Domestication and Foreignisation in Translation Studies: A Bibliometric Analysis of WoS Core Journal Articles

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Abstract: Translation plays a vital role in globalisation by acting as a bridge of cross-cultural communication. The current study investigated 232 published Web of Science (WoS) core journal articles on domestication and foreignisation concepts in translation studies in the past two decades through bibliometric analysis. Specifically, the evolution of the concepts with major research trends, burst detection, keyword timelines, and citation networks is delineated. A geographical map portraying the global spread of the field and collaborative networks is also provided. The results demonstrate progressive changes in terms of research focus and methodology, underscoring the adaptive trend of translation strategies across cultural contexts. In-depth insights are also provided by way of scholarly dialogue on domestication and foreignization, as well as their pivotal roles in the evolution of translation practices.

1. Introduction

The translation process extends beyond a translator's linguistic revision. The process is a highly complex interplay between cultural, linguistic, and ideological aspects (Cheng & Xu, 2024), which forms the basis of ongoing debates in translation methodologies, especially localisation and foreignisation (Liu, 2024). The debate originated in Friedrich Schleiermacher's seminal lecture in 1813, which distinguished between two opposing approaches, namely connecting the author to the reader or connecting the reader to the author. The distinction serves as the foundation of the theoretical framework of domestication and foreignisation (Bai, 2024; Zhang, 2022), which is central in shaping textual translation approaches, cultural communication, and perception across linguistic boundaries (Han, 2022). Translation strategies refer to a range of procedures and approaches employed in the field of translation studies. Domestication refers to the process of modifying the text to closely match the target language audience's cultural expectations and linguistic norms, whereas foreignisation aims to maintain the unique cultural and linguistic characteristics of the source text and encourage the target language audience to expand personal cultural understanding. Schleiermacher proposed that a mode of translation preserving the foreignness of an original text would ensure a reader's complete understanding and insight into the foreign or original cultural and linguistic background (Venuti, 2021).

Lawrence Venuti expanded and supplemented Schleiermacher's work towards the end of the 20th century by highlighting the cultural aspects of translation. Venuti supported foreignisation to maintain the cultural identity of the original text while simultaneously encouraging the intended readers to actively participate in text unfamiliarity. Particularly, foreignisation could enrich the receiving language with novelties of expression and exotic formulations (Venuti, 2016). The strategy is aimed to act as an equivalence form of resistance against the domination of the target language to secure diversity and question the reader's cultural norm. Venuti also criticised domestication as the approach fully translates the target text to be fluent and clear for the target audience, which shifts from literal translation and eliminates the original cultural identity. Consequently, target readers' dominant cultural values would be instilled and lead to cultural homogenisation under the pretext of legibility and transparency and at the expense of the cultural uniqueness of the original text (Saldanha, 2005). Comparatively, Eugene Nida's (1964) functional equivalence theory propounds that the translator should constantly ensure legible translated text with high naturalness and intelligibility, which allows the ease of understanding of the original text by adapting the source text to the target cultural norms despite significant alterations to the cultural meanings of the original text (Adel & Zouari, 2023). The influence of Nida's approach has been significant, especially in the translation of religious or instructional texts with a clear and compelling presentation of the original message.

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The academic debate on domestication or foreignisation has generated practical implications (Tee, 2015) across various industries, including films, advertising, and other cultural artefacts (Valdés, 2013). Hence, the debate is the strategic area under the globalisation context as the selected approach will significantly influence global communications and perceptions of cultural narratives and identities (Li & Wang, 2023). Certain scholars also extended the debate to encompass the corresponding impacts of both strategies on the broader dynamics and cultural exchange of text translation by performing specific case studies to demonstrate the reception of the translated work in several cultural contexts (Sabir & Sadiq, 2024). Integrating existing theoretical perspectives into the analysis could enhance the depth and contextual understanding of the bibliometric findings, which offers a more nuanced interpretation of the respective functions of domestication and foreignisation under global cultural exchange. The theoretical underpinnings not only strengthen the analysis but also underscore the evolving significance of the two strategies in contemporary translation practices. Thus, the present study seeks to present a detailed bibliometric analysis of 232 articles from core Web of Science (WoS) journals to discover alternative insights into the academic conceptualisation and discourse of domestication and foreignisation. Particularly, the geographical location, citation networks, and research trends were measured to obtain a nuanced understanding of the existing academic discourse and document the evolution of the research focus across various cultural contexts.

