulness is related to how well someone to achieve communication goals. Meanwhile, social influence integrates cultural perceptions of the communicators. However, successful communication requires different levels of cognitive processes and social interpretation. These aspects affect how individuals intentionally involved in different context of communication processes using AI (Sundar, 2020).

Various disciplines have widely conducted research focusing on the adaptation of AI. Different conditions for accessing AI (Ahluwalia, et.al. 2025) and discrepancies in educational innovation Kakhkharova & Tuychieva, 2024) are plausible explanations for this phenomenon. Particularly, computer science and education have notably emerged as contextual research focusing on the implementation of AI. Current frameworks frequently focus on the technological competence of AI (Ahn, 2025; Talmatchi, 2025; Wang,Wang,&Su, 2024; Celik,et.al, 2024) while neglecting the implementation of AI in the multilingual interaction in English-mediated communication (Crompton, et.al., 2024; Park, 2024). These constrains underscore the necessity for a comprehensive synthesis of global research trends about AI in mediated-communication context. Numerous research studies have been conducted in terms of bibliometric analysis in communication practices emphasizing on social media (Sun et al., 2021), communicative experiences (Jiang & Fan, 2022), trends and deficiencies in language and linguistics (CheshmehSohrabi & Mashhadi, 2023),and quantitative analyses within language studies (Nugraha, 2024).

Considering the discovered limitations, a systemic bibliometric investigation offers an effective method to visualize and interpret the emerging studies of AI in the English-mediated communication practices. Exploring the publication trends, citation networks, and keyword co-occurrences enables identifying dominant research clusters, intellectual trajectories, and emerging frontiers of AI within AI-mediated English contexts. This study employed bibliometric methods to explore Scopus-indexed publications on AI

within English-mediated communication from 2000 to 2024. This timeframe encompasses the progression from the initial technical machine-learning to current generative AI implementations. This examination was conducted to explore four guiding questions, namely: (1) How has the global research landscape of AI in English-mediated communication evolved in the first two decades of the 21st century? (2) What are the major thematic clusters in the area of research reflected in co-occurrence analysis? (3) What are the leading institutions reflected in the analysis from do-citation and co-occurrence data? (4) How do author co-citation networks identify the most influential in this field? This research employed bibliometric analysis to visualize the intellectual framework of global research by emphasizing on the significant publications and thematic clusters. This method aimed to provide a conceptual framework including keyword co-occurrences, co-citation networks, and temporal variations of the trend in this area. The research employed quantitative mapping and qualitative synthesis to pivot thematic notions within the AI-communicated integration.

Methods

The bibliometric method was adopted in this analysis to map and interpret the global developments of research on Artificial Intelligence (AI) in the context of English-mediated communication, particularly in the context of language education and professional contexts. The bibliometric analysis is employed to provide an extensive literature review in applying quantitative method in a particular field (Sun et al., 2021). Bibliometric analysis utilizes a meta-analytical lens to describe information such as authors, publications, and citation counts (Lin & Lei, 2020). Furthermore, bibliometric offers analytical tools by means of reference journal and keyword analysis in order to identify current and predict the possible future research in a specific domain (Mou et al., 2019). The rationale of utilizing bibliometric lies in the ability to identify a broad concept of issue, for instance the trend of the related topic, the contributors of specific topic, the regional concentrations, and the interconnection among the conceptual frameworks. In this regard, this research utilizes bibliometric to illustrate the research trend, emphasizing on the co-occurrences, co-citation networks, and temporal variations of the topic.

The dataset was obtained on August 18th, 2025 from the Scopus database, which provides the most extensive and standardized international peer-reviewed research. Scopus data was employed for the reason that Scopus is a high-impact journal repository comprising bibliometric information, including authors, journals, abstracts, and article citation counts. The process of collecting the data consists of the following explanations:

1. Construct the dataset using targeted search query to capture publication in the topic. The advanced query of the research is the following: (TITLE-ABS-KEY ("artificial intelligence") AND TITLE-ABS-KEY ("english language")) AND PUBYEAR > 1999 AND PUBYEAR < 2026 AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (PUBSTAGE , "final")) AND (LIMIT-TO (SRCTYPE , "j")) AND (LIMIT-TO (LANGUAGE , "English"))
2. The period of the dataset was limited from 2000 to 2024, encompassing the two-and-a-half-decade evolution from early computational development era to the era of AI. In addition, the document types included were journal articles. Another types of paper, such as conference papers, editorials, and book chapters were removed to maintain analytical consistency.
3. The final dataset after applying exclusion and inclusion criteria were 1.463 documents result, including authors, affiliation, keywords, source titles, citations, and publication years.

