

A Retrospective View of Discourse-Historical Approach (DHA)

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Abstract: The paper provides a retrospective view of the discourse-historical approach (DHA) by conducting a bibliometric analysis of articles on DHA in the Scopus database for 2002-2023. A total of 335 documents were retrieved, indicating that the field remains relatively new and unsaturated. The United Kingdom was the leading contributor to DHA research because the founder of DHA, Ruth Wodak is from Lancaster University. The focal point of DHA research has been on media and political discourse because of the research interests of Wodak and her former postgraduate students, Boukala and Forchtner, who published prolifically on DHA. However, the most globally cited work is Baker et al.'s (2008) "A useful methodological synergy? Combining critical discourse analysis and corpus linguistics to examine discourses of refugees and asylum seekers in the UK press". The bibliometric analysis showed that the *Journal of Language and Politics* has the most publications on DHA while *Discourse and Society* has the highest total citations. DHA research since 2017 has gravitated towards analysis of "argumentation" in populism, ideology and COVID-19 in social media discourse, and there is an emergence of research focusing on the nomination and predication strategies in new areas such as interpretation and Islamophobia. The study indicates that selectivity in the use of discursive strategies may hamper the potential of DHA to explain how societal changes influence discourse, and for the field to advance, it is essential to revisit a comprehensive framework that necessitates an examination of all five discursive strategies.

Keywords: Bibliometric, discourse, discourse-historical approach (DHA), research trend, Scopus

Introduction

The discourse historical approach (DHA) is a branch of critical discourse analysis (Reisigl & Wodak, 2001, Wodak et al., 2009; Wodak, 2011). While critical discourse analysis broadly examines language and power, DHA specifically emphasises the historical context and how language reflects and shapes power dynamics over time. DHA explores how societal changes influence discourse and how language constructs identities, ideologies, and social relationships. DHA was developed by Ruth Wodak, an Austrian linguist. One of the earliest publications discussing this approach is Wodak's (1989) book, *Language power and ideology: Studies in political discourse*, which laid foundational concepts for DHA.

The historical dimension of discourse acts in two ways (van Leeuwen & Wodak, 1999). Firstly, DHA involves integrating information about the historical context and the original sources embedding discursive "events". Secondly, DHA explores how specific types and genres of discourse are subject

to diachronic changes (Matouschek et al., 1995; Wodak et al., 1990, 1994). In addition to examining the historical context, the DHA also explores intertextual and interdiscursive relationships among texts, incorporating extra-linguistic and sociopolitical factors into its analysis (Wodak, 2001). According to Reisigl and Wodak (2017), the DHA evolves around three core dimensions: (1) the content of specific discourses, (2) the discursive strategies employed, and (3) the linguistic realisation of these contents and strategies. These three dimensions are fundamental to understanding how discourse operates in different contexts.

DHA involves analysis involving five discursive strategies to reveal positive and negative self-presentation and portrayal of others. A strategy is understood as a more or less intentional plan of practices aimed at achieving specific social, political, psychological, or linguistic goals (Reisigl & Wodak, 2017). The five discursive strategies are:

1. nomination strategy – names or labels for individuals, objects, events, and actions
2. predication strategy – descriptions of social actors and entities
3. argumentation strategy – arguments or justifications
4. perspectivisation strategy – the perspective for the expression of the nominations, attributions such as from the first- or third-person perspective
5. mitigation and intensification strategies – overt or covert utterances and if they are intensified or mitigated

The use of DHA can produce profound insights by “demystifying the control of specific discourses and deciphering the underlying ideologies that establish, perpetuate, or challenge dominance” (Reisigl & Wodak, 2017, p. 88). In essence, DHA is a useful tool for exploring how language is used by powerful people to gain and attain power (Reisigl & Wodak, 2017) as well as “to unravel contradictions, dilemmas, and manipulations in concrete oral or written textual instances with the ultimate aim to contribute to an improvement of ethically and politically problematic situations” (Zotzmann & O'Regan, 2016, p. 10). As highlighted by Reisigl (2017), the impact of the DHA research on both methodological approaches and topical issues is significant, prompting the need for ongoing exploration to effectively address emerging topics and the escalating challenges of existing social problems.

The present study presents a retrospective perspective on developments in DHA using a bibliometric analysis. The focus of the paper is on the research areas to which DHA is applied to understand how language reflects and shapes power in different contexts.

Literature Review

Focal Points of DHA Research Over the Years

Reisigl (2017) identified four stages in DHA research (1987-2017) since the framework was proposed by Ruth Wodak. The stages are not marked by years but by research areas. The focal points in the four stages of DHA research are (i) racism, (ii) political agenda, (iii) identities, and (iv) integration, discrimination and migration (Reisigl, 2017).

In the first stage, DHA was mostly used to study racism and antisemitism in Austria. Wodak et al. (1990) analysed Kurt Waldheim's presidential campaigns in Austria in 1986 to find out how anti-Semitic stereotypes were formed. Kurt Waldheim won and became the president of Austria from 1986 to 1992. Subsequently, Wodak and Matouschek (1993) analysed the language associated with neo-racism towards foreigners in Austria. Wodak (1991, 2011) went on to use DHA to study how language shapes anti-Jewish prejudice in post-war Austria. The research on DHA was confined to the work of Wodak and co-researchers on how language is used to form anti-Semitic stereotypes and neo-racism in Austria.