2. Methodology

2.1. Research Strategy

The present study explores the academic discussion on two translation strategies (domestication and foreignisation) with different cultural and linguistic connotations in translated texts. Domestication emphasises rewording a source text to conform with the cultural and linguistic norms of the target language while foreignisation preserves the original cultural and linguistic elements in the source text. The current bibliometric analysis was performed based on the theoretical frameworks of Schleiermacher, Venuti, and Nida, which determined the operationalisation of key concepts (see Table 1). The initial process included applying keywords, such as domestication, foreignisation, and translation strategies, corresponding to the multifaceted nature of translation strategy research to capture the breadth of academic discourse while ensuring that the search strategy was comprehensive and theoretically sound. The search terms were also defined to locate all relevant peer-reviewed articles in the WoS Core Collection database without imposing any limitations on language to attain a comprehensive dataset. A total of 232 articles with citations and citation counts of cited references based on the comprehensive indexing and records to describe the co-citation relationships among documents along with a scholarly landscape map were gathered.

Table 1: Key Concepts and Search Strategy for Translation Studies

Concept	Definition	Database and Search String
Domestication	Adapting the text to align closely with the target language audience's cultural expectations and linguistic norms.	**Database:** WoS Core Collection **Search String:** TS = Domestication **Scope:** Peer-reviewed research articles **Criteria:** No restrictions on the publication year or language
Foreignisation	Preserve the unique cultural and linguistic characteristics of the source text while challenging the target language audience to broaden personal cultural understanding.	**Database:** WoS Core Collection **Search String:** TS = Foreignisation **Scope:** Peer-reviewed research articles **Criteria:** No restrictions on the publication year or language
Translation Strategy	A general term encompassing various methodologies and approaches within translation studies.	**Database:** WoS Core Collection **Search String:** TS = Translation **Scope:** Peer-reviewed research articles **Criteria:** No restrictions on the publication year or language

Source: By the author

2.2. Operational Definitions and Inclusion Criteria

The current study offers a comprehensive review of past scholarly work on both domestication and foreignisation strategies in translation studies, consistent with the research objectives to include all translation practices that either adapted or maintained the cultural and linguistic aspects in source texts. Domestication is defined as the strategy of adapting the translated content to the target audience's cultural norms and linguistic preferences and ensuring high legibility and fluency. In contrast, foreignisation is a strategy maintaining the original cultural and linguistic aspects of the source text, which provokes the target reader to adapt to the foreign context. Appraising both strategies encompassed the entire range of expressions at the macro and micro levels among studies adapting literary works to educational materials and media content within and across different linguistic and cultural contexts. Specific cases of translation unique to cultural, ethnic, or gender-related elements and the resolution of sensitive or controversial issues in translations were assessed. Furthermore, both concepts of domestication and foreignisation

