

Research Status and Development Trends of Domestic Cognitive Sociolinguistics

-- Based on CiteSpace Visualization Research

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Abstract

Based on the literature data from 2005 to 2025, this article conducts a systematic analysis of the development status of cognitive sociolinguistics in China. The study adopted bibliometric methods and explored from dimensions such as publication trends, author collaborations, institutional distribution, co-occurrence of keywords, and evolution of hotspots. The results show that the number of published papers in this field has increased in stages, and the core author group has initially taken shape, but the density of the cooperative network is relatively low. This research provides a reference basis for grasping the development context of the discipline and promoting theoretical innovation and practical application.

Keywords

Cognitive Sociolinguistics; CiteSpace; Knowledge Graph; Visual Analysis.

1. Introduction

Cognitive sociolinguistics, as an interdisciplinary field of cognitive linguistics and sociolinguistics, not only focuses on the deep-seated laws of individual language cognitive mechanisms but also pays attention to the shaping effect of social factors on language cognitive activities. It reveals the dynamic interactive relationship of language in the mind and society from a two-way perspective.

The rise of research in this field in China is attributed to the policy support of the state for interdisciplinary research in the humanities and social sciences, such as the inclination of the Social Science Fund towards projects in cross-disciplinary fields[5]. Meanwhile, the trend of disciplinary integration in the field of linguistics has become more prominent. Scholars are gradually breaking through the barriers of a single discipline[4]. Coupled with the support provided by big data technology for the macro analysis of language phenomena, they have jointly promoted the localization development of cognitive sociolinguistics. Based on the literature data from 2005 to 2025, this article conducts a systematic analysis of the development status of cognitive sociolinguistics in China. By systematically sorting out domestic research achievements, the development trajectory of the discipline can be clearly presented, providing a reference basis for grasping the development trajectory of the discipline and promoting theoretical innovation and practical application.

2. Research Status at Home and Abroad

Cognitive sociolinguistics abroad started earlier. At the end of the 20th century, scholars such as Howard Giles proposed the theory of language adaptation, emphasizing that language application is a dynamic adaptation to social, psychological and other factors, laying the foundation for the development of this field[1]. Since then, William Labov has delved deeply

into the connection between language variation and cognition[2]. Through investigations of language phenomena in different regions, he has revealed how social factors influence language cognition.

In recent years, foreign research has shown a distinct trend of multi-disciplinary integration. In the research of language and identity, social identity theory is integrated and experimental psychology methods are employed to explore the cognitive mechanism by which language constructs identity[3]. In terms of methods, in addition to traditional field research and corpus analysis, techniques such as brain imaging and eye-tracking have been widely applied to analyze the interaction between language and social cognition from the neurocognitive level. For instance, brain imaging technology is used to observe the activation differences in language processing regions of the brain in different social contexts, promoting cognitive sociolinguistics to continuously reach new heights.

Cognitive sociolinguistics in China began to sprout at the end of the 20th century. In its early stage, it was in the introduction phase. Many scholars actively translated and introduced foreign theoretical achievements, such as the introduction of classic theories like Giles' language adaptation theory and Labov's language variation research, which enabled the domestic academic circle to come into contact with this emerging field. Meanwhile, some scholars have attempted to apply relevant theories to analyze the phenomenon of the Chinese language, but most of them are preliminary explorations and have not yet formed a systematic localized research system.

Entering the period of localization development, domestic research achievements have become increasingly abundant[6]. On the one hand, in theoretical research, scholars have been continuously deepening. They have revised and improved cognitive sociolinguistic theories in light of the characteristics of the Chinese language. For instance, in the localization research of theories such as conceptual metaphor and metonymy, they have explored the unique cognitive models and cultural connotations of the Chinese language. On the other hand, the research field has been continuously expanding, extending from simple language structure analysis to multiple application areas such as language teaching, cultural dissemination, and interpretation of social phenomena. A number of representative achievements have emerged. For instance, in the field of language teaching, the situational teaching method proposed based on cognitive sociolinguistics has effectively enhanced teaching effectiveness and strongly promoted the development and application of this discipline in China[7].

3. Research Design

3.1. Research Questions

This study takes the cognitive sociolinguistic papers published in China from July 18, 2005 to July 18, 2025 as the research object, mainly answering the following questions: 1) Who are the core research authors and core research institutions in the field of domestic cognitive sociolinguistic research? What are the respective cooperative relationships between them? 2) What are the hotspots in domestic cognitive sociolinguistics research? 3) What inspirations does it bring to the research and practice of domestic cognitive sociolinguistics?

3.2. Source of Data

The data in this article is sourced from the CNKI database. A search was conducted on the CNKI journal page with the keyword "cognitive sociolinguistics", and the time range was set from 2015 to 2025. A total of 226 related documents were obtained. After excluding news publicity, character and book introductions, etc., 221 valid papers were ultimately obtained and exported as research samples.

3.3. Research Tools

After collecting the qualified data on CNKI, this study used the CiteSpace tool to draw the map. This tool was chosen because it can visually analyze literature data, present knowledge graphs of research hotspots, frontiers, etc., and is suitable for sorting out the development of disciplines. The data result analysis is carried out from three aspects: the author of the paper, the publishing institution and the keywords. Through the author and institution network graph produced, the connection is understood, and the keyword analysis is used to grasp the research hotspots, etc.

