



APPLIED LINGUISTICS IN PUBLIC RELATIONS: BIBLIOMETRIC AND THEMATIC TRENDS IN AN EVOLVING RESEARCH FIELD

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ABSTRACT

This study explores the intellectual framework, thematic shifts, and research trends at the intersection of applied linguistics and public relations over the past decade. The main goal is to highlight key scholars, influential sources, prevailing topics, and methodological advancements in this emerging interdisciplinary field. Bibliometric data was sourced from the Scopus database, covering peer-reviewed articles from 2016 to 2025 that explicitly discuss both applied linguistics and public relations. Using Biblioshiny (Bibliometrix) for performance metrics, collaboration networks, thematic mapping, and keyword co-occurrence, alongside NVivo 12 for qualitative content analysis, the study combines both quantitative and qualitative methods to offer a thorough analysis of the field's development. Findings show a notable rise in publication output and thematic variety, reflecting rapid intellectual expansion. Five major thematic clusters emerged: AI and Natural Language Processing (NLP), Digital and Social Media Communication, Health Communication, Discourse and Organizational Communication, and Cross-Cultural Communication. The study also reveals a shift towards computational linguistics, big data analytics, and sentiment analysis, with increasing focus on ethics, transparency, and trust in digital discourse. New frontiers include AI-driven communication models, crisis communication in digital media, multilingual brand communication, and ethnolinguistic approaches to organizational trust.

Keywords: Applied English Linguistics, Public Relations Communication, Bibliometric Analysis, Thematic Review, Research Trends

1. INTRODUCTION

Applied linguistics provides tools for analyzing discourse, which is vital for understanding how messages are constructed and received in public relations contexts. Techniques such as discourse analysis allow practitioners to dissect messages in terms of their persuasive elements, narrative structures, and audience reception (Jia, 2022). Specifically, understanding the rhetorical devices used in manipulative discourse can help PR professionals craft messages that effectively engage audiences while navigating the complexities of public perception (Holovatska & Leibych, 2021). In

addition, Paliwoda-Matiolańska et al. (2020) highlight how social media discourse enables companies in the energy sector to move beyond mere disclosure and engage in interactive communication with stakeholders. This is critical as effective CSR communication relies heavily on the semantic construction of discourse, particularly in high-risk industries where public perception is pivotal (Paliwoda-Matiolańska et al., 2020). Moreover, the language used in PR strategies is fundamental in framing corporate identity and narrative, making the understanding of linguistic nuances essential (Jha & Kumar, 2023). Being another evidence, effective PR

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communication strategies incorporate insights from applied linguistics regarding audience engagement. Likewise, the promotion of linguistic representation and diversity in public service institutions in multicultural societies like Switzerland and Canada demonstrates how linguistic inclusivity can enhance public trust and engagement in governmental communications (Spector et al., 2019). Overall, applied linguistics plays crucial role into public relation research for enhancing effective PR communication.

Building on the previous discussion, the role of linguistic choices in media discourse especially during crises, as elucidated by Bhat and Ganai emphasizes the responsibility of PR practitioners to maintain ethical standards in language use. They argue that the framing and representation of crises through linguistic choices in print media shape public understanding and thus mold the effectiveness of public relations efforts (Bhat & Ganai, 2023). Consequently, applied linguistics not only informs the methods of conveying messages but also the ethical dimensions of PR communication. Furthermore, applied linguistics facilitates a deeper understanding of the socio-cultural contexts in which public relations operates. By examining linguistic strategies through the lens of established theories, practitioners can better navigate the complexities of audience comprehension and expectation, leading to more effective communication outcomes. Applied linguistics offers tools for analyzing and improving communication efficacy within public relations by critically evaluating how linguistic choices affect perceptions, engagement, and narrative construction (Mahyuni et al., 2022).

In addition to ethical and socio-cultural dimensions, the analysis of linguistic landscapes the visibility and salience of language in public spaces illustrates how applied linguistics informs public communication strategies. Landry and Bourhis introduced the concept of linguistic landscapes as markers of sociopolitical dynamics among linguistic communities, proposing that these landscapes serve important informational and symbolic functions (Jurafsky & Martin, 2023). Specifically, understanding these landscapes enables PR professionals to communicate

messages that not only inform but also resonate at a cultural and social level, enhancing the public's reception and engagement with the content (Tahir & Bidin, 2020). Moreover, effective PR campaigns often utilize this understanding to ensure that the language and symbols used in public communications reflect the values and identities of their target audiences (Jaya et al., 2025; Lesiana et al., 2023).