The data analysis proceeded in three main stages, namely data cleaning, mapping, and interpretative synthesis. Data cleaning concerned with the process of eliminating possible duplicates data to ensure the analytical accuracy. The following procedure involved the process of network mapping utilizing VOSviewer (version 1.6.20) to visualize the network data from the preceding stages. VOSviewer is an application to illustrate the co-authorship networks which consists of authors, nations, and institutions), and the co-occurrences of keywords to represent the thematic mapping. The last process was interpretative analysis which focused on the visual pattern from the previous stage.

Findings and Discussions

Research on the implementation of Artificial Intelligence (AI) and communication had significantly developed according to the data from Scopus-indexed papers from 2000 to 2024. The number of AI and its implementation in communication purposes is displayed in table 1 below.

Table 1. Number of Publications Published per Year

Year	Number of Publications
2000	24
2001	14
2002	21
2003	13
2004	20
2005	13
2006	7
2007	7
2008	21
2009	10
2010	12
2011	11
2012	19
2013	18
2014	28
2015	29
2016	26
2017	21
2018	32
2019	50
2020	69
2021	100
2022	140
2023	246
2024	512
Total	**1463**

There were 1.463 articles about integration of AI in the communication context between 2000 – 2024. Furthermore, the improvement of this topic is depicted in the following chart.

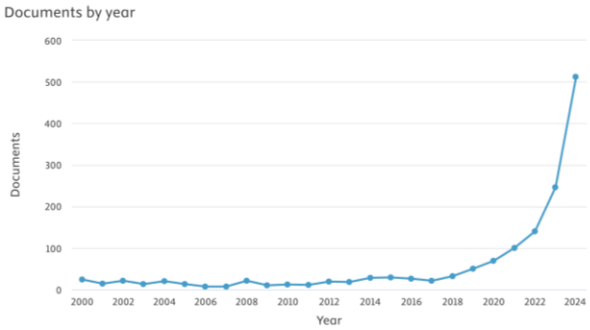

Figure 1. The Progress of Publications Per Year

The increasing number of Scopus-indexed papers on AI in English-mediated communication illustrated a significant surge in technology exploration. The significant rise delineated the publishing volume conforming the rapid development of technology and AI advancement. Trends in annual publications illustrated a consistent number of research in the early 2000s, before transitioning to accelerated in 2018. Additionally, according to the Scopus database from 2000 to 2024, the global research on AI within English-mediated communication was notably geographically diverse. There were ten leading nations with the highest number of publications in this field. There were 96 countries have published scientific articles about AI integration in communication.