4. Analysis of Research Results

4.1. Trend Analysis of Publication Volume

According to the provided data chart, the annual publication volume in the field of cognitive sociolinguistics has shown a significant fluctuating upward trend from 2005 to 2025. The line chart shows that the number of published articles was at a relatively low level in 2005, and then increased slowly year by year. After 2010, it began to rise significantly, especially reaching a small peak between 2015 and 2020, with an average annual number of published articles exceeding 20. It slightly declined after 2020, but overall it still remained at a relatively high level. The high point of the line chart occurred around 2018. Although there have been minor fluctuations since then, the overall trend is upward, indicating that the academic attention in this field is constantly increasing.

From the perspective of changes in the number of published articles, the development of cognitive sociolinguistics can be roughly divided into three stages: the initial stage, the growth stage, and the fluctuation stage. The period from 2005 to 2010 was the initial stage, during which the number of published papers was relatively low, with an average of less than 10 per year. This indicates that cognitive sociolinguistics, as an emerging interdisciplinary subject, is still in the stage of theoretical construction and initial exploration. Scholars mainly focus on the definition of basic concepts and the establishment of research paradigms, and their academic activities are relatively limited. The period from 2010 to 2020 was a growth period, during which the number of published articles increased significantly, especially accelerating after 2015. This change reflects the gradual maturation of the field, the continuous expansion of research topics, and the increase of empirical research and applied achievements. Meanwhile, international academic exchanges have become increasingly frequent, and research teams and cooperative networks have gradually taken shape, which has driven a rapid increase in the number of published papers. The period from 2020 to 2025 was a volatile one. Entering the 2020s, although the number of published articles fluctuated somewhat, it still remained at a relatively high level overall. The fluctuations at this stage may be related to global public health events, adjustments in academic publishing cycles, and shifts in research hotspots. Although the growth rate has slowed down, the disciplinary foundation has become relatively solid, and the number of published papers has remained within a relatively stable range.

The growth in the number of papers published in cognitive sociolinguistics is driven by multiple factors. Firstly, policy support is a significant driving force. Many countries have included language cognition and sociocultural research in their key funding areas, which has facilitated the initiation and output of related projects. Secondly, the frequent holding of academic conferences provides a platform for scholars to exchange ideas. International conferences such as the Conference on Cognitive Linguistics and the Symposium on Sociolinguistics all have relevant topics, which have stimulated research vitality. In addition, interdisciplinary demands are also a key factor. The integration of fields such as cognitive science, sociolinguistics, and psychology has given rise to new research questions and methods, attracting more scholars to

engage in them. These factors work together to drive the continuous development of the field of cognitive sociolinguistics.

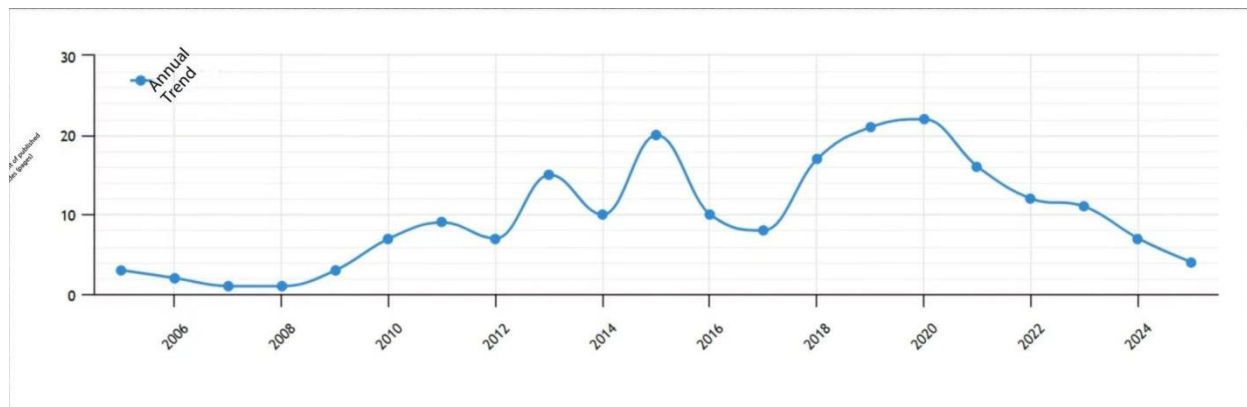


Figure 1. Trend Chart of Publications From 2005 to 2025

4.2. Analysis of the Author

The author co-occurrence network map generated based on CiteSpace shows that the overall structure of the author collaboration network in the field of cognitive sociolinguistics from 2005 to 2025 is relatively loose, with a network density of only 0.0023, indicating that the intensity of cooperation among scholars is limited and a highly close academic community has not yet been formed. There are a large number of nodes, but the number of connected edges is relatively small. Most authors are independent nodes or small-scale cooperative groups, reflecting that this field is still in its growth stage and there is still considerable room for improvement in cooperation and communication. It is worth noting that some high-frequency authors, such as Zhou Hongying and Wang Yong, although they have published a large number of articles, their core values are all 0.00, indicating that they exist more as independent researchers on the Internet and have not played a significant bridging or hub role.

