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ETHNOLINGUISTIC RESEARCH IN THE WEB OF SCIENCE DATABASE: AN ANALYSIS OF KEY DIRECTIONS AND TRENDS

Abstract. The article explores the main issues in the field of ethnolinguistics. The primary objective of the study is to identify key trends in ethnolinguistic research: to analyze the dynamics of publications, to determine the most commonly applied theoretical and methodological approaches, and to define future development prospects of the discipline based on bibliometric and statistical data. The research methods include selecting various types of publications (articles, conference papers, reviews) from the Web of Science database using the keyword "ethnolinguistics," systematizing the collected materials, and analyzing them with the SPSS statistical software. Statistical analysis confirmed a gradual increase in the number of ethnolinguistic publications – from a few works in the late 1990s to systematic studies in the 2020s – indicating the expansion of academic collaboration and interdisciplinary interest. The highest number of publications is attributed to Russia (58), Poland (14), and the USA (7). As part of the study, an associative experiment was conducted among 500 Kazakhstani students aged 17 to 25, who responded to 100 ethnographic terms. The analysis revealed specific patterns in the way contemporary youth perceive ethnolinguistic concepts. The findings underscore the relevance of continuing interdisciplinary research into ethnolinguistic phenomena in the context of globalization and scientific digitalization.

Keywords: language, ethnicity, ethnolinguistics, scientific publication, language analysis, Web of Science.

Introduction

In the context of increasing globalization and intensive cultural interaction, ethnolinguistics acquires special significance as it enables researchers to identify and explain the deep connections between language and the ethnic identity of different communities. The study of key directions and trends in the Web of Science database not only offers insights into the latest findings and methodologies but also helps determine the most relevant topics shedding light on the processes of transformation in linguistic practices and cultural codes. Thus, an analysis of works on ethnolinguistics published in Web of Science makes it possible to reveal gaps and prospects for further research, stimulating the development of an interdisciplinary approach and strengthening scientific collaboration among specialists from various fields. This comprehensive approach not only ensures a deeper coverage of scientific publications but also contributes to an objective assessment of citation metrics, allowing for the formation of a holistic picture of scholarly discussions concerning linguistic and cultural phenomena. Owing to this, researchers gain access to new methodological tools and up-to-date theoretical developments, which ultimately helps identify knowledge gaps and formulate promising topics for further study in the field of ethnolinguistics.

Based on an analysis of publication activity from 1998 to 2024 using the keyword "ethnolinguists," a total of 127 scholarly works were identified, indicating a sustained interest among researchers in this topic. The largest number of publications was recorded in Russia (58), followed by Poland (14), and then the United States (7) and Indonesia (5). Relatively high activity is demonstrated by Chile, Romania, and Spain (4 works each), while Belarus, Colombia, Denmark, Finland, Germany, India, Israel, Italy, Kazakhstan, Lithuania, Malaysia, Pakistan, and Slovakia contributed 2 publications each. The contribution of other countries, including Argentina, Belgium, Bulgaria, Canada, the Czech Republic, Estonia, Ethiopia, France, Ghana, Hungary, Japan, Kosovo, Kyrgyzstan, Latvia, Mexico, the Netherlands, China, Peru, Saudi Arabia, Serbia, South Africa, Sweden, Turkey, and Ukraine (1 publication each), underscores the extensive international scope of ethnolinguistic research. This distribution points not only to the global nature and relevance of this field of study but also to the need for interdisciplinary, cross-cultural approaches to its further exploration.

Our study, "Ethnolinguistic Studies in the Web of Science Database: Analysis of Key Directions and Trends," is devoted to a comprehensive assessment of publications selected by relevant keywords and indexed in this database for the chosen period. We aim to identify the dynamics of ethnolinguistics' development, determine the leading scientific directions and methodological approaches, and establish the most influential authors, organizations, and countries that make a significant contribution to this field. The objectives of the research include both quantitative and qualitative analyses of publication topics, detecting gaps in existing knowledge and underexplored aspects, as well as formulating recommendations for further research to expand our understanding of the role of language in the context of ethnocultural processes. The results of this analysis will help identify promising areas of inquiry into ethnolinguistic phenomena, strengthen interdisciplinary connections, and enhance the effectiveness of scientific communication in this field.

Material and methods

For this study, publications indexed in the Web of Science database from 1998 to 2024 were collected using the keyword "ethnolinguists." The total number of identified

works amounted to 127, providing a sufficiently broad empirical base for analysis. Various types of publications were considered in total: 109 articles, 13 conference proceedings (Proceeding Paper), and 2 articles each in the categories of Book Review, Early Access, Editorial Material, and Review Article. This variety of formats makes it possible to encompass both theoretical research and the results of applied projects presented in conference materials and analytical reviews. Such an approach allows for a more complete examination of the state and dynamics of scholarly discussions related to ethnolinguistic issues.