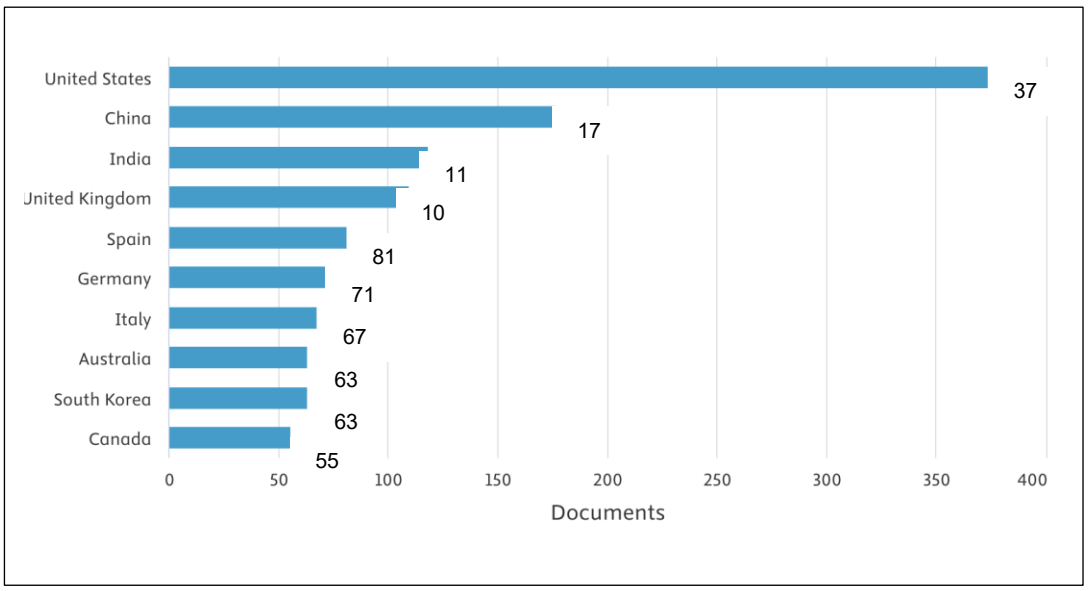

Figure 2. Documents by Country or Territory

The bar chart delineates the number of countries contributed in the research papers about AI and its implementation in communication. The chart shows that the US leads in publication with 373 scientific articles, indicating the role of AI in interpersonal communication in US. Furthermore, China demonstrates a significant contribution with 176 articles, emphasizing the significance of the rapid development of AI in this country (Liengpunsakul, 2021). Meanwhile, India and UK depict a reasonable number of publications reflecting the awareness of AI in driven communities. Simultaneously, European nations such as Spain, Germany, and Italy demonstrate a significant volume of scientific research in this particular topic. Moreover, Australia and South Korea delineate a comparable distribution of research articles. Last but not the least, Canada has 55 publications in this area. The big-ten countries implied a world-wide distribution of worldwide interest in AI integration. The trajectory of the articles based on the territory are depicted in the overlay visualization as follow:

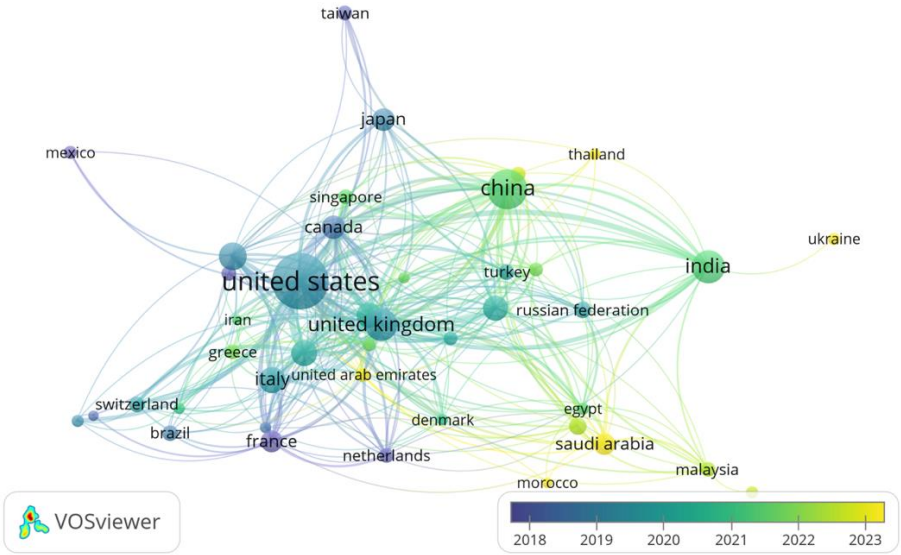

Figure 3. Overlay Visualization to Illustrate the Co-Authorship based on the Country

The notion of thematic distribution obtained from Scopus data indicated the multidisciplinary context within the research topic. The thematic distribution about AI consists of the integration between technology, communication, linguistics, and social science.

