



# Analysis of Hot Topics and Trends in Chinese Language and Literature Research Based on WOS Data

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**Abstract.** Currently, Chinese language and literature, as a major component of Chinese language and literature majors, plays a vital role in cultivating talent for language and literature-related work, enhancing students' cultural literacy and cultural confidence, and promoting social and cultural development. The importance of Chinese language and literature is self-evident. However, in the current context, research on Chinese language and literature still suffers from a lack of clear focus and scattered research hotspots. Therefore, to better explore the research trends, hotspots, and future directions of Chinese language and literature, adopts a quantitative analysis method. Specifically, it uses CiteSpace 6.4 R1 literature visualization analysis software to conduct a visualization analysis of core literature data on Chinese language and literature included in WOS (Web of Science) from 2016 to 2025. The conclusions are as follows: From 2010 to 2025, the number and richness of research results in Chinese language and literature are substantial. At the same time, different sub-fields and directions have been expanded and researched, shifting from a single teaching-oriented focus to a holistic study of cultural dissemination, no longer limited to language learning and teaching itself, but delving into deeper levels of research. In terms of time, the overall output of Chinese language and literature has shown an increasing trend, with some areas beginning to receive attention and research. The discipline of Chinese language and literature is generally in a state of expansion. Based on this analysis, the future of Chinese language and literature needs to grasp a clearer direction for development, rationally analyze and summarize current phenomena and trends, and promote innovative and sustainable development. Researchers need to think more deeply, deepen their understanding and judgment, and accelerate the pace of progress in this discipline.

**Keywords:** AI-enabled Chinese language and literature, CiteSpace, WOS

## 1 Introduction

Chinese Language and Literature, as an undergraduate major in Chinese universities, originated in the early 20th century. Since then, it has developed into a field of sustainable research, maintaining a high level of research interest within the context of building a culturally strong nation. Currently, the nation advocates cultural confidence

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and strives to build a culturally strong country. Chinese Language and Literature demonstrates its core value at this moment: as an expressive element of culture, it consolidates the Chinese language as a crucial cornerstone of Chinese culture and plays a vital role in promoting Chinese culture. With the advent of the AI era and rapid technological advancements, research in Chinese Language and Literature should also keep pace with the times to cope with the impact of new waves and achieve sustainable development. Therefore, this study aims to provide a clear visual representation of the current research hotspots, trends, directions, and future research directions in Chinese Language and Literature through a visual analysis of core literature collected from the WOS core database.

There is a lot of research on Chinese language and literature at present. For example, Qin Yun, Wang Yuhang and Yu Yunfan (2025) stated that in the context of the new era, network media technology has developed rapidly, and new media has also affected the development and innovation of education. These effects are specifically manifested in the accelerated speed of information dissemination under the new media conditions, the enhanced creativity and extensibility of language itself, the changes in the meaning of original words in the new language environment, and the transformation of daily teaching and learning methods [1]. In general, the development of new network technology and other new technologies and new methods has brought about significant changes to the current situation and development of Chinese language and literature. Similarly, Zhang Huangqian (2025) argued that with the rise of new media, the development of Chinese language and literature has unprecedented opportunities and challenges [2]. Under this trend, how to effectively utilize new technologies to help the innovation and development of Chinese language and literature has become an important issue that urgently needs to be addressed. Under the new development requirements, only by grasping the future development direction and requirements of Chinese language and literature can we better seize opportunities and meet challenges. Furthermore, Zhang Honglei (2024) also made an interpretation on the research of technology and Chinese language and literature. In the new era, there are more and more information dissemination channels and the development speed of network language is gradually accelerating, which brings great opportunities and challenges to the development of Chinese language and literature. Relevant personnel need to conduct in-depth analysis and research on the development strategy of Chinese language and literature, enrich the expression form of Chinese language and literature, and innovate and optimize the development system of Chinese language and literature in order to better cope with the impact and influence of network language and promote the sustainable development of Chinese language and literature [3].

A review of the current situation and existing research reveals numerous branches of research related to Chinese language and literature, encompassing multiple dimensions such as teaching, technology, practice, and management. There is also significant interdisciplinary research, but repetitive discussions and overlapping topics hinder development and impact quality. Therefore, this study identifies these issues and proposes using CiteSpace 6.4R1 for visual analysis of relevant Chinese language and literature research. This aims to clarify development trends, directions, and directions, and explore potential future research directions. Finally, the study incorporates cases of

AI-enabled Chinese language and literature research, highlighting current research trends and hot topics related to new media and the internet.

## **2 Analysis Methods and Data Sources**

### **2.1 Research Methods**

This study employed quantitative analysis. CiteSpace was used for analysis and research. Quantitative research, as a systematic and reliable method for data collection and analysis, emphasizes the role of data in supporting theoretical arguments and influencing research results, serving as the cornerstone for reliable conclusions. Combining quantitative analysis with CiteSpace enables the visualization of large amounts of data and literature, thereby enhancing the objectivity and authenticity of the research and reducing unnecessary subjective assumptions and errors. This allows for the construction of a knowledge graph for this study and the prediction of relevant trends.