Additionally, an analysis of specialized journals most frequently publishing on this topic was carried out. Among them are the journals "Vestnik Volgogradskogo Gosudarstvennogo Universiteta, Seriya 2: Yazykoznanie" (6 publications), "Nauchnyi Dialog" (5 publications), "Voprosy Onomastiki" (5 publications), "Ezhegodnik Finno-Ugorskikh Issledovanii" (4 publications), "Izvestiya Uralskogo Federalnogo Universiteta, Seriya 2: Gumanitarnye Nauki" (4 publications), "Philological Class" (4 publications), and "Vestnik Slavianskikh Kultur" (4 publications). Some publications also appear in international peer-reviewed journals, such as "Language Sciences", "Religions", "Pragmatics", and others, highlighting the interdisciplinary and global character of research centered on ethnolinguistic issues. Such geographical and thematic diversity of sources makes it possible to trace overall trends in the study of ethnolinguistic questions, as well as to identify the specific features of individual fields and research teams.

For the statistical analysis and systematization of the collected data, the SPSS software package is used, recognized by the scientific community for its ability to process large volumes of information and perform a wide range of statistical operations. When working with large text corpora, additional supporting tools may include bibliometric services that simplify sorting and filtering bibliographic records, as well as generating co-authorship network maps. Thus, the combination of statistical and qualitative analyses provides a holistic view of research trends and the most in-demand theoretical and methodological approaches.

The first step involved forming a sample from the Web of Science database using the keyword "ethnolinguists" and the specified time interval (1998–2024). Subsequently, the data were cleaned of duplicate entries and irrelevant publications, and a unified electronic spreadsheet was created, including information on the title, authors, publication year, publication type, and the name of the journal or conference. After verifying and clarifying the information, initial statistical calculations were performed: the total number of works was determined, the annual publication trends were calculated, and the frequency of publications by document type was assessed.

In the second stage, the data were imported into SPSS for descriptive statistical analysis. In parallel, the thematic focus was examined: whenever more detailed analysis of specific texts was required, they were coded using software for qualitative analysis, which allowed for the identification of key concepts, relevant discussions, and the most frequently used vocabulary.

The final stage included the visualization and interpretation of the results obtained: creating diagrams, graphs, network structures, and tables that reflected the main patterns. In particular, the representation of publications in leading journals was evaluated, the dynamics of interest in the studied topic over different years was analyzed, and the contribution of various research teams was identified. The concluding synthesis compared the acquired statistical data with the results of content analysis, making it possible to propose a cohesive vision of contemporary trends and prospects for the development of

ethnolinguistics as a scientific field. This sequence of steps and the comprehensiveness of the methods facilitated a thorough examination of the research object and strengthened the validity of the conclusions.

Studies increasingly emphasize the interdisciplinary approaches in analyzing the connection between language, culture, and identity. D. Tamang (2024) demonstrates that native language-based initiatives enhance social cohesion and support the ethnolinguistic vitality of communities. S. Erardi, et al. (2022) underline the importance of institutional support in fostering positive perceptions of borrowed vocabulary. A. Tankosić (2021) shows that linguistic subordination can create a sense of inferiority among migrants and hinder their social integration. P. Paskart (2023) illustrates how combining different theoretical perspectives enriches the understanding of the role of language in constructing social realities. A. Sedykh (2022) refines the epistemological foundations of linguistic identity, while H. Kim-Malony and H. Kim (2024) expand perspectives on ethnolinguistic situations and cultural narratives. N. Pawlak (2023) highlights the importance of historical and political factors in shaping ethnic identities, whereas D. Gorter, et al. (2018) investigate linguistic landscapes and the influence of rhetorical strategies on ethnic communities. N. Malysheva underscores the multidimensionality of ethnolinguistic processes, and the studies by N. Tupikova and N. Starodubtseva (2023) on dialects and regional variations show how deeply language is embedded in the cultural fabric of society. A. Gicala (2024) explores cultural concepts, and T. Luvsantseren (2024) examines idiomatic expressions, providing additional insights into language as a cultural phenomenon.

Questions of ethnolinguistic identity and cultural heritage preservation come to the forefront in the context of globalization, where the dominance of certain languages poses risks for the survival of others. Similarly, L. Movchun et al. (2023) highlight the role of education in maintaining linguistic diversity and cultural identity. W. Hadi and M. Mulyono (2023) explore the role of ecological context in preserving traditions, while A. Pichas (2024) emphasizes the significance of family and community support in the transmission of native languages. M. Alsahafi (2015) argues that without positive reinforcement from parents and society, children struggle to maintain motivation for learning their ancestral language. Cultural programs and new media, including radio and digital platforms, expand possibilities for promoting ethnolinguistic identity, as shown by K. Onyenankeya & A. Salawu (2022) and R. Tagal-Bustillo et al. (2024). However, H. Yang, et al. (2022) warn of the risk of cultural heritage commercialization in such initiatives. N. Wang & W. Bai (2024) discuss active resistance to colonial linguistic ideologies, while N. Reo, et al. (2019) highlight the role of intergenerational language exchange in the revitalization of endangered languages.