Beyond the visual and sociolinguistics dimension, The integration of ethical considerations into applied linguistics research further amplifies its applicability in PR contexts. Shin advocates for a more socio-politically engaged approach in applied linguistics, promoting the construction of ethical subjectivity to advance public good through language (Shin, 2022). This understanding is vital in PR, where ethical effect of communication offers clear impact on brand reputation and public trust. Similar to this case, Organizations increasingly recognize that transparent and ethically sound communication strategies can foster stronger relationships with stakeholders (Zhang, 2019). Ultimately, the application of insights from applied linguistics to public relations results in more strategic, effective, and ethically responsible communication. By focusing on linguistic theory, message design, and ethical implications, applied linguistics empowers PR practitioners to create messages that resonate, inform, and build strong community relationships (Wasi et al., 2024).

Despite these valuable contributions, The intersection of applied linguistics and public relations (PR) resonates its usefulness in PR contexts. The intersection of applied linguistics and public relations (PR) remains an area of exploration, particularly in terms of systematic bibliometric analysis. Research across applied linguistics has steadily grown; however, the application of bibliometric techniques in this field is still emerging. Aryadoust highlights the rising trend of employing bibliometric approaches to discern patterns of citation, author impact, and thematic clusters within applied linguistics publications. Such analytic frameworks are crucial for mapping disciplinary connections and could be pivotal in elucidating how applied linguistics interfaces with PR practices (Aryadoust, 2023). The diversity of applied linguistics as a field creates a

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multifaceted backdrop against which its applications in PR can be examined. According to Baldauf and Kaplan, applied linguistics entails numerous subfields and has evolved through international exchanges and trends, marking it as a broad and integrated discipline (Partarakis et al., 2021). Under this perspective, the applications of language research can greatly enhance communication strategies within PR, thus forming a solid basis for interdisciplinary collaboration.

However, while there is significant theoretical discourse about applied linguistics, including Critical Applied Linguistics (CALx), which engages with social and ethical dimensions of language use, there is less articulation regarding its implications for PR practices. Pennycook provides insights into this critical lens (Pennycook, 2016). The ethical concerns raised, particularly in relation to sociopolitical contexts, are increasingly relevant, considering the public nature of PR discourse. Shin presents an imperative for applied linguistics to engage more critically with these sociopolitical aspects, aligning closely with the ethical obligations of PR practitioners to navigate public messaging responsibly (Shin, 2022). Moreover, the application of discourse analysis in health communication serves as a pertinent example of applied linguistics influencing PR strategies. Jia's research provides evidence of how linguistic theories can enhance public messaging in fields allied to PR, emphasizing effective message design (Jia, 2022). This collectively illustrates how integrating linguistics with public relations represents fertile ground for future research, particularly in crafting messages that resonate across diverse sociocultural contexts.

In the same context, The importance of inclusive language practices, as discussed by Banegas and Sandoval, further underscores the relevance of applied linguistics in PR, particularly when addressing diverse audiences. Incorporating inclusive linguistic strategies can enhance the effectiveness of PR campaigns and align them ethically with community needs (Banegas & Sandoval, 2019). Research that merges applied linguistics with PR has the potential to advance academic discourse and address real-world problems through more effective communication strategies.

Furthermore, One significant contribution of systematic reviews is the establishment of high methodological standards, which are essential for the reliability of the synthesized evidence. For instance, adherence to methodological quality assessments, such as the AMSTAR tool, is vital in evaluating the credibility of systematic reviews. Research indicates that systematic reviews with poor methodological rigor can generate discordant results, leading to inconsistencies in practice guidelines based on these reviews (Shea et al., 2007). In contexts where conflicting evidence is prevalent, as highlighted by Moja et al., it becomes imperative for systematic reviews to employ explicit methodologies to enhance the transparency and validity of outcomes, thereby supporting more reliable policy and clinical decisions (Moja et al., 2012).