The second stage of DHA research is characterised by an expansion of research into how language is used to achieve the agenda of political discourse in the media (Kader, 2016; Reyes-Rodríguez, 2008). The types of political discourse analysed were political speeches, focus group discussions, interviews, political campaigns, and newspaper articles (Reisigl, 2017). The studies

found that the discursive construction of national identities, depicting both similarity and difference, contributes to the political and social exclusion of specific out-groups across diverse contexts and nations (Matouschek et al., 1995).

The third stage of DHA research focused on identities in socio-political discourse revolving around Austria and the EU. Again, the prominent contribution of Wodak and her co-researchers can be seen. For example, Wodak and Van Dijk (2000) examined the construction of racism in political discourses across EU member states. Kovács and Wodak (2003) analysed debates on the concept of "permanent Austrian neutrality" to shed light on the identity-policy aspect of NATO. Wodak and Weiss (2005) studied the construction of European identities in political speeches. Wodak et al. (2009) produced an edited book on discourses of national identity in Europe with particular attention to Austria. In the chapters on the construction of identities in the public arena, semi-public discussions (focus group interviews) and semi-private conversations (qualitative interviews), deixis in the form of personal, spatial, and temporal references stand out in the rhetoric. Besides Wodak and her co-researchers, other researchers also employed DHA to examine socio-political discourse about the EU. For example, internal communication within EU institutions (Muntigl et al., 2000) and the Austrian narrative surrounding EU expansion (Galasinska & Krzyzanowski, 2008) were analysed. DHA was also employed to study the portrayal of past events such as the German Wehrmacht during World War II (Heer et al., 2008). Political scientists Manoschek and Sandner (2008) presented narratives on the persecution of victims of the Wehrmacht war of annihilation.

The fourth phase of DHA research is characterised by Reisigl (2017) as an investigation into issues of integration, discrimination, and migration. For example, Krzyzanowski et al. (2005) highlighted disparities in press coverage among countries, delineating differences in semantics, thematic structures, structures of relevance, and argumentation, while highlighting the systematic reconstruction of fundamental representations of the EU in the press. The twenty-first century saw the use of DHA for investigating right-wing populism and fascist discourses, led by Wodak and Richardson (2013). One remarkable development in DHA research is the expansion from studying the influence of oral and written communication on the audience's impressions of political candidates to examining the influence of visual communication. This marked the beginning of interest in intertextual and interdiscursive relationships among texts, and the analysis was situated within the context of extra-linguistic and sociopolitical factors. Reinemann et al. (2017) showed that the Danish media gives way to populist political communication by using a conflict frame, portraying ordinary citizens as victims and politicians as unreliable.

Reisigl's (2017) mapped the research areas that DHA had been used for from 1987 to 2017 but the recent direction of DHA research after 2017 has not been mapped. Furthermore, although developments in the theoretical aspects and topic-specific application of DHA have been described, the statistical analysis of trends remains largely unexplored. A bibliometric analysis would facilitate the identification of influential publications, key contributors, and emerging themes, enabling academics to examine the latest trends, knowledge gaps, and future directions in the field (Zulkifli, 2021).

Methods

This study utilised bibliometric analysis to explore the knowledge structure and progress of research concerning DHA. Data for the analysis were retrieved from the Scopus database. Scopus was selected because of its reputation as a comprehensive abstract and citation database, encompassing over 25,100 titles from various disciplines, including science, technology, medicine, social sciences, and the arts, sourced from more than 5,000 global publishers (Rusly et al., 2019). A flowchart illustrating the search process is presented in Fig. 1.