Thus, a comprehensive review of these studies indicates that the further development of research on language and ethnicity largely depends on scholars' ability to integrate theoretical perspectives, refine methodologies, and preserve the cultural codes of ethnic communities in the context of global transformation. This, in turn, facilitates a deeper understanding of ethnolinguistic specificities across different regions and allows for the formulation of more effective strategies for supporting and developing linguistic diversity.

Results and Discussion

The data analysis revealed key trends in ethnolinguistic research. It showed a steady rise in publications, reflecting growing interest in the link between language

and ethnic identity. A geographical overview highlighted the global reach of the field, while an analysis of knowledge areas emphasized its multidisciplinary nature, including linguistics, anthropology, and sociology. Identifying leading research centers and journals provided insights into active contributors and platforms for ethnolinguistic studies. An evaluation of article titles and keywords outlined dominant themes, and citation analysis pinpointed influential publications shaping the field.

This article was written as part of the grant project AP23488671, titled "Linguistic manifestations of ethnocultural consciousness of Kazakh youth," funded by the Science Committee of the Ministry of Science and Higher Education of the Republic of Kazakhstan for the period 2024–2026. A survey was conducted among 500 undergraduate students of L.N. Gumilyov Eurasian National University aged 17 to 25, who were presented with 100 Kazakh ethnographic terms (horse («жылқы»), lasso («құрық»), cart («арба»), goat («ешкі»), plow («соқа»), sheep («қой»), camel («түйе»), mausoleum («мазар»), cow («сиыр»), Big Dipper («жетіқарақшы»), east («күншығыс»), five ephemeral days («бесқонақ»), summer pasture («жайлау»), seven disasters («жеті жұт»), west («күнбатыс»), the Pleiades («үркер»), seven realms («жеті ғалам»), etc.) and asked to record their first one-word association for each. The purpose of this survey was to identify how today's youth perceive ethnocultural concepts and to examine the role of ethno-linguistic elements in shaping their linguistic worldview.

An analysis of the temporal dynamics of publications on ethnolinguistics in the Web of Science database for the period from 1998 to 2024 shows a gradual expansion of scientific interest in this field. Starting with a few publications in the late 1990s and early 2000s (1 publication each in 1998, 2003, and 2007), the number of studies increases noticeably by 2020, reaching 21 publications, and amounted to 20 in 2024. Such year-to-year fluctuations may reflect not only the heightened attention to ethnolinguistic issues but also the specific features of research funding, the dynamics of international collaborations, and relevant socio-cultural contexts (Fig. 1.).
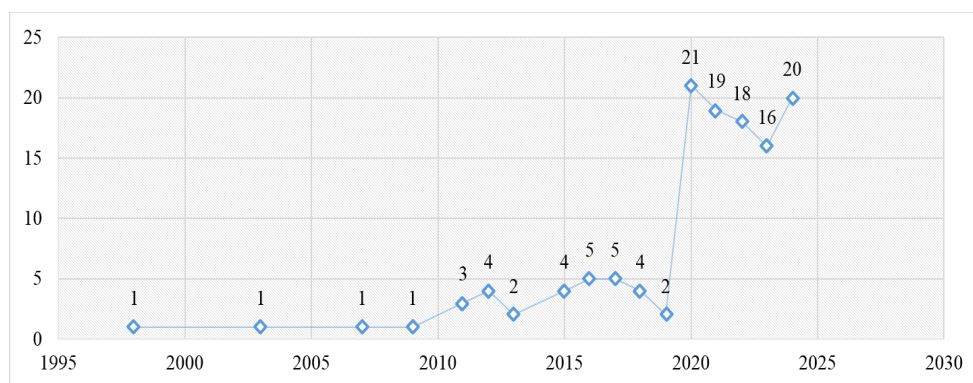

Fig. 1. Dynamics of publication activity in ethnolinguistic research: an analysis of Web of Science data for 1998–2024 (Source: own calculations based on data from publications indexed by Web of Science)

A particularly notable shift is observed after 2015, when the number of works gradually increases (4 works in 2015 and 2018, 5 publications in 2016 and 2017), peaking in 2020 and remaining at a high level in subsequent years. At the same time, small declines for example, from 21 publications in 2020 to 16 in 2023 do not diminish the overall upward trend, but merely indicate the natural fluctuations of research activity. This trend

suggests that ethnolinguistics is increasingly interpreted as an interdisciplinary platform for studying the interaction of language and ethnic identity, attracting considerable attention from specialists across different countries and scientific fields.