Table 2. Documents by Subject Area

Subject Area	**Number of Publications**	**Percentage**
Computer Science	705	25.5%
Medicine	370	13.4%
Engineering	356	12.9%
Social Sciences	319	11.5%
Mathematics	143	5.2%
Arts and Humanities	117	4.2%
Business, Management, Accounting	81	2.9%
Biochemistry, Genetics, and Molecular	75	2.7%
Neuroscience	72	2.6%
Materials Science	69	2.5%
Others	460	16.6%

The table above implies that Computer Science predominates the research about AI by emphasizing on the language models for comprehending language variations. Moreover, medicine and engineering were the second and the third major contributors as technology facilitates the global needs on communication processes. Simultaneously, Social Science offers substantial number of researches with 319 articles that concentrates on the social, cultural, and contextual variables of language use and interaction. Meanwhile, the art and humanities has made substantial contributions comprising literature, language, and cultures. The following numbers of researches within Business, Management and Accounting, Biochemistry, Neuroscience, and Material Science delineate use of AI in scientific approach and technical usage of language to effectively integrate AI in those contexts.

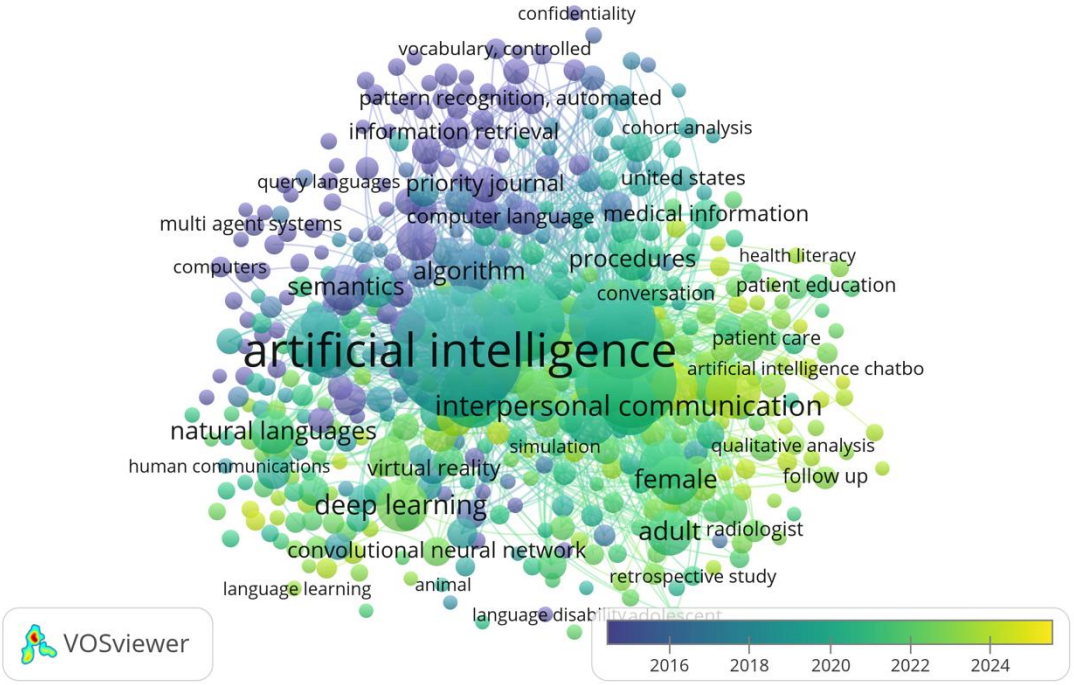

Figure 4. Overlay Visualization of co-word

The overlay visualization demonstrates the topics from the thematic distribution above. The illustration indicates the significance contribution from multiple disciplines focusing on AI in communication practices.