Based on the number of published articles and the centrality indicator, some core authors can be identified. Zhou Hongying ranked first with 9 articles published, but her centrality was 0, indicating that although she produced a large number of works, her cooperative influence was limited. Wang Yong (4 articles), Huang Chenzhen (3 articles), Wen Xu (3 articles), Xie Shijian (3 articles), etc. are also high-frequency authors, but they also have relatively low centrality, indicating that their research is mostly carried out independently or in small teams. From the perspective of time distribution, the emergence of core authors has a relatively long time span. For instance, Zhou Hongying was concentrated in 2010, while Huang Chenzhen, Wen Xu and others were active from 2018 to 2020. This reflects that research forces in this field are distributed in different periods, but there is a lack of a continuous and stable group of highly productive scholars. Regrettably, the centrality of all authors in the existing data is 0, indicating that no key scholars with significant mediating roles have yet been formed, and the overall collaborative network shows a "fragmented" feature. In terms of representative achievements, specific literature information needs to be supplemented subsequently to further analyze their academic contributions.

At present, the author collaboration model mainly consists of teacher-student cooperation and small-scale academic teams, while large-scale cross-institutional collaboration is relatively rare. This cooperative model has, to a certain extent, promoted the deepening of research topics. For instance, scholars like Wen Xu and Xie Shijian have conducted continuous research on the interface between cognition and society. However, on the whole, the intensity of cooperation is insufficient, which limits theoretical innovation and methodological integration. In terms of disciplinary influence, the looseness of the cooperative network may lead to a relatively low

efficiency in the dissemination of research results and a slow progress in the construction of the theoretical system. In the future, it is necessary to enhance international and interdisciplinary cooperation, integrate resources through academic conferences, joint projects and other forms, and improve the systematicness and influence of research. The strengthening of teamwork will help form a more explanatory theoretical framework and promote the development of cognitive sociolinguistics into a mature discipline.