Additionally, the need for improved reporting standards in systematic reviews has been emphasized in multiple studies. For example, concerns have been raised about the quality of reporting in systematic reviews, especially those pertaining to adverse events in clinical research (Zorzela et al., 2014), and the necessity of following comprehensive reporting guidelines such as PRISMA (Page et al., 2021). The findings by Zorzela et al. underscore the fact that inadequate reporting can severely undermine the utility of systematic reviews, making it challenging for practitioners and researchers to draw accurate conclusions (Zorzela et al., 2014). This sentiment is echoed in various systematic reviews where gaps in reporting methodologies potentially skew the understanding of treatment effects, putting forward the argument for rigorous methodological training and tools to enhance quality (Wasiak et al., 2016).

Moreover, in addition to addressing methodological flaws, identifying gaps in the literature is another critical function of systematic reviews. They not only summarize existing knowledge but also highlight areas where evidence is lacking or redundant studies exist (Penedones & Marques, 2018). Research by Welch et al. emphasizes the importance of Evidence and Gap Maps (EGMs), which systematically illustrate areas rich in research activity versus those that lack sufficient literature, thus guiding future inquiries and resource allocation in both

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health and social care (Abbott et al., 2023; Welch et al., 2021). This capacity to illuminate gaps facilitates the setting of a focused research agenda, prompting scholars and practitioners to direct their efforts toward under-researched topics that could significantly advance the field.

As the body of systematic reviews grows, their methodological diversity underscores the necessity for a common framework that promotes clarity and consistency (Melvina & Julia, 2021). The guide provided by Shea et al. on the development and utilization of AMSTAR is an example of how systematic reviews can be structured to ensure high quality and reliability (Shea et al., 2007). Such measures are instrumental in maintaining the integrity of evidence within systematic reviews and ultimately contribute to better health outcomes and informed policy decisions. Moreover, bibliometric analyses have begun to outline the scope and trends within English language teaching (ELT) and related fields. Seraj et al. (Seraj et al., 2024) present an overview of ELT research trends from recent years, identifying significant themes and publication patterns. Their work, alongside the bibliometric portrait of the TEFLIN Journal by Syahid and Qodir (Syahid & Qodir, 2021), indicates a growing interest in both the methodological frameworks of language teaching and the pressures of publishing not only in English but also in other languages. This dual focus complicates the traditional narratives of English dominance in academic publishing, as explored by Amano et al. (Amano et al., 2025), who reveal disparities that threaten inclusivity in scholarly communications.

Despite numerous bibliometric research have been conducted on linguistics or applied linguistics but the intersection between applied linguistics and public relation or public communication remains unexplored. Building on these considerations, the present study seeks to address several guiding questions: How has applied linguistics research in public relations evolved over time? Who are the most influential authors, institutions, and journals shaping this area? What dominant themes and theoretical perspectives can be identified across the literature? And finally, what gaps remain that point toward promising directions

for future inquiry? By answering these questions through a systematic bibliometric and thematic analysis, this review aims to map the intellectual landscape of applied linguistics in public relations and provide a foundation for advancing both scholarly understanding and practical applications in the field

2. METHODS

To assemble the corpus for this review, I utilized Scopus, a leading bibliographic database known for its international coverage and reliable indexing practices. The search employed Boolean strings such as ("*applied linguistics*" or "linguistics" or "language" or "language in communication") and ("public relations" or "communication" or "corporate communication") to capture relevant studies in applied linguistics and public relations. The dataset was limited to peer-reviewed journal articles published between 2016 and 2026 in English and categorized under Social Sciences, Business, Management and Accounting, and Arts and Humanities, excluding STEM fields. This refined the initial 2,629 records to 1,773 articles. A manual and automated screening process, verified by a three-member co-author team, ensured the relevance and quality of the selected studies.

Bibliometric analysis was conducted using the Biblioshiny interface of Bibliometrix to generate insights into scientific production and intellectual structure. This method mapped author contributions, citation networks, and publication trends, along with performance indicators such as source impact and co-word networks (Agbo et al., 2021; Andrade et al., 2022). For thematic analysis, NVivo 15 was employed, focusing on word frequency and text search queries to identify recurring themes (Ali et al., 2021; Kuntari et al., 2023; Raza et al., 2021; Soliman et al., 2023; Yuslaini et al., 2024).