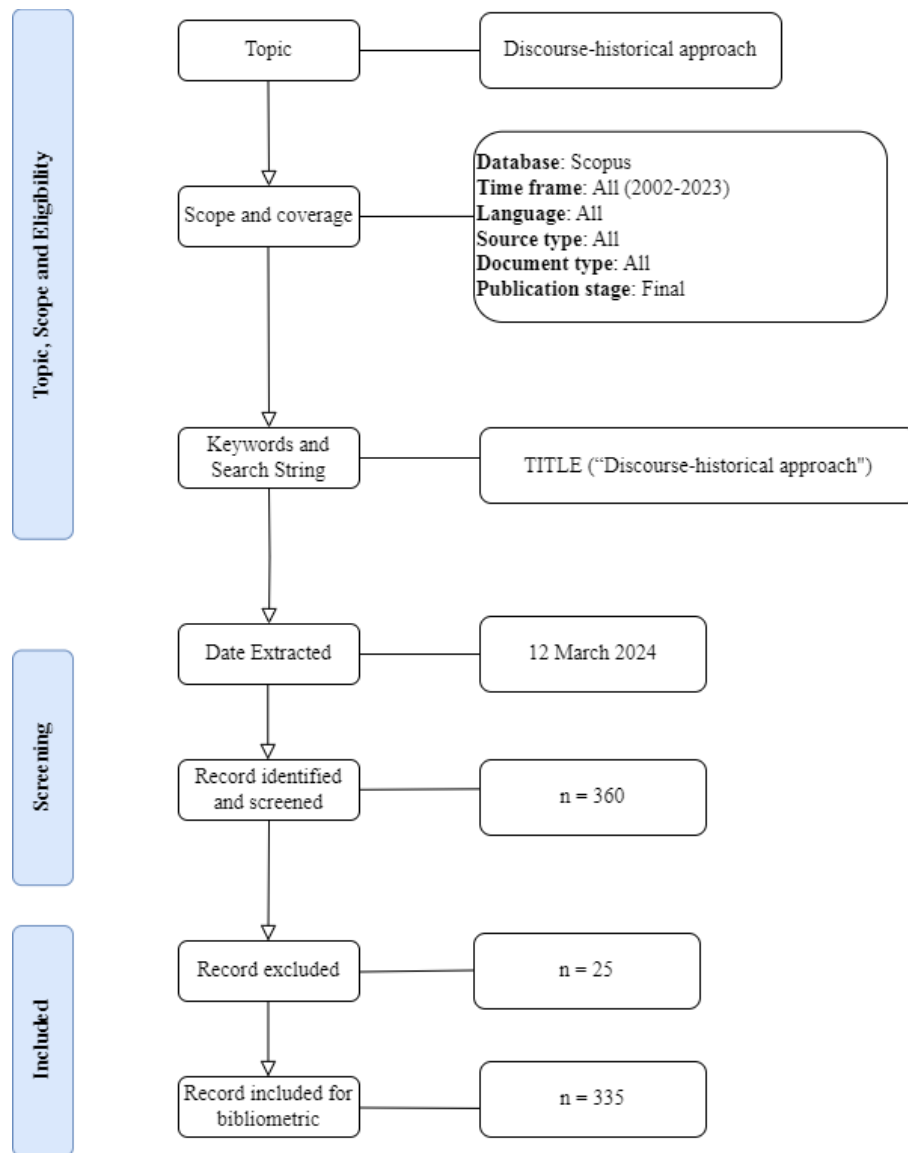


Fig 1. Flow Diagram of the Search Strategy (Source: Zakaria et al. (2020))

First, a keyword search was conducted on the Scopus database for “Discourse-historical approach”. The initial data results yielded 360 journals published from 2002 to 2023. The timeline was defined based on the search results, with 2002 marking the earliest publication identified on this topic. Therefore, the analysis period was set from 2002 to the most recent year, 2023, to capture the full range of relevant research within this timeframe. To locate the most relevant documents, the screening phase employs specific keywords, including “critical discourse analysis”, “discourse analysis”, “discourse”, and “discursive strategies”. It should be noted that a list of keywords is provided by Scopus for authors to choose from, ensuring that only those directly pertinent to their specific research topic are selected to yield the most relevant results. The screening process yielded a total of 335 publications.

After extracting and importing the data, a data cleaning process was carried out. The keywords provided by the authors or generated by Scopus were manually standardised to ensure accuracy. The standardisation of keywords was made in terms of spelling, acronyms, capitalisation, punctuation, and singular or plural forms to ensure consistency across the dataset, as outlined below:

1. spelling variations, such as “analyse” and “analyze.”
2. acronyms, such as “CDA” with “Critical Discourse Analysis.”
3. capitalisation differences, such as “discourse historical approach” and “Discourse Historical Approach.”

4. punctuation variations, such as “Discourse-historical approach” as equivalent to “Discourse historical approach.”
5. singular and plural forms, such as “discursive strategy” and “discursive strategies.”

Apart from that, a specific concern was addressed regarding the classification of affiliations. It was observed that in some papers, authors listed their affiliations simply as “Hong Kong” without explicitly stating “China”. Since Hong Kong and Macao have been part of China since 1997 and 1999 respectively, this omission could lead to inaccuracies in the data representation. Hence, to enhance the accuracy and consistency of the dataset, institutions in Hong Kong and Macao were reclassified as part of China.

The cleaned dataset was then analysed using Bibliometrix tool. Bibliometrix is an R-tool designed for comprehensive scientific mapping analysis. Moreover, the inclusion of VOSviewer enables construction and visualization of bibliometric networks, enabling the identification of research trends, analysis of author and collaboration networks, keyword analysis, and clustering of related documents (van Eck & Waltman, 2017).

Results and Findings

The bibliometric analysis results for DHA are reported based on the area of study, research productivity, distribution of publication by countries, most globally cited documents, most active source titles, and author keyword analysis.

Area of study

Table 1 shows the areas of study related to DHA. The DHA framework has been utilised mainly in the social sciences (313 publications or 53.7%). DHA is also popular in arts and humanities (199 publications or 34.1%). However, it is unexpected to find publications reporting the use of DHA in computer sciences and engineering, which are hard sciences. Wodak (2015) stated that DHA can incorporate knowledge from various fields and its emphasis on context makes it a practical method for analysing discourse in diverse subject areas. It has to be noted that the data presented in Table 1 was automatically generated from Scopus, which uses its proprietary classification system to categorise publications into specific subject areas. The classification is based on the journal’s primary scope or the thematic content of the articles.

Table 1. The Area of Study Related to DHA

Area of Study	No of Publications	Percentage
Social Sciences	313	53.7
Arts and Humanities	199	34.1
Psychology	22	3.8
Business, Management and Accounting	14	2.4
Computer Science	11	1.9
Economics, Econometrics and Finance	7	1.2
Physics and Astronomy	5	0.9
Energy	3	0.5
Engineering	3	0.5
Environmental Science	2	0.3
Decision Sciences	1	0.2
Materials Science	1	0.2
Multidisciplinary	1	0.2

Note: The publications have been organised according to the categorisations of their source titles, with certain source titles categorised into more than one subject area.