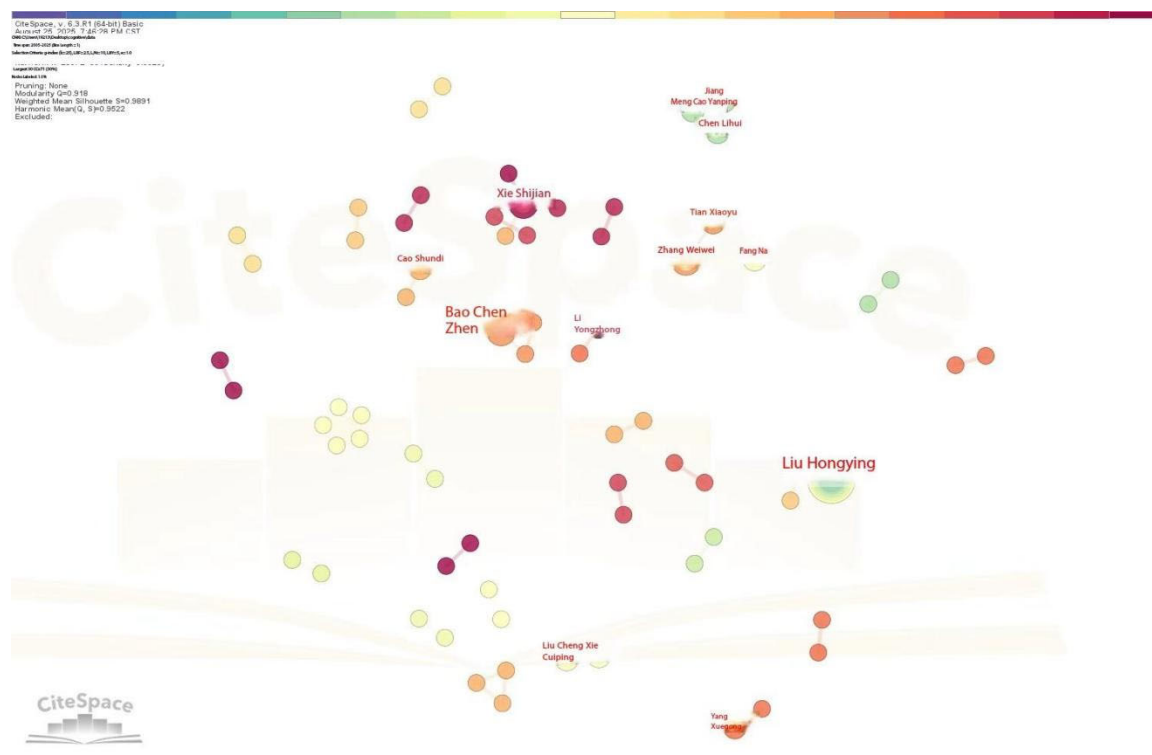


Figure 2. Author Co-occurrence Network Graph

4.3. Analysis of Research institutions

From the perspective of the co-occurrence map of institutions, the distribution of research institutions in cognitive sociolinguistics from 2005 to 2025 shows a distinct feature of being dominated by universities and concentrated in regions. All active institutions are higher education institutions and their affiliated departments, indicating that research in this field is entirely driven by the academic strength of universities, lacking the participation of multiple entities such as research institutes and enterprises. In terms of geographical distribution, institutions are mainly concentrated in the southwest region (such as Sichuan and Chongqing), the eastern coastal areas (such as Shanghai, Jiangsu and Zhejiang), and the North China region (such as Beijing), showing a high correlation with the degree of economic and cultural development. In particular, the performance of Sichuan Province and Chongqing Municipality is particularly outstanding. Sichuan International Studies University and its related departments have become the absolute research centers. This regional concentration is closely related to the discipline layout of universities, academic traditions and regional policy support, but to a certain extent, it also reflects the imbalance in the distribution of research forces.

Sichuan International Studies University, with an absolute advantage of 23 papers, has become the most productive institution. Its affiliated Graduate School, School of English and School of Translation have all made contributions, forming a relatively complete academic echelon. This indicates that the university has established a significant research advantage in the field of cognitive sociolinguistics and may have developed distinctive research directions or academic

traditions. Other high-yield institutions include the School of Foreign Languages of Southwest University, the School of Foreign Languages of Guangxi Normal University and Shanghai International Studies University, etc., demonstrating the dominant position of normal universities and foreign language universities in this field.

Normal universities such as Southwest University and Guangxi Normal University usually focus on the integration of language education and cognitive research, and pay attention to practice-oriented research such as language acquisition and teaching application. Foreign language institutions such as Sichuan International Studies University and Shanghai International Studies University, on the other hand, tend to focus more on the intersection of theoretical linguistics and social and cultural studies, emphasizing cross-cultural cognition and language comparative analysis. The differences among these types of institutions are also reflected in their research characteristics. For instance, normal universities pay more attention to the application level, while foreign language institutions focus more on theoretical construction.

The current institutional cooperation network shows obvious loose characteristics. The centrality index of all institutions is 0.00, indicating that there is a lack of effective cooperation Bridges among institutions, and cross-regional and cross-type academic cooperation is seriously insufficient. Cooperation is mostly confined to limited exchanges among different departments within the same university or among institutions in the same region, lacking a national cooperative network. The limitations of this cooperative model lead to a relatively single research perspective, and theoretical innovation and method integration are restricted.

At present, there are mainly problems such as an imperfect cooperation mechanism, a low degree of resource sharing, and a lack of cross-regional communication platforms. Therefore, we can establish a national academic cooperation network to promote exchanges between institutions of higher learning in the eastern and western regions. Strengthen complementary cooperation between foreign language colleges and normal universities, and integrate the advantages of theoretical research and applied research. Establish cross-institutional research platforms and encourage joint project applications and the organization of academic activities. Only by strengthening substantive cooperation among institutions can the depth and breadth of cognitive sociolinguistics research be promoted and a more complete disciplinary system be formed.