3. RESULTS AND DISCUSSION

This section presents the results and discussion derived from the bibliometric and thematic analyses, focusing on the main research trends, thematic developments that have evolved over time. For the aforementioned purpose, Biblioshiny was

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employed to draw the result. Furthermore, by integrating both quantitative indicators (publication and citation data) and interpretive insights through qualitative analysis under Nvivo, the following section

provides a comprehensive overview of the intellectual landscape and the emerging research directions characterizing this cross disciplinary field.

Table I. Annual Scientific Production

Year	Articles
2017	119
2018	124
2019	145
2020	176
2021	213
2022	218
2023	230
2024	290
2025	256
2026	2

The period from 2017 to 2019 saw increasing academic interest in the intersection of "applied linguistics" and "public relations," with a notable surge in publications in 2020 and 2021, reflecting a growth of +21.38% and +21.02%, respectively. This spike likely resulted from rapid changes in digital communication, the COVID-19 pandemic's impact on public communication, and the adoption of computational tools like Natural Language Processing (NLP) for large-scale analysis. The steady growth during these years marked the consolidation of applied linguistics–PR studies as a distinct subfield.

Following 2021, the growth rate slowed to +2.35% in 2022 and +5.50% in 2023, before sharply rising again in 2024 (+26.09%), marking the most productive year for this research. The incomplete data from 2025 may be due to indexing delays rather than an actual decline. Overall, the increasing trend highlights the growing relevance of this interdisciplinary area, driven by both linguistic perspectives and communication contexts. External factors, such as the COVID-19 pandemic and the rise of computational methods like text mining and NLP, have significantly shaped these trends. The study of citations further assesses the impact of this expanding body of literature.

Table 2. Average of citation per year

Year	MeanTCperArt	N	MeanTCperYear	CitableYears
2017	26.24	119	2.92	9
2018	21.10	124	2.64	8
2019	23.39	145	3.34	7
2020	22.09	176	3.68	6
2021	15.63	213	3.13	5
2022	9.87	218	2.47	4
2023	10.73	230	3.58	3
2024	5.01	290	2.50	2
2025	0.96	256	0.96	1

The average citation per year metric measures the scientific impact of publications by tracking annual citation frequency. This study presents citation data from 2017 to 2025, including indicators like MeanTCperArt (average total citations per article) and MeanTCperYear (average citations per article per year). The

CitableYears column records the duration articles have been available for citation. These metrics offer a comprehensive view of citation longevity and immediacy in applied linguistics and public relations research.

From 2017–2020, citation rates were high and stable, with 2017 having the highest average of 26.24 citations per article. This

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period maintained consistent citation intensity, reflecting the lasting relevance of foundational works. However, 2021–2022 saw a decline in citation impact due to the shorter lifespan of newer publications and the diversification of research topics. A rebound occurred in 2023–2024, with citations rising again, particularly in areas like AI, social media, and crisis communication. Although 2025 data is incomplete, this pattern indicates

that newer publications are gaining citations quickly. This suggests the need for both quantitative and qualitative indicators to capture the full dynamics of publication and citation.

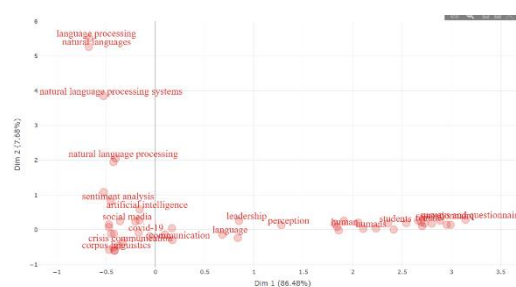
The study also applies Radford's and Lotka's Laws to analyze journal influence and author productivity, providing further insight into the dissemination and intellectual development of the field.