produce implications for multiple stakeholder groups in translation studies. This systematic literature review adhered to the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) based on Zakaria et al.'s (2021) approach. The WoS Core Collection index for data extraction was employed, with 11th December 2023 as the reference date. The WoS database is robust, credible, and comprehensive with various peer-reviewed academic papers and high-ranking journals from multiple disciplines, which serves as a preferred source for bibliometric analyses (Ahmi & Mohd, 2019; Kolle et al., 2018; Lam & Habil, 2021; Sweileh, 2018, cited in Lam & Habil, 2021).
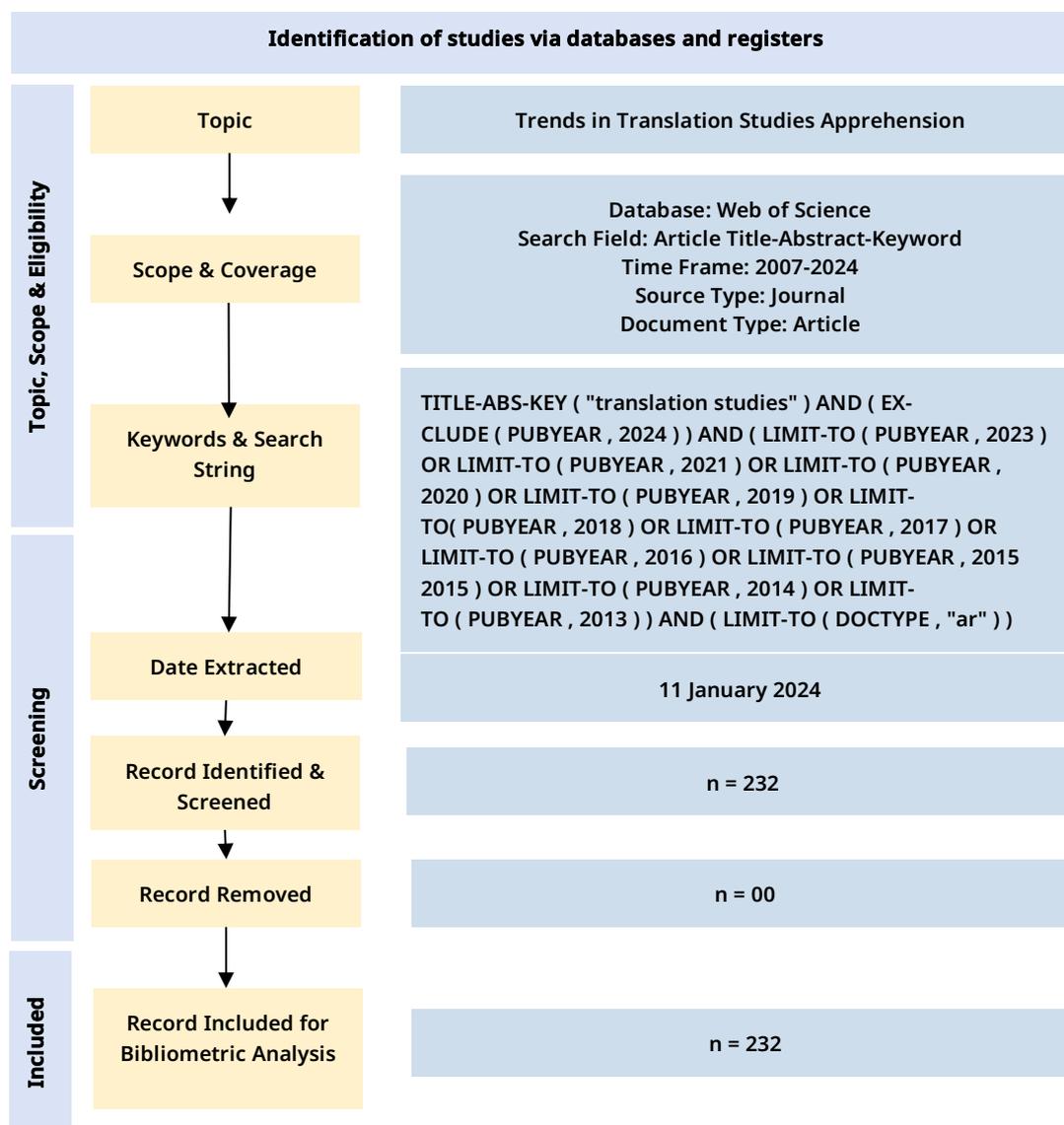
Identification of studies via databases and registers		
Topic, Scope & Eligibility	**Topic**	Trends in Translation Studies Apprehension
	Scope & Coverage	Database: Web of Science Search Field: Article Title-Abstract-Keyword Time Frame: 2007-2024 Source Type: Journal Document Type: Article
	Keywords & Search String	TITLE-ABS-KEY ("translation studies") AND (EXCLUDE (PUBYEAR , 2024)) AND (LIMIT-TO (PUBYEAR , 2023) OR LIMIT-TO (PUBYEAR , 2021) OR LIMIT-TO (PUBYEAR , 2020) OR LIMIT-TO (PUBYEAR , 2019) OR LIMIT-TO(PUBYEAR , 2018) OR LIMIT-TO (PUBYEAR , 2017) OR LIMIT-TO (PUBYEAR , 2016) OR LIMIT-TO (PUBYEAR , 2015 2015) OR LIMIT-TO (PUBYEAR , 2014) OR LIMIT-TO (PUBYEAR , 2013)) AND (LIMIT-TO (DOCTYPE , "ar"))
Screening	**Date Extracted**	11 January 2024
	Record Identified & Screened	n = 232
	Record Removed	n = 00
Included	**Record Included for Bibliometric Analysis**	n = 232