An analysis of the number of publications by country indicates significant differences in the level of research activity related to ethnolinguistics. Russia (58 publications) and Poland (14) hold leading positions, followed by the United States (7). Indonesia (5), as well as Chile, Romania, and Spain (4 works each), round out the group of countries most actively publishing in this area. The pronounced lead of Russia may be linked to a long-established linguistic tradition and the longstanding study of the connection between language and ethnicity across vast territories rich in cultural diversity. Poland and the United States also exhibit independent research directions and a well-developed academic infrastructure conducive to publication activity (Fig. 2).
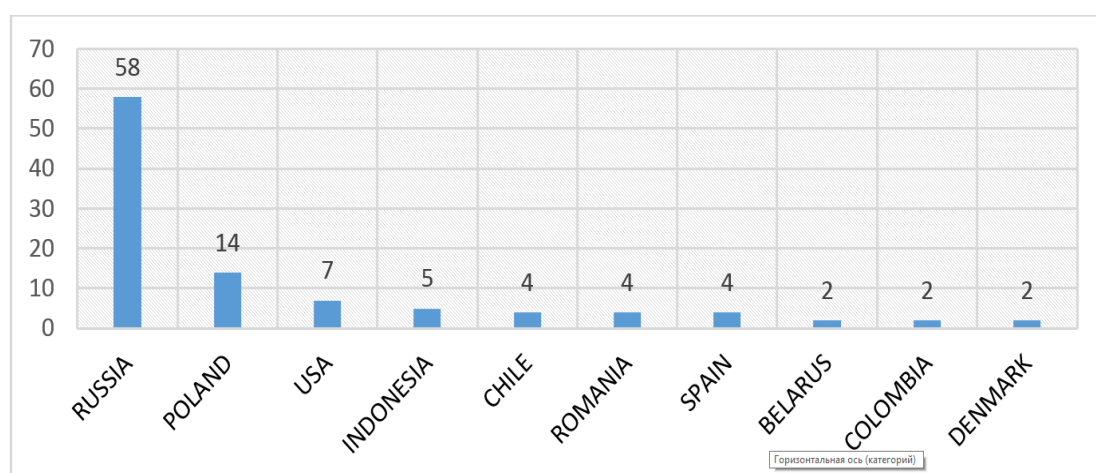

Fig. 2. Top 10 countries by the number of publications in ethnolinguistic research: an analysis of Web of Science data for 1998–2024 (Source: own calculations based on data from publications indexed by Web of Science)

Among countries with medium and low publication activity, the majority do not exceed 2–5 works over the entire period studied for example, in Belarus, India, Kazakhstan, and Malaysia (2 publications each). The presence of single publications in more than 30 countries (including Canada, France, and Japan) highlights the global reach of this topic but also underscores the need to expand interdisciplinary and international collaborations. This geographical distribution of research reflects the universal nature of ethnolinguistic problems and emphasizes the importance of analyzing socio-cultural contexts in various regions of the world.

An analysis of the disciplinary affiliations of publications related to ethnolinguistics reveals that the largest number falls under linguistics (55 works) and arts and humanities (38). Literature makes a significant contribution as well (8 publications), while anthropology, cultural studies, education, and philosophy each account for 5 works. Such a dominance of the linguistic dimension is quite expected, given the specific nature of the topic under consideration. However, the presence of publications in areas such as biological diversity, medicine, and pharmacology points to the interdisciplinary character of ethnolinguistics, where questions of language and ethnicity intersect closely with various social and environmental issues. These findings indicate a growing interest in the

cultural and social factors influencing linguistic diversity, as well as researchers' desire to employ different methodological approaches (Fig. 3).
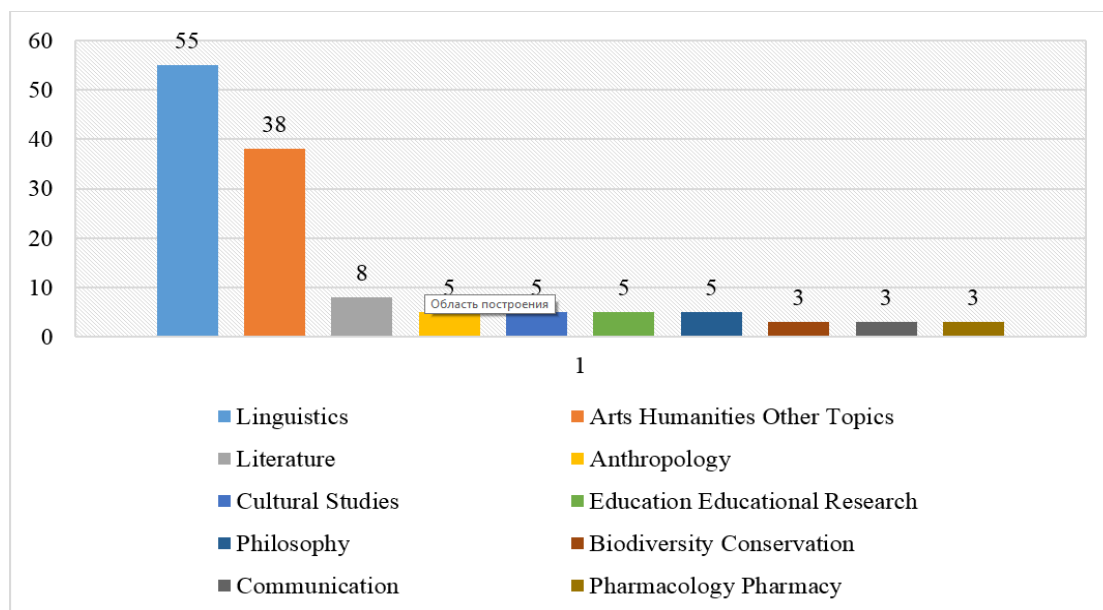

Fig. 3. Top 10 fields by the number of scientific publications in ethnolinguistic research: an analysis of Web of Science data for 1998–2024 (Source: own calculations based on data from publications indexed by Web of Science)

It is noteworthy that many fields listed here with just a few publications (e.g., Music, Sociology, or Psychology) often intersect with ethnolinguistics through the prism of cultural studies and the interplay of language with other aspects of social life. This may point to either insufficient exploration of certain interdisciplinary topics or emerging areas for future research growth. Overall, the variety of domains involved in studying ethnolinguistic processes indicates the multifaceted nature of scientific interests and confirms the potential for further collaboration among experts from a wide range of knowledge areas.