Publication by Year

Figure 2 shows the annual growth of publications on DHA. There was a slow start with only one publication in 2002 by Wodak and van Leeuwen. This is a Scopus-indexed publication, different from other earlier publications which are not in the Scopus database. However, since 2002, there has been a growing upward trend with 66 publications in 2023. There seems to be an exponential growth after 2020, and going by this trend, DHA research will spike in the future.

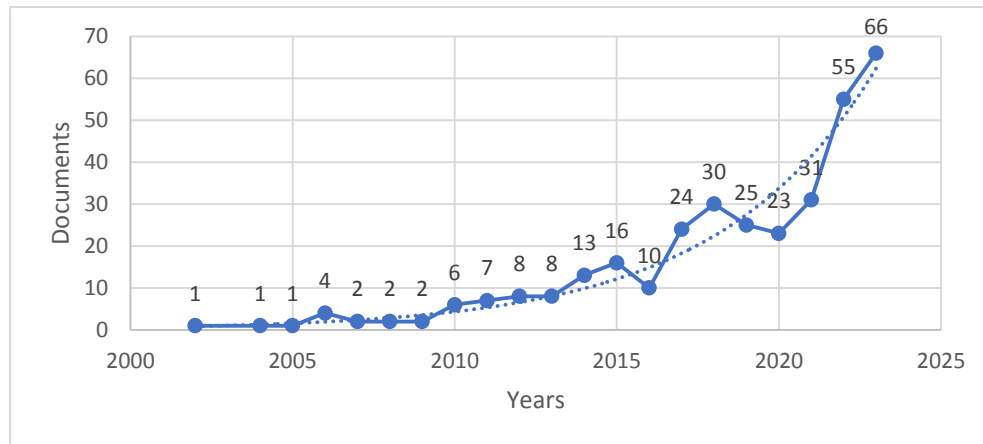


Fig 2. Annual Growth of Publication on DHA

Top Contributing Countries

Figure 3 shows the top countries in DHA research contributions from 2002 to 2023. The most publications on DHA come from the United Kingdom (83 publications), followed by China (26 publications) and Turkey (20 publications). The United Kingdom is the top contributing country because Ruth Wodak, Austrian by nationality, was born in London. Much of her professional career was at Lancaster University in the United Kingdom, where she was the Emeritus Distinguished Professor and Chair in Discourse Studies in the Department of Linguistics and English Language. Figure 3 shows that Austria has 15 publications, most of which are contributed by Wodak because she was a professor of applied linguistics at the University of Vienna (Universität Wien), Austria. Ruth Wodak's DHA has spread far and wide to 59 countries, spanning Asia, the Middle East, Europe, and the United States.

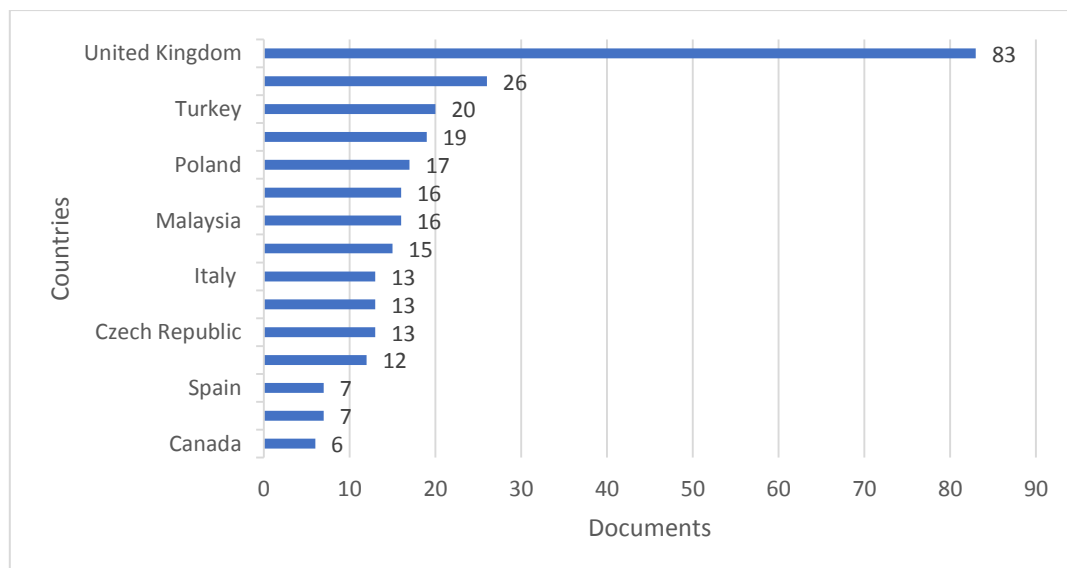


Fig 3. Top Countries in DHA Research Contributions from 2002 to 2023

Leading Contributing Authors

Table 2 shows the most prominent authors of DHA. This list shows authors with at least three publications but in total 402 authors have published on DHA in Scopus-indexed journals and books. The leading contributing author is Wodak (33 publications or 9.9%), followed by Boukala (4.2% or 14 publications) and Forchtner (3.0% or 10 publications).

Some background information on the authors is needed to understand why Boukala and Forchtner rank second and third in publication numbers. Both were Wodak's former postgraduate students and carried out research on DHA in their respective research interest areas. Wodak's research delves into the linguistic and communicative dimensions of complex societal issues, including populism, nationalism, and right-wing politics, making substantial contributions to the understanding of these complex societal phenomena. On the other hand, Boukala's research focuses on discourse analysis of political discourse in Greece and Europe, social media discourse on nationalism, identity, and migration. Forchtner's research area is similar to Wodak, that is, critical discourse studies and political communication related to far-right movements. The author ranked fourth, Brusenbauch Meislova writes about the EU, but has never published with Wodak.