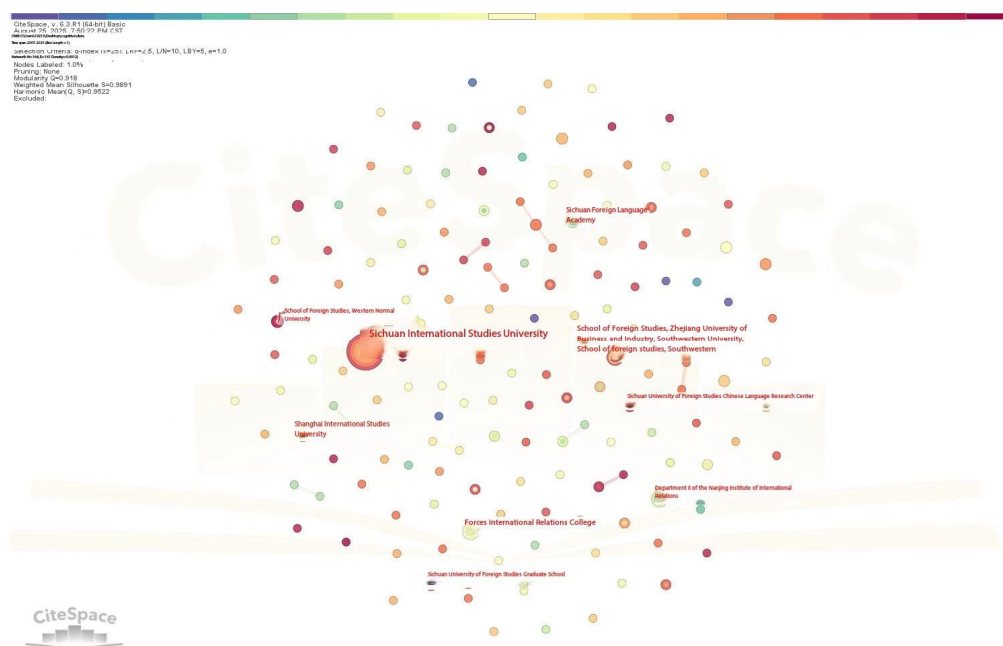


Figure 3. Institutional Co-occurrence Network Graph

4.4. Analysis of Key Word

1) Keyword Co-occurrence Analysis

According to the keyword co-occurrence graph data, the top 20 most frequently occurring keywords in the field of cognitive sociolinguistics from 2005 to 2025 are, in order: Cognition (17 times), Metaphor (8 times), language variation (8 times), concept integration (7 times), Chinese English (6 times), values (6 times), Internet language (5 times), culture (5 times), variation (5 times), sociality (4 times), conceptual metaphor (4 times), mutation (4 times), Internet vocabulary (3 times), social cognition (3 times), social factors (3 times), Prototype theory (3 times), new words (3 times), cognition (3 times), language (3 times), women (2 times). These high-frequency keywords clearly reflect the core concerns of research in this field. On the one hand, it focuses on the basic theories and mechanisms of cognitive linguistics; on the other hand, it emphasizes language phenomena in the social dimension, reflecting the disciplinary characteristics driven by both cognitive and social dimensions.

The keyword co-occurrence network takes "cognition" as the core node (centrality 0.14), and it has a strong co-occurrence relationship with "metaphor", "language variation", "concept integration", etc., constituting the central cluster of the network. "Metaphor" is closely related to "conceptual metaphor", with centralities of 0.07 and 0.02 respectively, indicating that metaphor research is an important bridge connecting cognitive mechanisms and social language phenomena. "Language variation" forms sub-networks with "social factors", "variation", "sociality", etc., with a centrality ranging from 0.02 to 0.06, reflecting that the study of variation from the perspective of sociolinguistics is another important branch. The key words such as "values" and "culture" are directly or indirectly related to "cognition", but the centrality is relatively low (0.01-0.05), indicating that although cultural cognition research is related, the degree of integration is still shallow. The overall network structure shows a radiating feature based on cognitive theory and extending to social language phenomena, but the connection strength between some nodes is relatively weak, and there is still room for deepening theoretical integration.

The hot topics are mainly reflected in the research on the interaction between cognitive mechanisms and social factors. Firstly, the research on the interface between cognition and society has become a focus. For instance, cognitive mechanisms such as "metaphor" and "conceptual integration" have been widely applied to analyze language phenomena in social contexts like "language variation" and "Internet language", and to explore how cognitive models are shaped and manifested in social practice. Secondly, the issues of language and identity have gradually become prominent. The rise of keywords such as "Chinese English", "values", and "nationality" reflects scholars' attention to the cultural identity and social values behind language use, and their research on how to build individual and group identity through language selection. Thirdly, language innovation in the context of social change has drawn much attention. Keywords such as "new words", "Internet slang", and "buzzwords" indicate that scholars are actively tracking the innovation mechanisms of language in social dynamics and analyzing its generation, dissemination, and acceptance processes from both cognitive and social perspectives. These hotspots collectively demonstrate that cognitive sociolinguistics is continuously deepening its understanding of language as a unity of cognition and social practice, and promoting the discipline to develop in a more comprehensive direction.