Figure 1: Research Flow

2.3. Cocitation Analysis and Knowledge Mapping

Knowledge mapping was done at the first stage of the analysis by applying the document co-citation theory, which posits that a co-citation relationship and a thematic or methodological association will exist when two documents are cited frequently and simultaneously. The CiteSpace software was utilised to evaluate the retrieval of bibliographic records at three-year intervals (Zhang et al., 2024) to determine how co-citation networks mirrored the evolution and interconnectedness of theoretical perspectives on domestication and foreignisation. The key terms were derived from the article titles, abstracts, and keywords while the references provided the nodes for the network analysis. Network analyses were conducted through a pathfinder network scaling to constantly prune networks to highlight the most relevant and influential studies (Mamat et al., 2024). The bibliographic data were depicted as merged static networks or clusters, with articles as nodes and the relationships among the articles as lines or edges. According to Li et al. (2024), high modularity indicates the network contains a clear and well-defined division into clusters while a high silhouette value would suggest a homogenous composition of the clusters, which is an ideal condition for interpreting the primary themes and trends (Zhang & Luo, 2024).

Relevant publications were visualised through a network map. The citation tree rings portray the history and pattern of citations over time (Xie et al., 2024). Specifically, the purple rings denote alternative theories and landmark studies high in betweenness centrality, whereas significant shifts in research focus or citation bursts are

signified by red rings (He et al., 2024). Identifying research themes within the clusters was performed via enhanced cluster analysis by labelling algorithms of the term frequency-inverse document frequency (TF-IDF), mutual information (MI), and log-likelihood ratio (LLR), with LLR as the most effective and accurate algorithm. Resultantly, a methodological paradigm based on well-established theoretical frameworks enabled detailed analysis and charting of the progression and impact of domestication and foreignisation. The findings demonstrate increasing scholarly attention on these two strategies as well as the increasing significance of navigating the intricacies of cultural exchange and linguistic accuracy.

3. Result

Table 2 demonstrates scholarly sources of translation studies, contributions in the form of research articles, and citations. The Translation Studies and Translator journals produced eight research papers respectively, with Translation Studies achieving a significantly higher citation count of 45 and suggesting a higher impact. Journals such as Target-International Journal of Translation Studies and Media Culture and Society attained significant citation counts in terms of the number of published articles, which indicate significant academic influence. Meanwhile, publications, such as Tydskrif vir Geesteswetenskappe and Proceedings of the Second International Conference on Globalisation, held a low number of citations (suggesting low academic impact). In sum, the results reveal various sources with different degrees of impact, ranging from prominent journals to conference proceedings with limited academic influence. Figure 1 also illustrates the total number of published articles in core journals on domestication and foreignisation from 2007 to 2024. Only one article was published in 2007 before more publications were observed in subsequent years (until 2017) with approximately 30 articles annually. The number of articles annually stabilised from 2017, with a total of 20 articles in total from 2018 to 2020. The line graph (Figure 2) highlights the total citations received by the articles. The citation number has begun to increase exponentially since 2014, with the citation count reaching 520 by 2022. The dual y-axis allows for the visualisation of both metrics. The axis on the left represents the citation count reflected by the line graph, which demonstrates the growth of domestication and foreignisation research over 18 years. The solid upward trajectories in the later years suggest increasingly active and impactful research. The increasing article production rate also yields upward pressure on the total number of citations from rapidly expanding scholarly work and networks.

Table 2: Journals: Contributions and Citations

| Source	RP	Citation
Translation Studies	8	45
Translator	8	29
Tydskrif vir Geesteswetenskappe	6	2
Babel-revue Internationale de la Traduction	5	6
Proceedings of the Second International Conference on Globalisation	5	1
Perspectives-Studies in Translation Theory and Practice	4	11
Target-International Journal of Translation Studies	4	34
Translation and Interpreting Studies	4	7
Across Languages and Cultures	3	7
Southern African Linguistics and Applied Language Studies	3	9
Journal of Specialised Translation	2	5
Journalism	2	6
Media Culture and Society	2	56
2018 International Conference on Arts, Linguistics, and Literature	1	2
The Third International Conference on Education and Social Development (ICESD)	1	1
Akdeniz Language Studies Conference	1	1
Beyond Borders - Translations Moving Languages, Literatures, and Cultures	1	3
Global Networks - A Journal of Transnational Affairs	1	15
Humanities and Social Sciences Communications	1	1
Language and Intercultural Communication	1	1
Lingua	1	10
Linguistica Antverpiensia New Series - Themes in Translation Studies	1	1