Table 2. The Most Prominent Authors of DHA

Authors	Number of publications	Percentage
Ruth Wodak	33	9.9
Salomi Boukala	14	4.2
Bernhard Forchtner	10	3.0
Monika Brusenbauch Meislova	6	1.8
Michal Krzyzanowski	4	1.8
Markéta Votoupalová	4	1.2
Elżbieta Bogdanowska-Jakubowska	3	0.9
Tony Capstick	3	0.9
Ian Clarke	3	0.9
Massimiliano Demata	3	0.9
Dimitra Dimitrakopoulou	3	0.9
Fady Helal	3	0.9
Wanjiru Kwon	3	0.9
Mark Nartey	3	0.9
Markus Rheindorf	3	0.9
Damianos Serafis	3	0.9
Lorenzo Viola	3	0.9
Yan Yu	3	0.9
Franco Zappettini	3	0.9
Özgür Özvatan	3	0.9

Figure 4 shows leading authors' publication trends over the years. The size of the bubble corresponds to the number of articles published by an author in a given year, where larger bubbles indicate higher publication output. The shading or colour intensity of the bubbles represents the citation impact (total citations per year), with darker shades signifying greater scholarly influence.

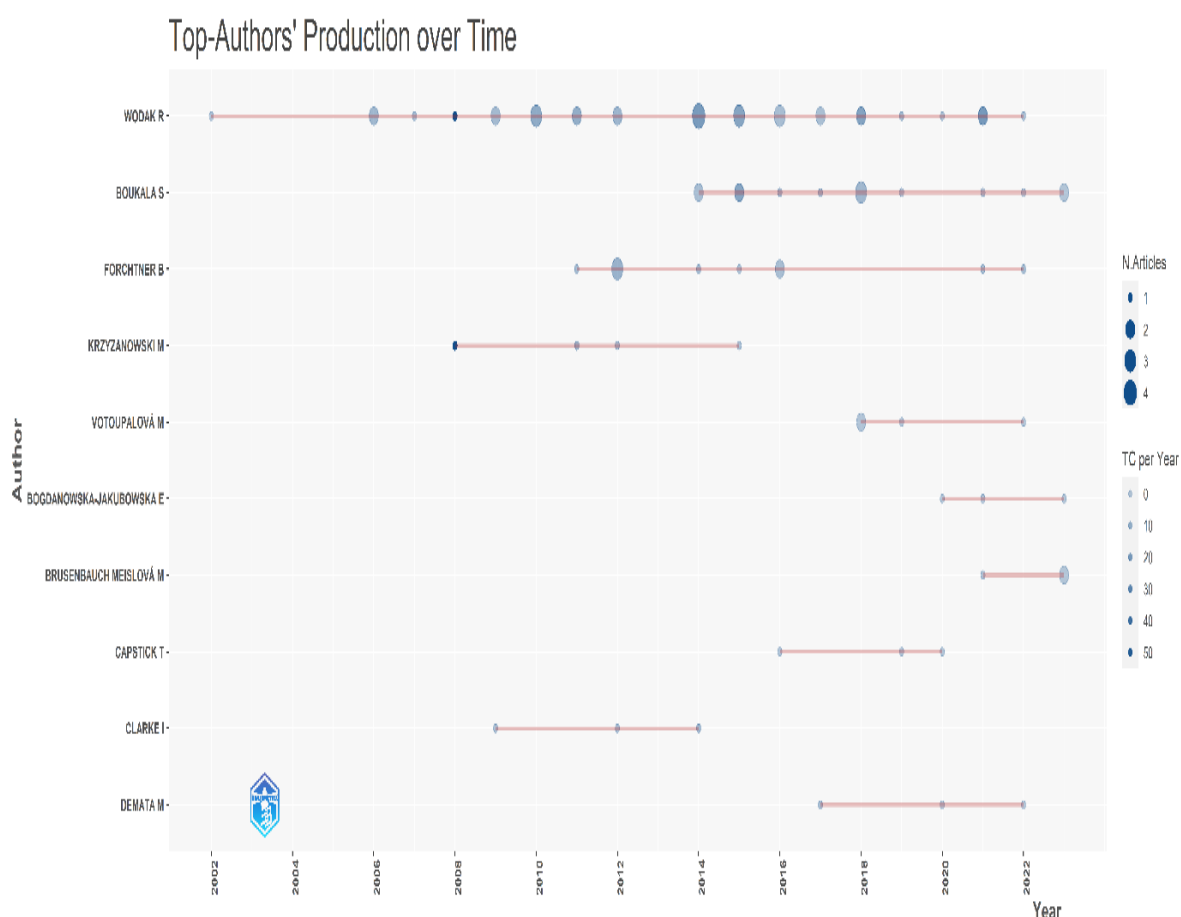


Fig 4. Leading authors' publication trends over the years

Figure 4 shows that authors such as Wodak have sustained high productivity from 2002 to 2023, producing multiple articles, as reflected by the larger and darker bubbles, and highly cited articles. As a pioneer in the field, Wodak laid the foundation for DHA research. Boukala and Forchtner started later in 2014 and 2011 respectively, but have kept up their DHA publications. In contrast, some authors show shorter periods of activity or fewer publications. Krzyzanowski started later than Boukala and Forchtner in 2008 and continued till 2015 but has since stopped publishing on DHA. Some other authors have also stopped publishing on DHA after two or three publications on it, possibly the outcome of their postgraduate studies, but they did not continue along this line of research. The middle part of Figure 4 shows two authors (Bogdanowski-Jakubowska and Brusenbauch Meislova) who have just begun to publish on DHA and it remains to be seen whether they will continue working on DHA in the future. Bogdanowski-Jakubowska takes DHA into the realm of politeness and cross-cultural studies in Poland. Brusenbauch Meislova writes about official governmental discourse on the implications of Brexit on Czech and Slovak.