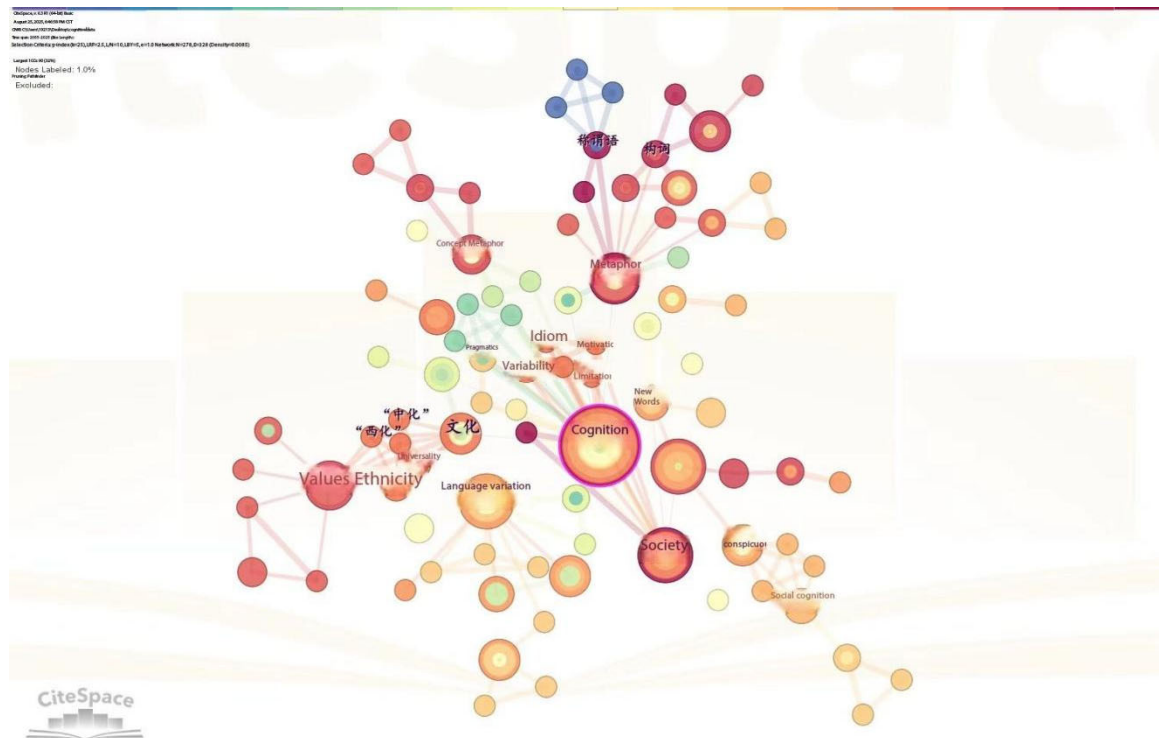


Figure 4. Keyword Co-occurrence Network Graph

2) Keyword Cluster Analysis

Based on the analysis of keyword co-occurrence, cognitive sociolinguistics formed five main clusters from 2005 to 2025: The "cognitive" cluster includes keywords such as metaphor and concept integration, exploring the shaping of language structure by cognitive mechanisms; Female clustering focuses on gender differences, address terms, etc., and studies language use from a gender perspective; New word clustering covers new Internet words, buzzwords, etc., and analyzes the phenomenon of language innovation; "Language variation clustering studies the changes in language forms caused by social factors;" "Value Clustering explores value orientation and cultural identity in language." These five clusters constitute the complete research system of the discipline.

These clusters exhibit the characteristics of combining theoretical exploration with empirical application. Cognitive clustering focuses more on theoretical construction and provides a basic framework for disciplines. Language variation and "values" clustering focus on theoretical application, connecting cognitive theories with social phenomena. The clustering of new words and "female" focuses on empirical analysis and pays attention to specific language practices. This structure reflects the characteristics of the discipline as an interdisciplinary field: it not only deepens cognitive theory but also explains the reality of social language, forming a mutually reinforcing research pattern in both directions.

There are rich cross-correlations among various clusters: the intersection of "cognition" and "language variation" forms the study of "cognitive variation"; The intersection of "cognition" and "values" gives rise to research on "cultural cognition". The intersection of "women" and "new words" has given rise to research on "gender language innovation". The intersection of "new words" and "language variation" promotes the research on "innovative variation". The intersection of "values" and "language variation" forms the research of "value orientation variation".

These cross-disciplinary topics have enriched research perspectives and promoted theoretical innovation. Nodes such as "network language" and "social culture" have become Bridges

connecting multiple clusters. They are not only related to the lexical innovation of "new word" clusters, but also involve the mechanism of "language variation", and are linked to the cultural expression of "values", thus becoming hotspots where multiple clusters converge. This cross-integration indicates that cognitive sociolinguistics is evolving into a comprehensive discipline that integrates multiple dimensions such as cognition, society, and culture. The interaction among various clusters will continue to drive the discipline to a deeper level.