Source: By the author
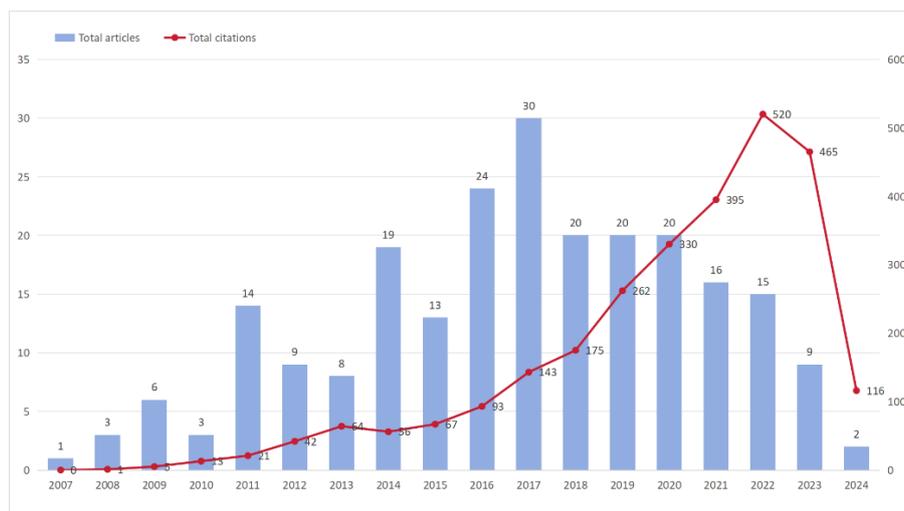
Figure 2: Publication Trends: Core Journals Covering Domestication and Foreignisation

Table 3 portrays the geographical dynamics and research collaborations of countries and regions. Figure 3 also illustrates research cooperation networks, knowledge exchange, and scholarly connections through linear lines between major cities and indicates the frequency and density of research contacts across regions. Specifically, interconnected high-concentration countries in the European region, including England, Germany, France, Spain, Italy, Switzerland, Poland, Norway, and Sweden, serve as the centre of research collaboration in this field, which reflects a vibrant, dynamic, and rigorous research community with significant transatlantic exchanges and collaborations. Solid academic ties and common research interests have also emerged in North American (USA and Canada) studies with European counterparts. Meanwhile, China and Japan are Asian countries with significant attachments to the global research network and contribution to the discipline. The connections also extend to several European and North American nations, which have established international collaborations and the interchange of ideas. Furthermore, the connections are also portrayed in South Africa with the European research community and Australia with other global research centres. Nonetheless, the current study only collected cross-sectional information from selected core journals. The non-existence of lines linking certain countries should not be assumed as without research linkage due to the limitation in the present data representation method.

Table 3: Frequency of Publication by Country and Year

Frequency	Country	Year
101	People's Republic of China (PRC)	2010
26	United States of America (USA)	2008
13	South Africa	2008
12	England	2010
11	Spain	2016
9	Australia	2013
8	France	2009
5	Japan, Scotland, Italy, and South Korea	2009, 2010, 2017, 2016
4	Brazil and Norway	2011, 2012
3	Germany, Sweden, Poland, Russia, Canada, Saudi Arabia, Slovenia, Iran, and Switzerland	2007-2013
2	Netherlands, Ireland, Indonesia, Malaysia, India, and United Arab Emirates (UAE)	2009-2022
1	Austria, Uganda, Kenya, Argentina, New Zealand, Bulgaria, Ghana, Turkey, Israel, Portugal, Finland, Oman, Hungary, Taiwan, Slovakia, Egypt, Romania, Estonia, Singapore, Croatia, and Mexico	2007-2023

Source: By the author

Figure 3: Geographical Dynamics and Research Collaborations Across Countries and Regions