An analysis of publication activity by organizations shows a clear dominance of Russian research institutions: Ural Federal University (24 publications) and the Russian Academy of Sciences (21 publications) occupy the leading positions, followed by the Institute of Slavic Studies of the Russian Academy of Sciences (9 publications). Also among the most productive are the Institute of Linguistics of the Russian Academy of Sciences, Petrozavodsk State University, and Volgograd State University (4 publications each), indicating a significant contribution of universities and academic institutes to the development of ethnolinguistics. A number of organizations have 2 publications each, including the Institute of Linguistics, Literature, and History of the Karelian Research Centre of the Russian Academy of Sciences, the Institute of Philology at the Siberian Branch of the Russian Academy of Sciences, the Karelian Research Centre of the Russian Academy of Sciences, and Maria Curie-Skłodowska University, forming a broad geographical network of research centers (Fig. 4).
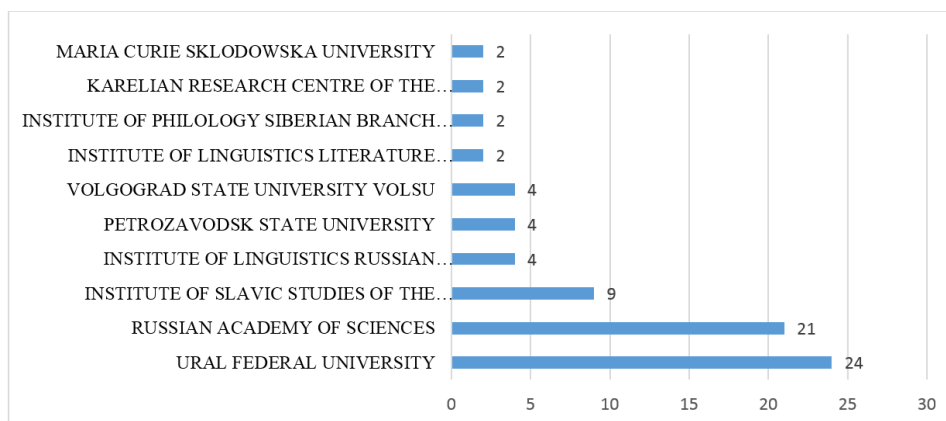
Fig. 4. Top 10 organizations by the number of scientific publications in ethnolinguistic research: an analysis of Web of Science data for 1998–2024 (Source: own calculations based on data from publications indexed by Web of Science)

The predominance of Russian institutions may be related to a longstanding tradition of ethnolinguistic research, encompassing a vast multiethnic space and a historically established academic infrastructure. At the same time, the participation of foreign organizations from the University of Virginia to technical and humanities universities in Europe and Asia highlights the international significance of this topic and reaffirms the existence of broad opportunities for further interdisciplinary and cross-national collaborations in studying the relationship between language and ethnic identity.

An examination of the contribution of academic journals to publication activity in ethnolinguistics revealed several leading platforms. In first place is "Vestnik Volgogradskogo Gosudarstvennogo Universiteta. Seriya 2. Yazykoznanie" with 6 publications, followed by "Nauchnyi Dialog" and "Voprosy Onomastiki (Problems of Onomastics)" (5 works each). The group of journals with 4 publications includes "Ezhegodnik Finno Ugorskikh Issledovanii (Yearbook of Finno Ugric Studies)", "Izvestiya Uralskogo Federalnogo Universiteta. Seriya 2. Gumanitarnye Nauki", "Philological Class", and "Vestnik Slavianskikh Kultur (Bulletin of Slavic Cultures Scientific and Informational Journal)". Several journals, such as "Dialectologia", "Folklore. Electronic Journal of Folklore", and "Journal of Ethnobiology and Ethnomedicine", have 3 publications each, confirming a broad interest in ethnolinguistic issues across diverse contexts (Fig. 5).
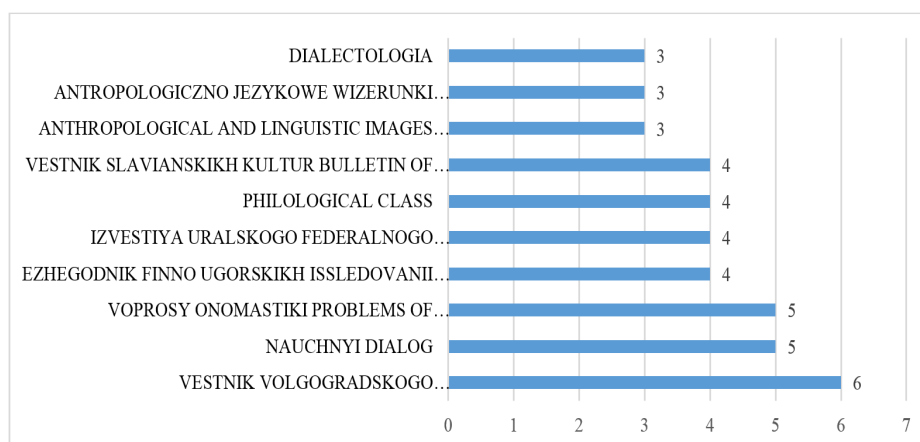