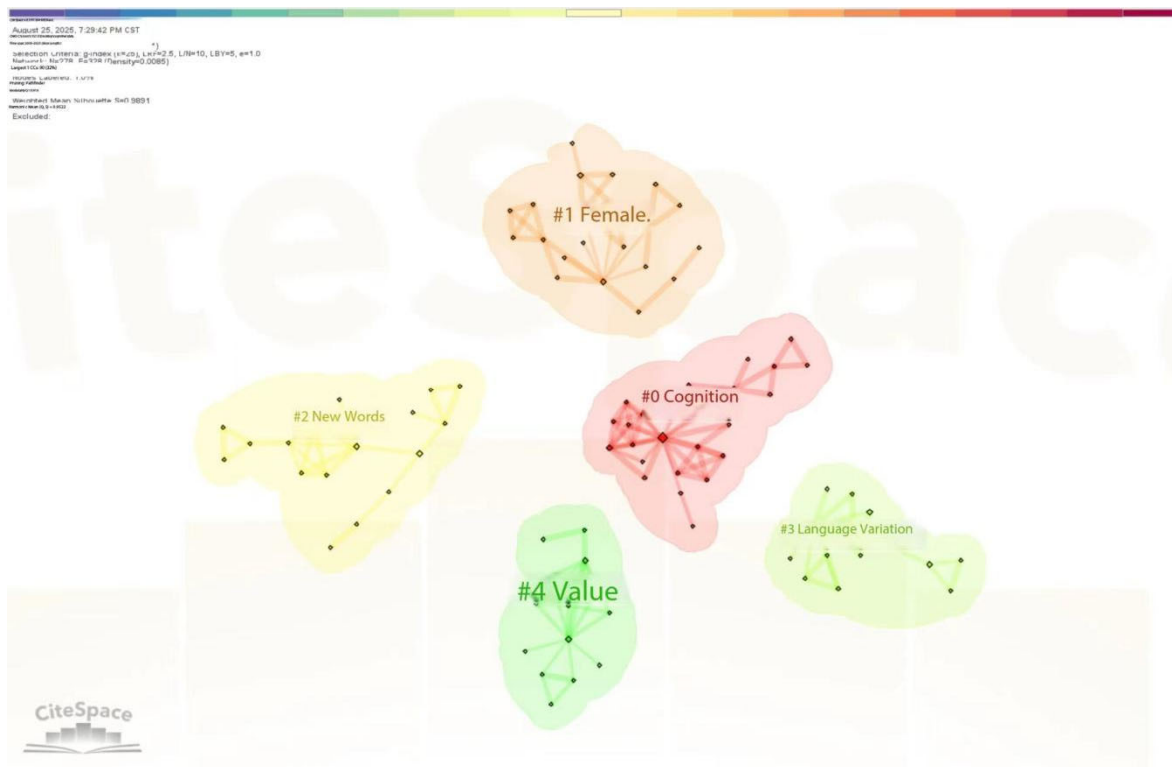


Figure 5. Keyword Clustering Network Graph

3) Temporal Graph of Keyword Research Hotspots

According to the time slice map, the research hotspots of cognitive sociolinguistics from 2005 to 2025 show obvious characteristics of phased changes. From 2005 to 2010, it was the stage of theoretical introduction. The key words were mainly basic concepts such as "cognition", "metaphor", and "social turn", and the research mainly focused on the introduction and digestion of the theoretical framework. From 2011 to 2015, during the period of localization exploration, research directions with local characteristics such as "Chinese English", "Language variation", and "concept integration" emerged. Scholars began to combine international theories with phenomena of the Chinese language. From 2016 to 2020, research was further deepened, with a significant increase in keywords such as "Internet language", "values", and "social cognition", reflecting the expansion of research towards the application level. From 2021 to 2025, there will be a trend of interdisciplinary integration. New keywords such as "narrative of domestic animation", "diachronic research", and "social mentality" have emerged, indicating that the research perspective is constantly broadening.

The evolution trajectory of research hotspots clearly demonstrates the three stages of discipline development. In the early stage (2005-2010), the focus was mainly on the introduction of theories. Scholars mainly introduced the theoretical foundations of Western cognitive linguistics and sociolinguistics, such as conceptual metaphor and prototype theory, laying the foundation for the development of the discipline. In the middle period (2011-2020), it entered the stage of localization exploration. Researchers began to pay attention to the unique

language phenomena of Chinese, such as the characteristics of "Chinese English" and the variation mechanism of "Internet language", and attempted to establish a theoretical analysis framework that conforms to the actual situation of Chinese. During this period, keywords such as "language variation" and "social factors" also emerged, indicating that research has shifted from pure theoretical exploration to the analysis of social language practice. In recent years (2021-2025), research has shown distinct characteristics of interdisciplinary application. On the one hand, research topics have become more diversified, and new fields such as "narrative of domestic animation" and "social mentality" have emerged. On the other hand, the research methods have become more diverse. Keywords such as "diachronic research" and "comparative research" indicate that the time dimension and the perspective of contrast have received attention. Research during this period was no longer confined to the language itself but expanded to multiple fields such as cultural dissemination and social psychology, demonstrating the powerful inclusiveness and explanatory power of cognitive sociolinguistics as an interdisciplinary subject.

The evolution of research hotspots is driven by multiple factors. Firstly, in terms of social demand, the language phenomena brought about by the rapid changes in Chinese society provide rich materials for research, promoting scholars to pay attention to the interactive relationship between language and society. In terms of the second international academic trend, new theories and methods of Western cognitive linguistics and sociolinguistics have been continuously introduced, providing theoretical support and methodological inspiration for local research. In terms of technological development, the application of big data analysis methods and visualization tools enables researchers to handle larger-scale language data and discover deeper language patterns. These factors work together to drive the continuous in-depth development of cognitive sociolinguistics, forming a research feature that not only has an international perspective but also is based on local realities.



Figure 6. Time Map of Research Hotspots

4) Keyword Emergent Analysis

According to the results of emergent word detection, seven keywords with significant emergent intensity emerged in the field of cognitive sociolinguistics from 2005 to 2025. Ranked by

intensity, they are as follows: Values (intensity 2.78), conceptual integration (2.37), Chinese English (1.96), language (1.72), language variation (1.71), cognition (1.7), and social factors (1.57). These emergent words clearly reflect the evolution trajectory of research hotspots, from the early construction of theoretical foundations (" cognition ", "language") to the mid-term exploration of localization (" Chinese English ", "language variation"), and then to the recent in-depth expansion (" values ", "social factors"). It is particularly worth noting that the "concept integration" theory emerged strongly between 2019 and 2020, indicating that it became an important analytical framework during this period.

The temporal distribution of emergent words shows obvious phased characteristics. From 2009 to 2013, it was the theoretical foundation period. Basic concepts such as "cognition" and "language" emerged prominently, with an intensity of around 1.7, laying a theoretical foundation for the development of the discipline. From 2015 to 2020, it entered the period of localization exploration. "Language variation" and "Chinese English" emerged successively, with intensifications of 1.71 and 1.96 respectively, reflecting that scholars began to pay attention to the phenomenon of Chinese characteristic languages. From 2019 to 2023, it entered a period of deepening and expansion. The intensity of "concept integration" was 2.37, that of "social factors" was 1.57, and that of "values" was 2.78. Among them, "values" became the most influential emerging word with an intensity of 2.78, indicating that the research delved into the value connotation from the form of language.