Table 3. 10 highest core sources by Bradford's Law

SO	Rank	Freq	cumFreq	Zone
CORPORATE COMMUNICATIONS	1	25	25	Zone 1
SUSTAINABILITY (SWITZERLAND)	2	22	47	Zone 1
PUBLIC RELATIONS REVIEW	3	18	65	Zone 1
INTERNATIONAL JOURNAL OF BUSINESS COMMUNICATION	4	17	82	Zone 1
IEEE TRANSACTIONS ON PROFESSIONAL COMMUNICATION	5	13	95	Zone 1
INTERNATIONAL JOURNAL OF STRATEGIC COMMUNICATION	6	12	107	Zone 1
DISCOURSE, CONTEXT AND MEDIA	7	11	118	Zone 1
JOURNAL OF WORLD BUSINESS	8	11	129	Zone 1
ACCOUNTING, AUDITING AND ACCOUNTABILITY JOURNAL	9	9	138	Zone 1
FRONTIERS IN COMMUNICATION	10	9	147	Zone 1

In this study, Bradford's Law is applied to identify the core journals or Zone 1 journals that serve as the intellectual foundation of research in applied linguistics and public relations. Bradford's Law suggests that scientific publications within a discipline are concentrated in a small number of core journals. The analysis identifies ten key journals in this central zone, with Corporate Communications: An International Journal and Public Relations Review being the most influential. These journals focus on organizational communication, corporate image, and strategic messaging, forming the nucleus of research in this field. Other notable journals, such as Sustainability (Switzerland) and Journal of World Business, reflect the growing intersection of communication with broader fields like sustainability and global business. The inclusion of IEEE Transactions on Professional Communication highlights the rise of computational tools like NLP in public communication studies, signaling a convergence of linguistics and technology. Additionally, Discourse, Context & Media underscores the ongoing importance of discourse analysis and qualitative approaches, despite the growing use of computational methods.

Further, applying Lotka's Law, this study examines author productivity and collaboration patterns, revealing how research engagement is distributed across the field. The analysis then delves into the intellectual and thematic evolution of the domain through factorial analysis, thematic mapping, and co-occurrence networks, illustrating the shift from traditional linguistic studies to AI-driven communication models.

**figure 1. Factorial Analysis**

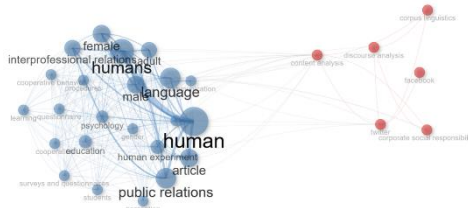
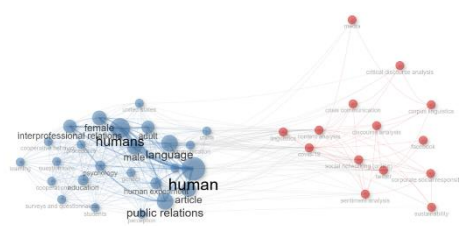
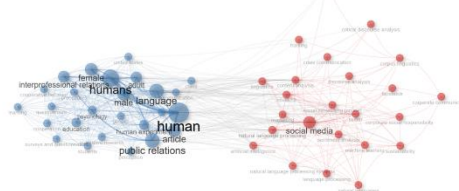
This analysis provides valuable insights into the conceptual structure of the existing literature, visualized through factorial mapping. Using two primary dimensions (Dim 1 and Dim 2), the Conceptual Structure Map illustrates how keywords cluster into distinct thematic areas.

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Dimension 1 (horizontal) reflects the balance between technological linguistics and human-centered communication, while Dimension 2 (vertical) differentiates between theoretical foundations and applied practices. Together, these dimensions account for approximately 94% of the variance, representing the evolution of the field from computational approaches to socially grounded communication.

Four major clusters emerge from this analysis. The first, the Technological Linguistics and AI Cluster, focuses on computational methods like NLP, sentiment analysis, and AI, highlighting digital applied linguistics. The second, the Communication, Perception, and Ethics Cluster, explores the humanistic aspect, with themes such as leadership, communication, and public relations. The third, the Crisis and Digital Discourse Cluster, bridges the technological and humanistic poles, covering topics like crisis communication and COVID-19. The fourth, the Experimental and Educational Cluster, reflects traditional pedagogical approaches, focusing on students and decision-making.

Overall, these clusters demonstrate the shift from manual linguistics to AI-driven communication, with crisis communication acting as a key multidisciplinary theme. The Co-occurrence Network Evolution further traces the development of these research themes, illustrating the transition from traditional linguistic approaches to technology-integrated linguistic frameworks.