### **2.2 Data Sources and Data Collection**

The data for this study came from the Web of Science (WOS) core database. In the literature search of the database, the keyword was limited to “Chinese language and literature.” After determining the general field of information collection, further time limits were set in later steps, specifically from 2000 to 2025, and the article type was limited to “Article.” To make the data more closely related to the results, relevant articles in literature, linguistics, history, and socio-cultural fields were selected. Finally, plain text files were exported, and this data was used for LLR clustering in CiteSpace 6.4R1 to obtain keyword co-occurrence maps and time trend analysis maps.

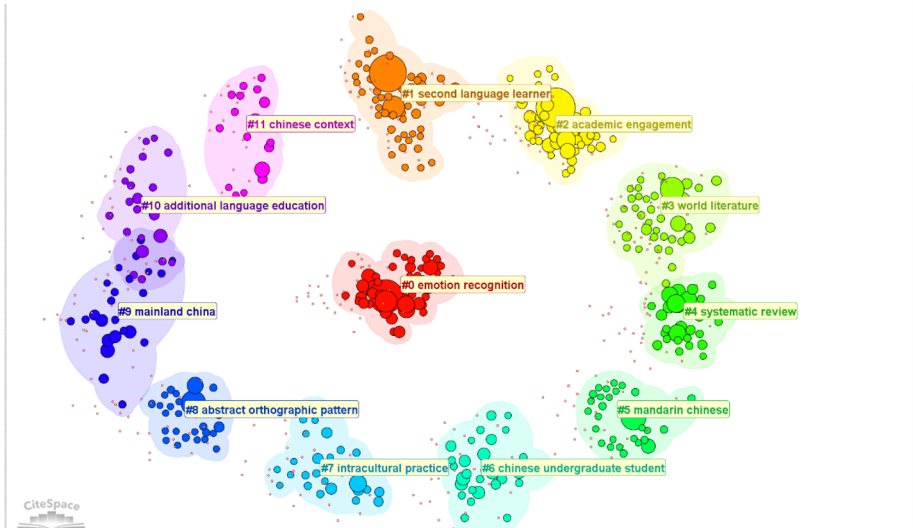
## **3 Trend Analysis of Chinese Language and Literature**

LLR clustering was performed using CiteSpace 6.4R1, and the retrieved documents were visualized and analyzed, resulting in Fig. 1 and Fig. 2.

### **3.1 Keyword Clustering**

After clustering keywords using relevant tools, we can divide the results into twelve categories: #0 emotion recognition, #1 second language learner, #2 academic engagement, #3 world literature, #4 systematic review, #5 mandarin Chinese, #6 Chinese undergraduate student, #7 intracultural practice, #8 abstract orthographic pattern, #9 mainland China, #10 additional language education, and #11 Chinese context (Fig. 1).

In the clusters used for visualization analysis in this study, the top three clusters were #0 emotion recognition, #1 second language learner, and #2 academic engagement.



**Fig. 1.** Chinese Language and Literature Keyword Clustering Map

Specifically, the #0 emotion recognition cluster includes sub-clusters such as increasing attention, in-depth interviews, and learning strategies. As a part of the literary discipline, Chinese language and literature are inextricably linked to the expression of language itself in terms of nature and research direction. Therefore, the grasp and research of linguistic emotions is essential, and overall, research in this direction is crucial. Li Baogui and Shang Xiaoke (2018) pointed out that Chinese language and literature, as an important carrier of Chinese culture, bears the mission of cultural dissemination. To facilitate the cultural dissemination of Chinese language and literature, it is necessary to comprehensively explore its dissemination potential from linguistic foundations and literary traditions to expressive methods.[4] Therefore, some basic research is indispensable for the development of Chinese language and literature.

The #1 cluster, “Second Language Learner,” includes sub-clusters such as “Second Language” “Negative Emotion” and “Environmental Factor.” As a discipline focusing on the Chinese language, research in this area involves language learning. In the context of increasingly frequent international exchanges and cultural clashes, this area exhibits a two-way exchange trend, serving both as research on the dissemination of Chinese culture overseas and on Chinese language learners’ understanding of Chinese culture. In conclusion, this cluster plays a crucial role in the international development of Chinese language and literature.

The #2 academic engagement cluster includes sub-clusters such as culture context, equation modeling, and Chinese-English. As a humanities discipline, Chinese language and literature research is not only theoretical but also closely integrated with practical applications. This means that research in Chinese language and literature needs to combine different theories and practices to achieve academic participation,

promote exchange and cooperation, and drive the development of Chinese language and literature.

### 3.2 Time Trend Analysis

Time reveals that international research on the Chinese language has undergone three phases of transformation from 2010 to 2025. These three phases are categorized by time as 2010-2014, 2015-2020, and 2021-2025, with each phase exhibiting its own developmental characteristics in terms of data and trends (Fig. 2).