Figure 4 depicts a co-authorship network map. Scholars, including Mona Baker, Susan Bassnett, and Lawrence Venuti, have contributed significantly in terms of publication volume. Thicker lines represent higher partnerships while connecting nodes demonstrate co-authorship or frequent citations, indicating research collaborations. Warmer hues indicate earlier works, while cooler ones indicate more recent contributions and the timeline of citations (see Figure 5), which reflect the evolutionary trend. In addition, clusters and communities of researchers are denoted by the colours of the nodes and lines. Scholars are linked by common study themes, methods, or institutional affiliations. Known scholars, such as Nida, Newmark, Venuti, and Schleiermacher, frequently collaborated, which created distinct groups that scrutinised different aspects of domestication and foreignisation strategies. Collaborative and interdisciplinary practices are also indicated by the interconnections. Meanwhile, several peripheral nodes show fewer connections, which may establish an isolated cluster. Figure 5 represents the knowledge graph or concept map by displaying different topics or concepts interconnected by lines that signify respective relationships or associations. Larger nodes or concepts at the figure centre are domestication and evolution surrounded by numerous smaller nodes representing more specific topics or subtopics, such as phylogenetic analysis, translation, and culture-specific items. The nodes are colour-coded, which denotes different knowledge categories or domains. The lines connecting the nodes vary in thickness, which signifies the strength or importance of the relationships between the concepts. In sum, the visual representation map organises and displays the interconnectedness of various topics or concepts within a particular knowledge domain or across multiple domains.
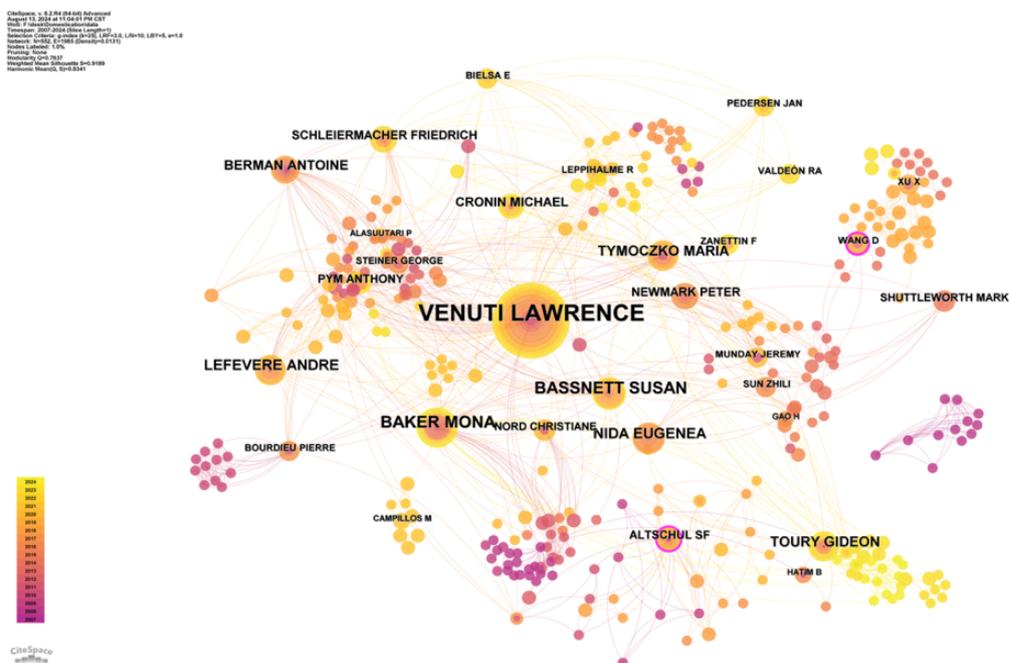