Fig. 5. Top 10 academic journals by the number of scientific publications in ethnolinguistic research: an analysis of Web of Science data for 1998–2024 (Source: own calculations based on data from publications indexed by Web of Science)

Язык и литература: теория и практика

A considerable number of journals appear with 1–2 publications, reflecting the comprehensive nature of ethnolinguistic topics and the tendency of these themes to penetrate a wide range of scientific domains. Such journals as "Language Sciences", "Religions", "Rla Revista de Linguistica Teorica y Aplicada", and "Romani Studies" (2 articles each), among others, further illustrate the interdisciplinary interest in the interrelationship of language and ethnicity. This breadth of publications suggests that research continues to develop in various disciplinary niches, while the diversity of journals opens up extensive opportunities for subsequent scholarly communication and collaboration.

An analysis of the keywords found in article titles helped identify the primary directions and focal points of researchers' attention in this field (Fig. 6). The most frequently mentioned term is "ethnolinguistic" (26 occurrences), followed by "language" (24) and "russian" (17), indicating interest in linguistic diversity and in studying the linguistic-cultural features of the Russian-speaking world. "Names" (15) and "cultural" (10) also play a significant role, while "polish," "culture," and "folk" (9 each) underscore the intercultural nature of this thematic area. Concepts related to dialects, analysis, and linguistic aspects (8 mentions each) reflect researchers' desire to understand the subtle mechanisms of how language and culture operate in different regions and communities (Table 1).

Table 1. Top 20 keywords found in the titles of scientific publications on ethnolinguistic research: an analysis of Web of Science data for 1998–2024 (Source: own calculations based on the database of articles indexed by Web of Science)

Keywords	Number of Keywords	Keywords	Number of Keywords
ethnolinguistic	26	linguistic	8
language	24	aspect	8
russian	17	research	6
names	15	plant	6
cultural	10	study	6
polish	9	languages	6
culture	9	semantic	6
folk	9	dialects	6
dialect	8	ethnolinguistics	5
analysis	8	traditional	5

Fig. 6. Keywords and thematic directions in ethnolinguistic research (Source: own calculations based on data from publications indexed by Web of Science)

The presence in the list of such keywords as "study," "languages," "semantic," "plant," and "dialects" (6 mentions each), as well as "ethnolinguistics" and "traditional" (5 each), reflects the broad interdisciplinary orientation of this research area. This combination of terms underscores the interest in the practical application of ethnolinguistic knowledge in various fields from folklore analysis and language policy to the study of cultural heritage and the relationship of language to the environment. These observations align with the visualization of trends (Figure 6), which demonstrates the richness and diversity of thematic directions in ethnolinguistics, continuing to attract specialists from different scientific disciplines.

Citation trends for the most significant works in ethnolinguistics show that the article "The native speaker, identity, and the authenticity hierarchy" by J. Myhill (2003) holds the leading position with 35 citations, reflecting the research community's interest in issues of linguistic identity and sociolinguistic aspects of authenticity. It is followed by the study "Mapudungun in Santiago de Chile: vitality and social representation among urban Mapuche people" by C. Lagos (2012), which has received 24 citations, emphasizing the relevance of examining linguistic vitality and the socio-cultural dynamics of urban ethnic groups (Table 2).

Table 2. Top 10 most cited works in ethnolinguistic research: an analysis of Scopus data from 2000 to 2023 (Source: own calculations based on data from publications indexed by Web of Science; Export Date: 16 February 2025)

Authors	Title of the Work	Classification	Year	Citations
Myhill, J.	The native speaker, identity, and the authenticity hierarchy	Language Sciences, Sociolinguistics	2003	35
Lagos, C.	Mapudungun in Santiago de Chile: vitality and social representation among urban Mapuche people	Linguistic Vitality, Sociolinguistics	2012	24