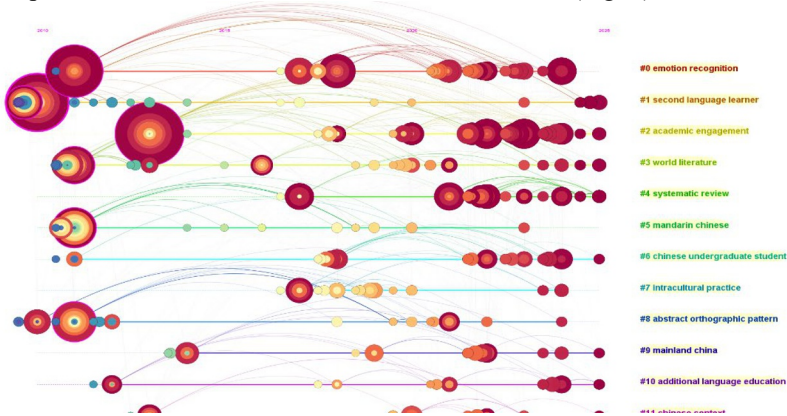


Fig. 2. Conceptual Map of Trends in Chinese Language and Literature Research (2010-2025)

Specifically, during the period from 2010 to 2014, the development trend of Chinese language and literature was mainly based on three major categories: #0 emotion recognition, #1 second language learner, and #2 academic engagement. In terms of quantity, it was the largest in scale and had the most literature data. Other categories such as #3 world literature, #5 mandarin Chinese, and #8 abstract orthographic pattern also had a certain scale. During this period, the Internet was still developing. For example, smartphones and other important drivers of Internet communication and dissemination were still being promoted. The international situation was also mainly based on communication. Zhang Yuting (2025) proposed that the continuous development of the Internet in the new era has profoundly changed the way and means of information dissemination and has also provided new challenges and requirements for the dissemination of Chinese. Under the dual background of globalization and digitalization, Chinese, as a language with a large number of users, faces a situation where opportunities and challenges coexist. In addition, with the rise of the instant and fragmented Internet culture, Internet dissemination and traditional language dissemination modes have a certain conflict. At this time, how to make Chinese more effectively disseminated globally has become a problem to be solved [5]. At this time, the development trend of Chinese language and literature is themed on global dissemination and research, and is developing and deepening along with the expansion of China's influence.

Between 2015 and 2020, literature related to Chinese language and literature primarily focused on clusters such as #0 emotion recognition and #7 intracultural practice. While #0 emotion recognition remains a major category and holds significant importance in Chinese language and literature research, new research hotspots have emerged. For example, the #4 systematic review cluster, which had relatively few studies between 2010 and 2014, saw an increase in research volume during this period due to advancements in communication methods and media. Conversely, the #1 second language learner cluster experienced a decline in research volume during this phase. This is primarily because the rapidly changing international landscape has led to subtle shifts in the environment in which Chinese language and literature operates. With China's continuous development and expanding influence, Chinese language and literature research is constantly evolving and diversifying in its direction, facing challenges from the broader environment. This shift from singular to pluralistic academic research not only supports the development of Chinese language and literature in the new era but also creates conditions for meeting complex conditions and challenges.

During the period of 2021-2025, the development trend of Chinese language and literature was mainly driven by clusters such as #0 emotion recognition, #2 academic engagement, and #4 systematic review, while other clusters also saw significant development during this period. Previously sparsely researched areas of Chinese language and literature were refocused, while long-standing key research directions continued to expand in depth, resulting in an overall increase in scale and a flourishing of diverse research. For example, clusters such as #6 Chinese undergraduate student, #9 mainland China, #10 additional language education, and #11 Chinese context, which received relatively little attention and research in previous periods, saw significant development during 2021-2025. Under the wave of the new era, despite the increasingly complex international situation and various political, economic, and cultural factors, Chinese language and literature has still met the challenges in this new phase, extending its research and development reach to more fields and directions, gaining new opportunities, and rising to a new level overall.

## 4 Conclusion

This study used the Web of Science (WOS) database, employing keyword clustering and time trend analysis, along with quantitative and qualitative analysis methods, to cluster the data into 12 major categories, reflecting the development trend of Chinese language and literature during this period. After integrating the data and visualizing the content of the literature, this study found that over time, from 2010 to 2025, the number of studies related to Chinese language and literature gradually increased, showing an upward trend. The research directions also became richer, expanding into more fields and possessing a richer connotation compared to before. Although there is still room for improvement, Chinese language and literature as a whole has made significant progress under the new circumstances. For the future development of Chinese language and literature, researchers can grasp the research direction from the

dimensions of technological application and humanistic exchange, thereby better utilizing existing technologies such as AI, Iot, and big data models to integrate with existing Chinese language education, literature, and communication, promoting the development and progress of Chinese language and literature. Furthermore, research on platforms such as WOS is particularly important for the future development of Chinese language and literature, as it can reflect current development hotspots and trends. Therefore, researchers can start from this to grasp these phenomena and trends, make a better understanding and judgment of the future development of Chinese language and literature, and promote the development and progress of this discipline. However, due to time and research scope limitations, this study only selected the WOS database as the data source, and the research period was from 2010 to 2025. It did not pay enough attention to previous research. Future studies could consider using more databases and a longer timeframe to analyze its development patterns and changes.

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