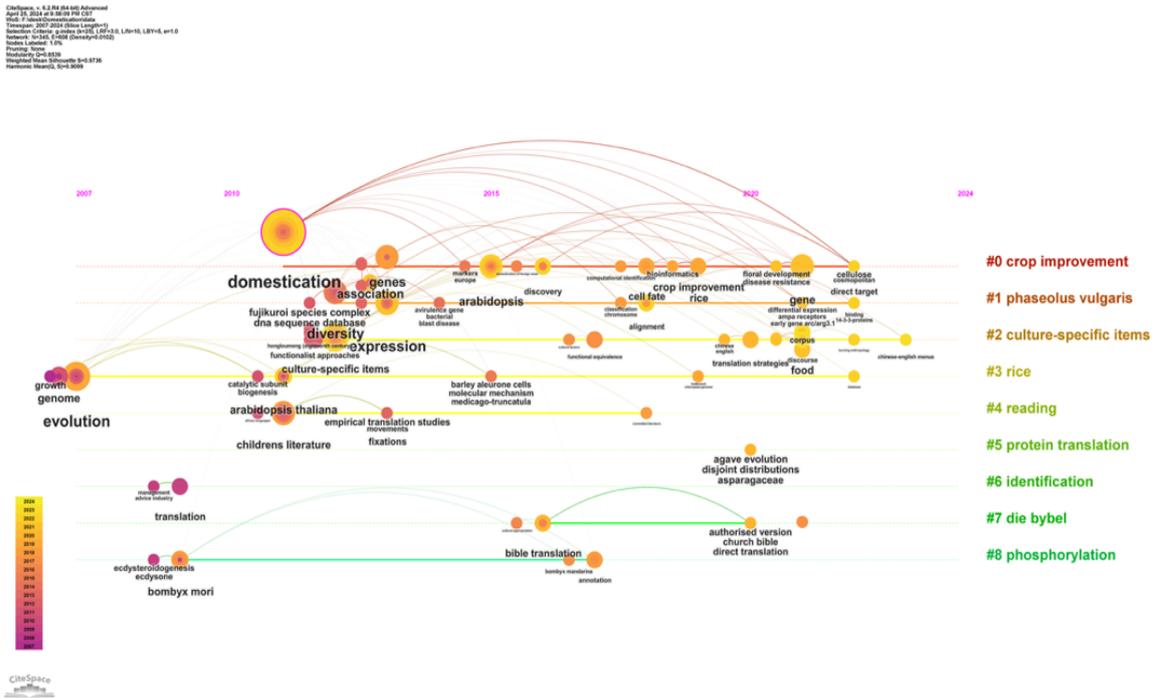**Figure 4:** Co-authorship Network Map

Figure 5: Concept Map

Figure 6 illustrates the top 20 keywords with the most powerful citation bursts produced by CiteSpace by analysing WoS domestication and foreignisation research articles in the discipline of translation studies from 2007 to 2024. Annually, a keyword with a specific strength commencing and ending in a particular duration between 2007 and 2024 is highlighted by a red bar. The bar length represents the duration within which the keyword obtained a significant increase in the number of citations that indicated elevated research interest and impact. Genome and science were the first keywords to demonstrate a significant citation burst in 2007 and 2008 respectively. The findings posited that the field received a strong early focus considering the scientific and subsequently the genetic aspect. Another central theme with significant citation bursts from 2011 and 2012 was children's literature and diversity, which shifted from linguistic to cultural and social dimensions of translation. Various keywords related to cultural aspects also underwent significant citation bursts in translation studies between 2014 and 2016. Other keywords, including domestication, anthropology, discourse, corpus, and arabidopsis, were observed with more vigorous citation bursts between 2019 and 2021, which propounded an enlarged continuum between the agricultural end and the linguistic end.

Keywords	Year	Strength	Begin	End	2007 – 2024
genome	2007	1.54	**2007**	2011	
science	2008	1.19	**2008**	2010	
childrens literature	2011	1.11	**2011**	2014	
diversity	2012	1.83	**2012**	2015	
expression	2013	0.68	**2013**	2015	
culture-loaded words	2014	0.89	**2014**	2017	
atlantic salmon	2014	0.75	**2014**	2018	
cultural background	2014	0.75	**2014**	2018	
cross-cultural communication	2015	1.7	**2015**	2016	
cultural translation	2015	1.13	**2015**	2016	
bible translation	2016	0.71	**2016**	2020	
annotation	2017	1.13	**2017**	2018	
bombyx mori	2009	1	**2017**	2018	
cell fate	2018	1.1	**2018**	2019	
crop improvement	2019	0.94	**2019**	2021	
domestication	2011	2.97	**2021**	2022	
anthropology	2021	1.07	**2021**	2022	
discourse	2021	0.94	**2021**	2024	
corpus	2021	0.94	**2021**	2024	
arabidopsis	2015	0.75	**2021**	2022	

Figure 6: Top 20 Keywords with the Most Powerful Citation Bursts

4.   Strengths, Limitations, and Future Directions

The current study provides insights concerning the research landscape of domestication and foreignisation strategies in translation studies and offers a holistic and bibliometric overview by examining 232 WoS articles in terms of citation networks, burst detection, keyword timelines, and geographical mapping for pertinent research trends, influential publications, and global collaboration. Nevertheless, several limitations exist. While the WoS Core Collection is renowned among bibliometric studies, the articles are primarily relevant in Western or developed research communities. Hence, future researchers could include other databases and languages to ensure comprehensive coverage of domestic and international scholarship. More frequent employment of the quantitative nature of bibliometric analysis as well as qualitative approaches, to capture various subtleties and contextual factors on top of detecting patterns at both comprehensive and general levels, is recommended.