Язык и литература: теория и практика

Woldemariam, H.	The challenges of mother-tongue education in Ethiopia: The case of North Omo area	Educational Linguistics	2007	14
Vandeputte-Tavo, L.	New technologies and language shifting in vanuatu	Pragmatics, Language Shift	2013	11
Levisen, C.	Scandinavian semantics and the human body: an ethnolinguistic study in diversity and change	Ethnolinguistics, Semantics	2015	8
Berezovich, E. & Krivoshchapova, I.	The image of moscow in the mirror of the russian and foreign languages: man. Culture. Politics and economy	Sociolinguistics, Cultural Studies	2015	7
Levisen, C.	The social and sonic semantics of reggae: Language ideology and emergent socialities in postcolonial Vanuatu	Sociolinguistics, Postcolonial Studies	2017	6
Leontyeva, T.V. & Mokienko, V.M.	The swamp Metaphor in Characteristics of Society	Linguistic Metaphor Studies	2021	5
Ochs, P; Faizi, N; (...); Moulvi, Z.	Value Predicate Analysis: A Language-Based Tool for Diagnosing Behavioral Tendencies of Religious Groups	Sociolinguistics, Conflict Studies	2019	5
Sarbassova, G.	Language and Identity in Kazakh Horse Culture	Sociolinguistics, National Identity	2015	5

Subsequent highly cited works include those by H. Woldemariam (2007) on the challenges of mother-tongue education in a multicultural Ethiopian environment (14 citations) and L. Vandeputte-Tavo (2013) on language shift influenced by new technologies (11 citations). The study by C. Levisen (2015) on Scandinavian semantics (8 citations) and the works of E. Berezovich and I. Krivoshchapova (2015) on the linguistic image of Moscow (7 citations) point to a wide thematic range spanning comparative-semantic aspects as well as cultural dimensions of language. The consistently high interest in ethnolinguistic issues is confirmed by works from T.V. Leontyeva and V.M. Mokienko (2021), P. Ochs, et al. (2019), and G. Sarbassova (2015), each having accumulated 5–6 citations, indicating an ongoing demand for interdisciplinary research related to linguistic and ethnocultural problems.

A review of publication activity, geographical distribution, disciplinary affiliations, and citation levels for works on ethnolinguistics shows a gradual increase in global interest in language and ethnicity. Russian and Polish researchers, along with a number of international institutes and research teams, are particularly active in this direction, highlighting the importance of interdisciplinary and international collaborations. The broad coverage of

knowledge fields confirms the multifaceted nature of linguistic phenomena, which permeate the humanities, social sciences, and natural sciences. An analysis of journals and keywords points to the growing popularity of both theoretical and applied aspects of ethnolinguistics, while the citation assessment reveals several authoritative works that form the foundation for future research. The observed trends suggest that ethnolinguistics continues to evolve as a significant scientific field, contributing to a deeper understanding of the role of language in preserving cultural heritage and shaping identities.

The results confirmed the importance of a comprehensive approach to the study of language and culture, as illustrated by the works of M. Bahar et al. (2023) and H. Haniah et al. (2024), which view language not merely as a communication system but as a crucial element in shaping ethnic identity. Drawing on the analysis of local traditions and linguistic practices, the authors demonstrate how specific cultural-historical conditions generate unique meanings attached to particular words, expressions, and discursive structures. Such a synthesis of linguistic, sociological, and anthropological perspectives allows for deeper insights into the mechanisms by which cultural norms and values are transmitted in different ethnic groups. An important component of these studies is the investigation of rituals, customs, and folklore genres in which language serves as a link between historical layers of culture and modern reality, underscoring the significant role of ethnolinguistics in the context of globalization.

The importance of language as a marker of ethnic affiliation and its influence on social dynamics in multilingual communities is supported by observations from Y. Liu (2024) and M. Debbarma (2024). Their works show that the reduction or loss of a native language can lead to weakened cultural memory and increased internal conflict within a community, as one of the main tools for self-representation and the conveyance of group values disappears. Ethnolinguistic processes of this nature directly affect the preservation of traditions and cultural identity, guiding the trajectory of social transformations. In such circumstances, understanding language as a socio-cultural resource becomes especially relevant, as it helps reveal the hidden mechanisms of integration and disintegration in multiethnic regions and highlights the need for targeted language policies to maintain ethno-cultural diversity.

The findings of this analysis bring to the forefront the role of cultural-linguistic factors in regional development strategies and the formation of educational programs. The expansion of scholarly collaborations and the inclusion of ethnolinguistics in a broad array of disciplines point to the potential impact of the gathered data on policies for preserving linguistic heritage and promoting social integration among various ethnic groups. Incorporating interdisciplinary approaches in this way can drive innovation in teaching practices and cultural initiatives, providing a more profound understanding of linguistic variability and its cultural value.

Hence, the identified questions highlight existing gaps in research and denote promising avenues for further work. Addressing these issues requires an interdisciplinary approach that unites the methods of linguistics, anthropology, sociology, cultural studies, and related fields. In the future, this will not only allow for a deeper understanding of the mechanisms involved in preserving and transforming ethnolinguistic heritage but will also aid in formulating effective strategies for its support under conditions of global change.