The evolution of this time series shows a clear trajectory of research hotspots from theoretical introduction to localized practice and then to in-depth expansion. The continuous increase in intensity values also indicates the sustained expansion of research influence.

The key words that have emerged in recent years reflect a major shift in the research paradigm. The strong emergence of the "concept integration" theory indicates that researchers have begun to use more sophisticated cognitive tools to analyze language phenomena, and this theory provides a powerful framework for explaining language innovation and meaning construction. The intense emergence of "values" marks a shift in research from language form analysis to the exploration of value connotations, focusing on the cultural identity and value orientation behind language use, which is closely related to the current background of cultural confidence.

The sudden emergence of "social factors" indicates that research pays more attention to the interactive relationship between language and social context, and scholars have begun to systematically examine the influence mechanism of social variables on language use. The application value of these cutting-edge topics lies in the fact that, on the one hand, they promote the innovation of research methods and prompt researchers to adopt multi-dimensional analysis frameworks; On the other hand, it has broadened the research perspective and more closely combined language research with social and cultural research.

Top 7 Keywords with the Strongest Citation Bursts



Figure 7. Keyword Emergent Data

5) Discussion on Development Trends

Cognitive sociolinguistics is showing a significant trend of multi-disciplinary theoretical integration. Research is no longer confined to the traditional framework of linguistics but actively integrates theoretical resources from multiple disciplines such as cognitive science, social psychology, and anthropology. Cognitive science provides an explanatory framework for language cognitive mechanisms, while social psychology helps understand identity construction and group dynamics in language use. This interdisciplinary integration enables researchers to establish more comprehensive theoretical models that can not only explain the cognitive basis of language but also illustrate its social functions. In the future, with the further integration of disciplines such as neuroscience and computational science, the theoretical system of cognitive sociolinguistics will become more abundant and complete.

The research methods show a distinct mixed approach orientation, with the combination of quantitative and qualitative methods becoming the mainstream. On the one hand, corpus linguistics methods, experimental methods and statistical analysis provide the ability to process large-scale data and conduct hypothesis testing; On the other hand, methods such as ethnographic research, discourse analysis, and in-depth interviews ensure the depth and contextualized understanding of the research. The innovation of technical tools has greatly promoted the development of research methods. Scientific metrology tools such as CiteSpace have made literature analysis more systematic. Devices like eye trackers and electroencephalograms have provided new means for the study of cognitive processes. Natural language processing technology has enabled the automated analysis of large-scale language data. The diversification of this approach enables researchers to explore language phenomena from multiple perspectives and obtain more comprehensive and reliable research findings.

The application scenarios of cognitive sociolinguistics are expanding rapidly. In the field of language education, research achievements are guiding the compilation of teaching materials and the innovation of teaching methods, especially playing a significant role in second language acquisition and cross-cultural communication teaching. In the field of artificial intelligence language processing, cognitive sociolinguistics provides theoretical support for natural language understanding, affective computing and dialogue systems, helping machines better understand the social and cultural dimensions of human language. In addition, research on language application in professional fields such as medicine, law, and business is also increasing day by day. These application expansions not only enrich the research content but also enhance the social influence of the discipline.

5. Conclusion

Through a systematic analysis of the field of cognitive sociolinguistics from 2005 to 2025, this study found that the discipline has shown a continuous and stable development trend. The number of published articles has generally shown an upward trend, especially with a significant increase since 2015, indicating a continuous rise in the attention paid to the discipline[9]. The distribution of authors and institutions shows that universities such as Sichuan International Studies University have become the main force in research, but the density of author collaboration networks is relatively low, and the cooperation among institutions is rather loose, and a close academic community has not yet been formed. The research hotspots are centered around "cognition", "metaphor", "language variation", etc., presenting the characteristics of the combination of theoretical exploration and empirical application, and forming five main clusters: cognition, women, new words, language variation and values.

From the perspective of the development trend of disciplines, the degree of localization has significantly increased, and research directions with local characteristics such as "Chinese English" and "Language Variation" have become increasingly prominent. However, the

synchronization with the international academic community still needs to be strengthened. Theoretical innovation and methodological updates are relatively lagging behind, and there are relatively few high-level international achievements. The development of disciplines follows a typical path of "introduction - digestion - innovation", but the innovation stage still needs to be deepened.

This study still has some limitations: Firstly, the data sources are mainly limited to Chinese databases such as CNKI, lacking comparative analysis of international literature[10]; Secondly, the research methods are mainly bibliometric, lacking in-depth qualitative research and empirical analysis. Finally, keyword analysis is difficult to fully reflect the research content and quality. In response to these limitations, future research should expand the data sources and incorporate them into international databases such as WoS and Scopus for comparative studies. Adopt a combination of multiple methods, integrating bibliometrics with content analysis, case studies and other approaches.

Cognitive sociolinguistics has the dual development potential of theoretical breakthroughs and social value. At the theoretical level, with the further integration of theories from multiple disciplines such as cognitive science and social psychology, it is expected to achieve breakthroughs in the fundamental theories of language cognition and social interaction. At the level of social value, this discipline has broad application prospects in fields such as language education, artificial intelligence language processing, and cross-cultural communication.

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