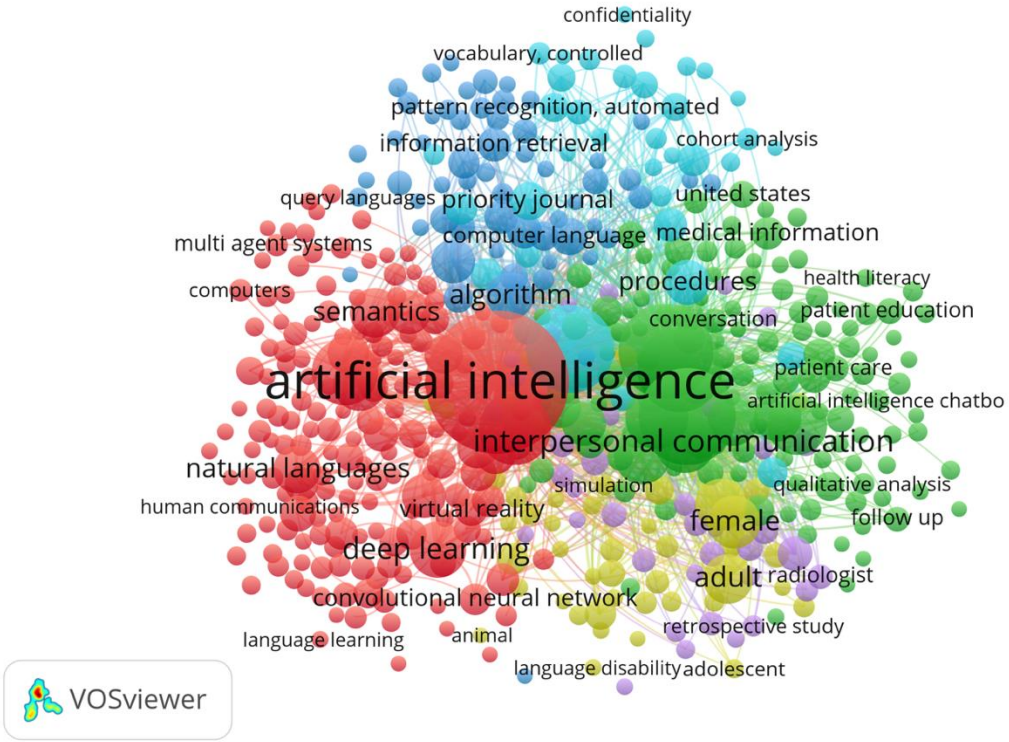

Figure 5. Network Visualization of co-word

The network visualization depicts the cluster of AI integration and classifies its cluster based on the colors, such as red, green, dark blue, light blue, tale blue, and purple. The primary keyword in this cluster is AI, represented as the largest node to depict the highest frequency of occurrence. In particular, red emphasis on the integration of AI in natural language processing, semantics, deep learning. This cluster denotes the technical emphasizing on AI in the area of computer processing and AI in the human communication. Blue represents the algorithms, automated patters, and information retrieval. This color indicates computational system that focusing on language as a means of data processing. Green represents interpersonal communication in a wide range of scope such as medical information, conversation, and health literacy. This represented the use of AI for diverse communicative purposes. Yellow cluster represents the learning behavior and communication simulation. Meanwhile purple denotes demographic which focuses on the population categories.

The institutional setting of Artificial Intelligence research within English-mediated communication reveals the prominence universities that integrate technology innovation and communication purposes. The data indicates Stanford University holds the highest number of article publications, preceding University of Toronto and Harvard Medical School. Emerging publications in this area comprising King Abdul Aziz University, National University of Singapore, Stanford University School of Medicine illustrate a geographical variation in research. This phenomenon implies AI in communication is increasingly gaining global attention.