©
2017©
2021©
2023©
2026**Figure 2. Co-occurrence Network**

The Co-occurrence Network Evolution analysis provides a historical overview of how research in applied linguistics and public relations has evolved from 2017 to 2026. Early research (2017–2019) focused on traditional, human-centered methods like content analysis and behavior, laying the groundwork for corpus-based and digital discourse studies. The transition phase (2020–2021) saw a shift towards human-centered communication with keywords like public relations and psychology, marking the integration of applied linguistics into organizational and behavioral contexts, with early signs of digital linguistics emerging.

By 2023, the field had fully integrated human and technological dimensions, with clusters focused on human aspects (e.g., education, public relations) and digital communication (e.g., social media, NLP, sentiment analysis). This shift highlighted the rise of data-driven methods like machine learning and sentiment analysis, with a growing emphasis on corporate responsibility and digital ethics. Looking ahead to 2026, the field is projected to mature, with AI, NLP, and social media becoming dominant, reflecting a move toward automated discourse analysis and computational linguistics. Despite this technological shift, the focus on human communication remains central, ensuring a balance between AI advancements and human-centered communication ethics.

This evolution underscores a growing interdisciplinarity, where linguists, communication experts, data scientists, and policy scholars must collaborate to shape the future of AI-enhanced applied linguistics,

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where technology and human values intersect in the digital public sphere.

3.1 Key Themes and Lenses in the Literature

This section provides a comprehensive interpretation of the thematic, conceptual, and theoretical dimensions emerging from the bibliometric analysis. Specifically, it highlights the dominant research clusters, intellectual linkages, and interdisciplinary trajectories that define the evolving relationship between applied linguistics and public relations. By examining the conceptual mappings and keyword-based associations, the discussion identifies the major themes, frameworks, and paradigms that structure current scholarship, while also revealing areas of convergence and fragmentation within the field.

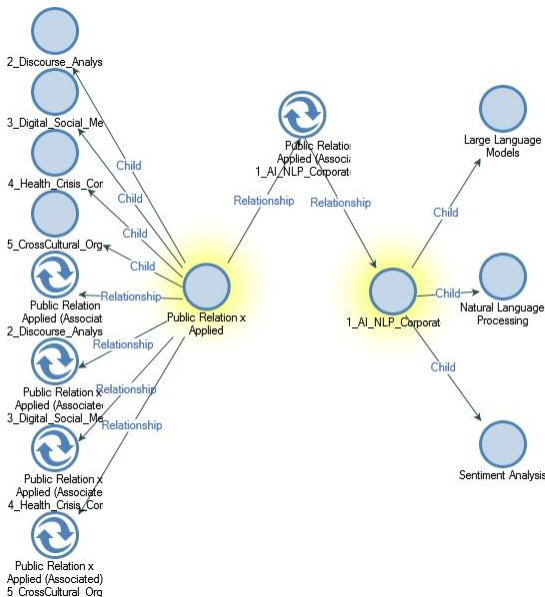


Figure 3. Applied Linguistics and Public Relation thematic structure

The comparative analysis identifies two main clusters: traditional communication frameworks and technological paradigms. The traditional cluster includes themes like Discourse Analysis, Digital Social Media, Health Crisis, and Cross-Cultural Communication, focused on public relations, rhetoric, and social interaction. The technological cluster, centered on AI and NLP, deals with computational methods like large language models (LLMs) and sentiment analysis.

Discourse Analysis acts as a bridge between these two clusters, linking

traditional communication studies with technological areas, particularly with Public Relations, Relationship Studies, and AI/NLP. However, the AI/NLP cluster remains somewhat isolated, with limited interaction outside of Relationship studies, and there is no connection between Health Crisis Communication and AI/NLP, pointing to a gap in research.

These findings indicate a transitional phase in communication research, where traditional paradigms are influenced by technological advancements. The analysis further explores these connections through network visualization, highlighting how different research areas overlap and interact, shedding light on the structural relationships that foster interdisciplinary dialogue in the field.