Table 3 shows the authorship and collaboration trends in scholarly publications. DHA researchers tend to work in teams rather than in silos, as there are more authors who publish multi-authored works (246 authors) and fewer authors who publish single-authored works (156 authors). The 156 researchers who published single-authored works produced a total of 205 publications. The collaboration index of 1.89 suggests co-authorship is nearly twice as frequent as single-authorship. The average of 1.57 co-authors per document indicates that most papers are co-written by small teams. Although 205 single-authored documents exist, showing that individual contributions are still significant, the average of 0.833 documents per author reflects that many researchers contribute to only one publication, often in collaboration. This suggests that the research culture leans heavily towards collaborative efforts, with smaller teams driving most of the scholarly output.

Table 3. Authorship and Collaboration Trends in Scholarly Publications

Description	Results
AUTHORS	
Authors	402
Author Appearances	527
Authors of single-authored documents	156
Authors of multi-authored documents	246
AUTHORS COLLABORATION	
Single-authored documents	205
Documents per Author	0.833
Authors per Document	1.2
Co-Authors per Documents	1.57
Collaboration Index	1.89

Most Cited Publications Globally

Table 4 shows the top 10 most globally cited documents in DHA from 2002-2023. This section also reports our analysis of the use of the five discursive strategies of DHA in the globally cited publications.

The more highly cited publications deal with methodological issues. A highly cited publication is written by Reisigl (2017) entitled “The discourse-historical approach” (cited 111 times, 13.88 total citations per year). Reisigl (2017) offers an introduction to DHA, explaining the five discursive strategies, what they mean and how to analyse discourse using them.

The top cited publication is by Baker et al. (2008), who was cited 962 times, 56.59 total citations per year. Baker et al. (2008) examined the argumentative devices used to legitimise constructions of RASIM (refugees, asylum seekers, immigrants and migrants) and highlighted the recontextualisation of specific *topoi* in press coverage, making these lines of argument more explicit. *Topoi* or loci can be described as parts of argumentation that belong to the obligatory, either explicit or inferable premises. However, what is more useful about this article which gathered almost 1,000 citations is the comparison of two methodologies. Beginners in DHA research may find Reisigl (2017) and Baker et al. (2008) useful for learning how to apply DHA in their studies.

Table 4. Top 10 most globally cited documents in DHA from 2002-2023

Author(s)	Year	Title	Total citations	Total citations per year
Baker P., Gabrielatos C., Khosravini M., Krzyzanowski M., McEnery T., & Wodak R.	2008	A useful methodological synergy? Combining critical discourse analysis and corpus linguistics to examine discourses of refugees and asylum seekers in the UK press	962	56.59
Kreis	2017	The “tweet politics” of President Trump	126	15.75
Rheindorf & Wodak	2018	Borders, fences, and limits—Protecting Austria from refugees: Metadiscursive negotiation of meaning in the current refugee crisis	104	14.86

Reisigl	2017	The discourse-historical approach	111	13.88
Wodak & Boukala	2015	European identities and the revival of nationalism in the European Union: A discourse historical approach	101	10.10
Wodak & Fairclough	2010	Recontextualizing European higher education policies: The cases of Austria and Romania	138	9.20
Hansson	2015	Discursive strategies of blame avoidance in government: A framework for analysis	76	7.60
Krzyżanowski & Wodak	2011	Political strategies and language policies: The European Union Lisbon strategy and its implications for the EU's language and multilingualism policy	95	6.79
Graham P., Keenan T., & Dowd A. M.	2004	A call to arms at the end of history: A discourse-historical analysis of George W. Bush's declaration of war on terror	126	6.00
Wodak	2008	Mediation between discourse and society: Assessing cognitive approaches in CDA	100	5.26

Wodak's contribution in pushing DHA research is clear. She is either a main or co-author in seven of the top 10 globally cited documents in the DHA from 2002-2023. The third most highly cited publication is Wodak's co-authored work with Rheindorf. The discursive strategy mainly used by Rheindorf and Wodak (2018) is the argumentation strategy. They explored the Austrian response to the refugee crisis, focusing on how discourse constructs borders and boundaries by recontextualising *topoi* to frame refugees as threats. Wodak and Boukala (2015) drew on the concept of *topos* to explain the link between the discursive construction of European identities and the portrayal of cultural "others". Their analysis of migration and economic debates at both European and national levels highlights the role of discourse in shaping cultural identities and distinctions.

These top cited documents point to argumentation and *topos/topoi* as frequently used critical discursive strategies to reveal how discourse legitimises certain narratives, constructs social boundaries, and influences perceptions of marginalised groups and national identities. The other four discursive strategies (nomination, predication, perspectivisation, and mitigation and intensification) are less used.