The present study only considered domestication and foreignisation without delving into other equally crucial areas. Future lines of enquiry can investigate the interaction between key concepts and other essential characteristics of translation studies, such as power, cultural identity, and technology. In essence, the present study established a solid foundation for future researchers to further explore the development and impact of existing translation strategies in specific cultural, linguistic, and historical contexts. The same research methodology, namely the mapping of interdisciplinary collaboration, can also be applied to other areas of translation studies. Resultantly, comprehensive analyses could effectively address emerging global challenges by orienting research priorities and guiding translation practices to navigate the nuances of cultural exchange in a globalised and internationally integrated environment.

5.   Implications for Research and Practice

The following are the key takeaways from this bibliometric analysis of domestication and foreignization in translation studies. The present findings demonstrate a clear trend of growth in the number of publications and citations, which highlight the importance of domestication and foreignisation in translation studies. More research is required for a deeper understanding of the relevance of these strategies within the domain of translation practice and intercultural communication.

This study also revealed interdisciplinary collaborations among linguistics, cultural, and comparative studies, emphasising the significance of diversity and complexity involving different areas of human experience. Furthermore, the geographical mapping highlights the concentration of influential studies among European and North American countries; further research is essential in non-Western and under-represented contexts to ensure a global understanding of translation strategies and cultural implications. Keyword co-occurrence analysis with burst detection also discovered emerging research themes and shifts in focus over time, such as increased interest in cultural issues and domain application of artistic strategies to children's literature. Hence, translators should effectively apply current findings to enhance personal cultural understanding and adapt to evolving cultural patterns, especially when translating culturally intricate texts.

Teachers also possess the opportunity to leverage the most recent trends and interdisciplinary methods in educational plans, to equip their students with the necessary skills to successfully apply translation strategies in different situations. Simultaneously, policymakers should take into account current insights, to formulate policies prioritising cultural sensitivity and translation precision. Funding can also be provided for research and training initiatives in under-represented countries to foster a more thorough sense of inclusion.

6.   Conclusions

The present study has demonstrated the relevance of applying bibliographic analysis in mapping research output and influential publications, authorship, and collaborative networks in translation studies, which could effectively address the rapidly evolving landscape for both researchers and practitioners with informed decision-making. Particularly, a multidimensional picture of research tendencies, influential publications, and international collaborations that helped shape analytic methods, including citation network analysis, burst detection, keyword timelines, and geographical mapping over time was provided. The results reveal the trend of conceptualising and adapting domestication and foreignisation strategies across multiple cultures. This study also traced the two concepts from their origin in the 19th century to elaboration by pivotal scholars, especially Lawrence Venuti and Eugene Nida, in the 20th century. Furthermore, alternative research avenues were highlighted, such as children's literature and cultural elements. The geographical mapping of researchers also indicated a more globalised and open world for international cooperation to deepen the understanding of translation strategies. European and North American research communities play a central role in this discipline, with scholars from Asia, Africa, and Australia also contributing well to the existing literature. Nonetheless, the inclusion of more data sources from non-Western contexts and the use of in-depth qualitative approaches are recommended to garner alternative insights.

The present bibliometric analysis has contributed valuable insights with useful directions for future research. The interdisciplinary nature of the topic with the growing need for a more global outlook and sensitivity to emerging tendencies and challenges could be effectively navigated based on the current roadmap. Practically, the current findings contribute to curricular development, professional training programmes, and optimal practices by providing a comprehensive overview of critical debates, influential publications, and domestication and foreignisation

research trajectories. The findings can also assist practising translators and other language professionals in adopting a more vigilant approach within culturally and communicatively appropriate contexts by considering the sensitive and intricate interplay of linguistic, cultural, and ideological dimensions.

In conclusion, the present study essentially demonstrates the significance of translation studies, in terms of comprehending cultural boundaries, bridging diversities, and facilitating the exchange of ideas. Higher demands for impeccable and culturally sound translation practices are expected due to increasing globalisation and interconnectedness. Hence, this study serves as part of the continuous effort to promote cultural cohesion and encourage mutual appreciation in a rapidly evolving world.

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