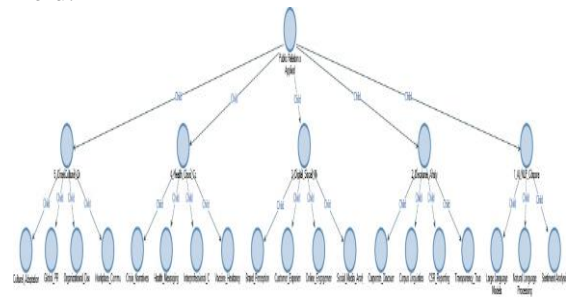


Figure 4. Conceptual interconnections among research themes

The network visualization (Figure 4) uses a dynamic diagram to illustrate the conceptual connections across research themes in applied linguistics and public relations. Each node represents a specific theme, with edges signifying the relationships or collaborations between them. Nodes placed closely together indicate strong thematic connections, while distant nodes suggest weaker associations. Unlabeled nodes reflect emerging concepts still under development. This visualization maps both established structures and evolving areas within the field.

Three primary clusters emerge from the visualization. Cluster A, Health and Crisis Communication, includes themes like Health Messaging, Crisis Narratives, Vaccine Hesitancy, and Interprofessional collaboration, focusing on health communication and crisis response. Cluster B, Linguistics and Textual Analysis, covers Corpus Linguistics, Large Text Models, and Natural Language Processing, emphasizing

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computational methods for analyzing language in public communication. Cluster C, Organizational and Corporate Communication, features Organizational Discourse, Workplace Communication, CSR Reporting, Brand Perception, and Customer Experience, reflecting research on organizational discourse, stakeholder relations, and corporate reputation.

The interconnections between clusters reveal key interdisciplinary links. Strong ties between Health Messaging and Crisis Narratives highlight the integration of health communication with crisis management. Within the organizational cluster, Organizational Discourse and Workplace Communication form a core relationship. CSR Reporting's connection with Transparency reflects the ethical dimensions in corporate communication. The Interprofessional node bridges Health and Crisis Communication with Organizational Communication, indicating growing collaboration across fields like healthcare, management, and linguistics. This visualization captures the multidimensional and interconnected nature of the field, showing the convergence of technological, ethical, and communicative dimensions.

The next section further explores these connections through item similarity clustering, providing a clearer understanding of the thematic overlap and density within the evolving digital and intercultural landscape of applied linguistics and public relations.

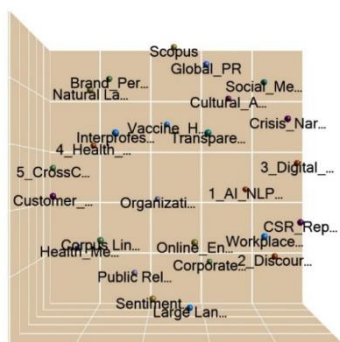


Figure 5. Conceptual Structure based on word similarity

The network visualization (Figure 4) maps the connections between research themes in applied linguistics and public relations. It identifies three main clusters: Health and Crisis Communication, focusing

on health messaging and crisis management; Linguistics and Textual Analysis, centered on computational methods like NLP and corpus linguistics; and Organizational and Corporate Communication, dealing with organizational discourse and corporate reputation. Strong interdisciplinary links are observed, such as between Health Messaging and Crisis Narratives, and Organizational Discourse and Workplace Communication. The visualization highlights the convergence of technology, ethics, and communication. The next section delves into item similarity clustering to explore thematic overlap and density in this evolving field.

4. CONCLUSION

This study provides a comprehensive overview of the intersection between applied linguistics and public relations, highlighting the field's evolution from traditional discourse-based research to data-driven methods, particularly using AI and Natural Language Processing (NLP). The analysis shows consistent growth in publications and diversification of sources since 2017, with the field expanding into technology and sustainability-focused outlets. Five dominant clusters emerge: AI/NLP, Discourse, Digital Communication, Health Communication, and Cross-Cultural Studies, with AI/NLP and Digital Communication progressing the fastest. While the study offers a broad view of trends and themes, it acknowledges limitations in database scope and bibliometric methods. Future research should incorporate broader data sources and qualitative approaches to enhance interpretive depth, with a focus on cross-disciplinary collaboration and methodological innovation to better understand language's role in digital public communication.

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