Most Contributing Source Titles

Table 5 shows the most active source titles. The journal that published the most DHA publications is the *Journal of Language and Politics* (30 publications, 8.9% of the research output). This is mainly because of the research interest of Wodak and Forchtner, who research language and politics. In addition, *Discourse and Society* (27 publications, 8.1%) and *Critical Discourse Studies* (21 publications, 6.3%) are also active source titles. DHA publications in these three journals are more likely to be cited, as shown by h-index of eight to 16. However, the other journals have an h-index of five or lower, showing lower visibility.

Table 5. Most active source titles

Source titles	Number of publications	Percentage	Total citation	H index
Journal of Language and Politics	30	8.9	562	12
Discourse and Society	27	8.1	1675	16

Critical Discourse Studies	21	6.3	401	8
Discourse and Communication	9	2.7	91	5
Discourse Approaches to Politics Society and Culture	7	2.1	18	3
Journal of Language Aggression and Conflict	5	1.5	42	3
Gema Online Journal of Language Studies	4	1.2	14	2
Discourse Studies	3	0.9	196	3
Journal of Contemporary European Studies	3	0.9	4	3
Uluslararası İlişkiler	3	0.9	4	1

Analysis of Author Keywords

Figure 5 shows the network visualisation map showing the co-occurrence of authors' keywords related to the DHA. The author keyword analysis identified 1,146 keywords within the dataset. For the network visualisation map of co-occurrence generated by VOSviewer, the unit of analysis was set as author keywords, and a fractional counting method was employed. A threshold of five occurrences was established for keyword inclusion, resulting in 42 keywords meeting this criterion. For this analysis, the 20 most relevant keywords were included in the network visualisation map.

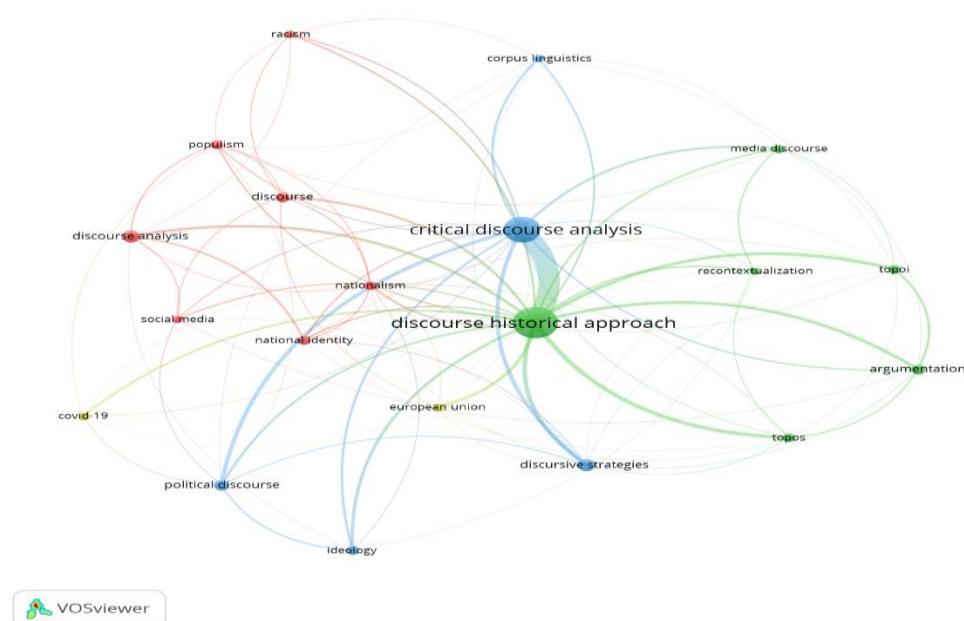


Fig 5. Network Visualization Map Showing the Co-occurrence of Authors' Keywords Related to the DHA

The two main keywords associated with the DHA publications are discourse historical approach and critical discourse analysis in a green circle and a blue circle, respectively. These two circles are the biggest, showing that these two keywords are the most important. There is a thick greenish-blue line connecting them, showing a strong association between these two keywords. This is expected because DHA is a branch of critical discourse analysis that takes into consideration the social and historical context.

The other co-occurrences in green are connected to the five discursive strategies of DHA: nomination strategy, predication strategy, argumentation strategy, perspectivisation, and mitigation and intensification strategies (Reisigl & Wodak, 2017). The analysis points to a dominant tendency among scholars to emphasise the argumentation strategy over other discursive strategies. Within the

argumentation theory, *topos* (plural: *topoi*) as defined by Wodak (2006) is instrumental in realising the principle of triangulation, functioning as both explicit and implicit premises. They connect content-related warrants and conclusion rules to establish argument coherence and their connection to the overarching claim (Reisigl & Wodak, 2001). The concept of *topoi* has been employed across various political dimensions, including speeches, right-wing populist rhetoric, identity politics, politics of the past, and organisational politics (Wodak, 2015). The extensive research on *topoi/topos* especially in media discourse could be driven by their essential role as rhetorical themes that offer insights into politicians' goals, ideologies, and audience manipulation tactics (Alemi et al., 2018; Zhang et al., 2022). For instance, Austria's ultra-right winger, Jörg Haider Haider, used the *topos* of definition, authority, and efficiency to persuade viewers of his argumentation and construct his party's actions as both impactful and responsible (Wodak & Iedema, 2004).