Conclusion

The conducted analysis reflects the broad and continuously expanding spectrum of research in ethnolinguistics, combining theoretical and applied aspects related to linguistic diversity, cultural traditions, and the identity of various ethnic groups. The data indicate that this field of science is receiving growing attention, as evidenced by an increase in the number of works, their geographical reach, and their thematic diversity. Researchers approach issues of ethnicity and language from interdisciplinary perspectives, synthesizing methods from linguistics, anthropology, sociology, and cultural studies, thereby deepening the understanding of cultural practices embedded in linguistic forms.

The observed variety of topics and approaches underscores the relevance of ethnolinguistics in the context of contemporary global processes, such as migration, urbanization, and the digitalization of social life. Different interpretations of the role of language in shaping group identity and the focus on local practices and dialects reflect a desire to preserve and interpret unique cultural heritage in an increasingly universalized world. Furthermore, the scope of publications including studies in adjacent areas such as biodiversity, medicine, and environmental management demonstrates how deeply questions of linguistic variability and ethno-cultural realities can permeate various fields of knowledge.

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WEB OF SCIENCE ДЕРЕКҚОРЫНДАҒЫ ЭТНОЛИНГВИСТИКАЛЫҚ ЗЕРТТЕУЛЕР: НЕГІЗГІ БАҒЫТТАР МЕН ҮРДІСТЕРДІ ТАЛДАУ

Аңдатпа. Мақалада этнолингвистика ғылымының негізгі мәселелері қарастырылады. Зерттеудің негізгі мақсаты – этнолингвистика саласындағы басты үрдістерді анықтау: жарияланымдар динамикасын талдау, кеңінен қолданылып жүрген теориялық-әдістемелік тәсілдерді белгілеу, сондай-ақ библиометриялық және статистикалық деректер негізінде пәннің болашақ даму перспективаларын айқындау. Зерттеу әдістері «этнолингвистика» кілт сөзін пайдаланып, Web of Science дерекқорынан әртүрлі типтегі (мақалалар, конференция материалдары, шолулар) жарияланымдарды іріктеу, алынған материалдарды жүйелеу және оларды SPSS статистикалық бағдарламасы арқылы талдаудан тұрады. Статистикалық талдау 1990-жылдардың соңындағы санаулы еңбектерден 2020-жылдардағы жүйелі зерттеулерге дейін этнолингвистикалық жарияланымдардың санының біртіндеп артқандығын растады, бұл ғылыми ынтымақтастық пен пәнаралық қызығушылықтың кеңеюін көрсетеді. Ең көп жарияланым Ресейге (58), одан кейін Польша (14) және АҚШ-қа (7) тиесілі. Зерттеу аясында 17–25 жас аралығындағы 500 қазақстандық студенттің қатысуымен 100 этнографизмдерге қатысты ассоциациялық эксперимент жүргізілді. Талдау нәтижелері қазіргі жастардың этнолингвистикалық ұғымдарды қабылдау ерекшеліктерін айқындауға мүмкіндік берді. Нәтижелер қазіргі жастардың этномәдени ұғымдарды қалай қабылдайтынын көрсетті. Қорытындылар жаһандану мен ғылымның цифрлануы жағдайында этнолингвистикалық құбылыстарды пәнаралық тұрғыдан зерттеуді жалғастырудың өзектілігін алға тартады.

Түйінді сөздер: тіл, этнос, этнолингвистика, ғылыми жарияланым, тілдік талдау, Web of Science.

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ЭТНОЛИНГВИСТИЧЕСКИЕ ИССЛЕДОВАНИЯ В БАЗЕ WEB OF SCIENCE: АНАЛИЗ КЛЮЧЕВЫХ НАПРАВЛЕНИЙ И ТЕНДЕНЦИЙ

Аннотация. В статье рассматриваются основные проблемы науки этнолингвистики. Целью исследования является выявление ключевых тенденций в области этнолингвистики: анализ динамики публикаций, определение наиболее часто применяемых теоретико-методологических подходов, а также обозначение перспектив дальнейшего развития дисциплины на основе библиометрических и статистических данных. Методология включает отбор различных типов публикаций (статей, материалов конференций, обзоров) из базы данных Web of Science с использованием ключевого слова «этнолингвистика», систематизацию собранного материала и его анализ с помощью статистической программы SPSS. Статистический анализ подтвердил постепенное увеличение количества этнолингвистических публикаций – от единичных работ конца 1990-х годов до системных исследований 2020-х, что свидетельствует о росте научного сотрудничества и междисциплинарного интереса. Наибольшее количество публикаций приходится на Россию (58), Польшу (14) и США (7). В рамках исследования был проведён ассоциативный эксперимент с участием 500 казахстанских студентов в возрасте от 17 до 25 лет, в ходе которого респонденты реагировали на 100 этнографизмов. Полученные данные позволили выявить особенности восприятия этнолингвистических понятий современной молодёжью. Выводы подчёркивают актуальность продолжения междисциплинарного изучения этнолингвистических явлений в условиях глобализации и цифровизации науки.

Ключевые слова: язык, этнос, этнолингвистика, научная публикация, языковой анализ, Web of Science.

Authors' contributions
Zhanzhigitov S.Zh. – conceptualization, writing – review, editing.
Akhmetova M.K. – formal analysis, methodology, writing – review.