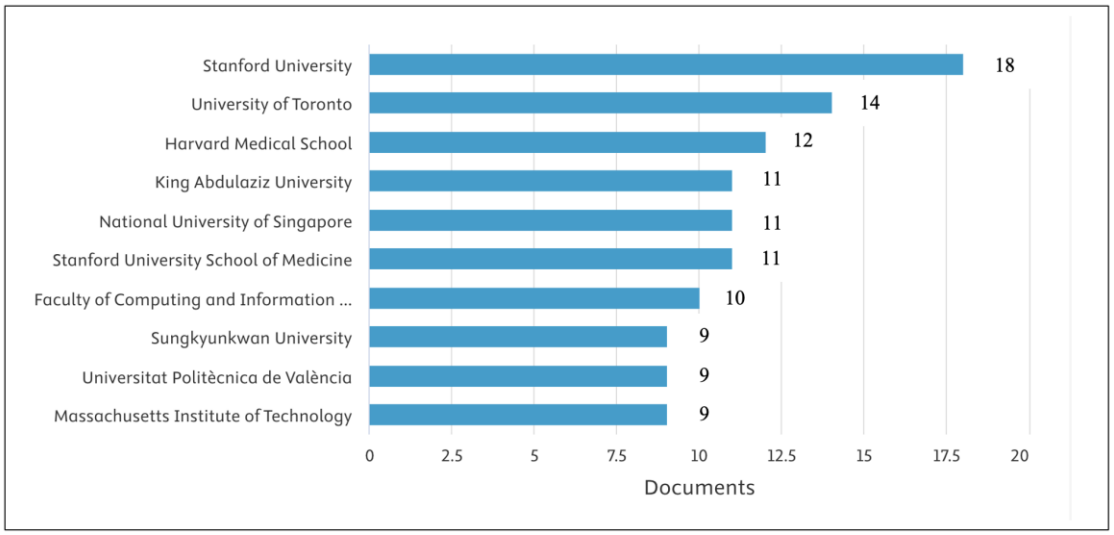

Figure 4. Documents by Affiliation

The presence of the Faculty of Computing and Information Technology at King Abdul Aziz University, Sungkyunkwan University, Universitat Politècnica de València, and Massachusetts Institute of Technology emphasizes the increasing integration of multidisciplinary contexts. The co-citation network illustrates the primary researchers whose contributions have significantly influenced the emerging of the topic, such as Jeffrey T. Hancock, Chunpeng Zhai, and Ronilda C. Lacson. Furthermore, the illustration of the co-citation network focusing on the colour transition depicts the highest number of researchers in this topic is in 2025, in contrast to preceding years.

The bibliometric analysis reveals the substantial development in research regarding the integration of Artificial Intelligence (AI) in English-mediated communication from

2000 to 2024. The findings about the wide range of publications related to integration of AI in communication indicate that research about AI has shifted from technical perspectives to multidisciplinary contexts, especially in 2018 onwards. The publications have transformed the purposes, namely concentrating not only technology skills but into a epistemic and ethical consequences of AI in communication (Hancock et al., 2020b). Likewise, in the contexts of AI integration in communication, there is a transition from technological perspectives to the multidisciplinary frameworks (Kusters et al., 2020). In this regard, the data from Scopus-indexed articles relates to a broader scope of scientific frameworks, such as computer science, social science, management, also arts and humanities.

The distribution of publications among countries reveals several nations that contributes to a significant increase in publication. In this regard, US and China has become the biggest volumes of publications in AI integration. Meanwhile, the thematic distribution represents the topic areas of the research which indicate the multidisciplinary context of AI in communication integration. In this sense, AI is employed not only as a tool to obtain particular information but as an assistance to enhance communication effectivity Makhachashvili & Semenist, 2024). AI enables to assist diverse contextual domains, including economic and social context (Chandra, 2023). Therefore, AI serves as a mediator and facilitator to critically assess various information (Baptista et.al, 2025).

Exploring the results of the visualization data, the integration of AI within English-mediated communication has developed beyond technological advancement toward humanistic exploration about the implementation of AI in different scientific approaches. Focusing on its contribution, the integration of AI fulfills educational objectives in socio-cultural phenomena (Stezhko & Khmil, 2023). Moreover, AI enables users to acquire current knowledge to produce more strategically insights (Grinschgl & Neubauer, 2022). Furthermore, the density of connections among interdisciplinary field suggests the integration of AI has shifted from technological perspectives to broader context of scientific approach. This phenomenon has been addressed the implementation of AI not only technical skills but also measure broader variable of research topics (Bisconti et al., 2023). This condition implies to the requirement on the regulation which maximize the

advantages while minimizing the negative use of AI. The diversification of thematic distribution emphasizes on the interaction of communication, language and technology depict the contribution of AI not only as technical application but also as a framework to negotiate meaning using intelligent system.

Conclusion

The bibliometric analysis of AI in English-mediated communication delineates the transformation of technology and cultural perspectives in the 21st century. The findings underscore the implementation of AI across various fields, from the predominance of publication in computer science to the increasing number of researches in social science and humanities. This research predominantly implies the condition when AI has evolved beyond mere technological inquiry. This viewpoint encompasses the ways human comprehend, negotiate, and maintain interaction using AI. The development of AI integration in communication affects to the necessity of future research to conceptualize communication processes in terms of the effect of AI in critical thinking process. With the increasing prominence of AI, it is crucial to comprehend the way people adapt to new technology to enhance personal capabilities and skills rather than being entirely rely on AI.

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