The red circles with red interconnecting lines show the fields in which DHA was applied, particularly the notion that language use is inherently ideological. As an example, Dobkiewicz et al. (2023) used DHA in a new context to understand the weakening or strengthening of ideologically loaded language in political discourse involving the translation between English and Polish. They analysed nomination and predication strategies to find out how producers of source texts and target texts use noun phrases to refer to social actors, objects, events and processes, and verb phrases to indicate characteristics assigned to them in order to convey their ideological positioning.

Another study that used the nomination and predication strategies is that of Samaie and Malmir (2017). They employed DHA to analyse representation of Islam and Muslims in news media stories published from 2001 to 2015 in the United States and found construction of in-groups and out-groups (nomination strategy) and labelling of Islam and Muslims as violent, religious radicals, and extremist militants (predication strategy). It is interesting that these later publications by researchers not associated with Wodak preferred to use the nomination and predication strategies in their DHA research, whereas Wodak and co-researchers preferred to use the argumentation strategy.

Discussion

The bibliometric analysis, encompassing 335 documents retrieved from the Scopus database for 2002-2023, has yielded substantial insights into the field of the DHA. The analysis of yearly publications reveals that the DHA publications show a consistent upward trend. The most productive country is the United Kingdom, with 83 publications. The leading role of the United Kingdom is attributed to Wodak's (1989) work, with the prolific scholarly output coming from Lancaster University. DHA research has expanded into 59 countries, mainly when Wodak's former postgraduate students returned to their home country and branched into their respective research areas.

The bibliometric analysis shows that the *Journal of Language and Politics* is a significant source title in the research related to the DHA, contributing 30 publications and a total citation count of 562, reflecting its central role in fostering interdisciplinary discussions on the relationship between language and politics. *Discourse and Society* has a slightly lower publication count (27 publications), but it has an exceptional total citation count of 1,675 and an h-index of 16, indicating better visibility of publications.

Reisigl (2017) identified four distinct phases in the development of DHA research. Initially, the focus was on racism, followed by an exploration of political agendas. The research then expanded to investigate identities, and finally, addressed issues of integration, discrimination, and migration. Using bibliometric analysis, we provided a retrospective account of publication statistics to embellish Reisigl's (2017) mapping of the phases in order to understand why the field developed as much. In addition, we also identified a switch in focus from the argumentation strategy to nomination and predication strategies in the last half-decade.

Based on the retrospective account, we posit a Phase Five from after 2017 to 2023 which shows shifts in mode of communication, geographical area, and discursive strategy. Of late, researchers have begun to employ DHA to analyse discourse in diverse social media platforms such as TikTok (Zhang et al., 2022), Instagram (Ghaffari, 2020), Twitter (Erdogan-Ozturk & Isik-Guler, 2020) and Facebook (Gruber et al., 2023; Lucchesi & Romania, 2023). In the wake of internal and cross-country conflicts and the pervasiveness of information communication technology, it is likely that DHA research will

move beyond Austria and the European Union (Kovács & Wodak, 2003; van Leeuwen & Wodak, 1999; Muntigl et al., 2000; Wodak & Weiss, 2004) to Asia and the Middle East. The years after 2017 are also characterised by prolonged wars such as the Islamic State insurgency in the North Caucasus. There is likely to be more focus on using the nomination and predication strategies, as shown by studies such as Dobkiewicz et al. (2023) Samaie and Malmir (2017). Among the five discursive strategies, these are more obvious and, in some ways, easier to analyse.

Reisigl and Wodak (2001) asserted that the five categories of discursive strategies are situated across various levels of linguistic organisation and complexity. For instance, “predications can already be contained in nominations, that nominations as well as predications enter as relevant elements in argumentations or speech acts that form the network of an argumentation and that intensification as well as mitigation operate upon illocutionary act” (Reisigl, 2014, p. 91). Therefore, the exclusive focus on a lone strategy like argumentation may limit insights into the complex interplay of different facets of discourse. The analysis of all five categories of discursive strategies in DHA is no doubt tedious and skill-intensive, but it is necessary for DHA research to offer insights that are originally envisioned by the early proponents of DHA. A way forward for DHA research is a return to the holistic framework requiring analysis of all five discursive strategies to understand how language is used to achieve particular social, political, psychological or linguistic goals (Reisigl & Wodak, 2017).

Conclusion

While the current study has offered a critical retrospective account of developments in DHA research along with predictions of the future trend in the DHA research, it is not without limitation. One of the limitations of this study is the focus “on the apex of the publishing pyramid” (Hyland & Jiang, 2021, p. 10). While the dataset encompasses 402 authors, this study specifically delves into the discussion of the most cited authors within the dataset. Another limitation is the use of Scopus as the database, and does not include smaller databases and Web of Science. For example, Reisigl, who has made significant contributions to the development of the DHA, is noticeably absent from the Scopus dataset due to the non-indexing of some of his works, despite their extensive citations.

Suggestions for Future Research

The findings of the present bibliometric analysis should be compared with other indexing services such as Web of Science (WOS), Google Scholar, or Dimensions to obtain a more comprehensive understanding of the developments and trends in the field. This comparison would help identify overlaps, gaps or unique insights that may arise from the differing scopes and methodologies of these indexing platforms, providing a richer picture of the research landscape.

Co-Author Contribution

The authors confirmed that there is no conflict of interest in this article. Author 1 conceptualised the study, developed the research methodology, collected the data and performed the data analysis. Author 2 contributed to refining the literature review, data analysis and discussion section. Authors 3 and 4 provided constructive feedback on the data analysis and contributed to proofreading the manuscript.

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