Wang Yuhong
China University of Petroleum (Huadong)
PhD, Senior Lecturer, Department of International Sinology Education,
Faculty of Chinese Language and Culture

Dai Xiaoyan
China University of Petroleum (Huadong)
Senior Lecturer, Department of Russian language and literature,
Faculty of foreign languages

Liu Kaiyu
China University of Petroleum (Huadong)
Master, School of Mechanical and Electrical Engineering

RESEARCH PROGRESS, HOT SPOTS AND TRENDS OF TEA CULTURE COMMUNICATION IN CHINA: VISUALIZATION ANALYSIS BASED ON CITE SPACE

Abstract: *The article dwells on the issue of the research progress, hot spots and trends of tea culture communication in china: visualization analysis based on cite space. The given article presents a time distribution map of literature on domestic Chinese tea culture communication research from 1984 to 2023. The map is based on the number of literature publications per year (as shown in Figure 1). It can be observed that the number of literature publications in this field exhibits a fluctuating increase followed by a decreasing trend over the years. The change in publication patterns can be categorized into three phases. The author co-occurrence knowledge graph can reflect the publication collaboration cooperation of scholars in specific certain field. In this paper, the author analyzed the co-occurrence of authors in the field of Chinese tea culture communication. The resulting knowledge graph of author co-occurrence is shown in Figure 2. The map consists of 272 nodes, with only 87 lines connecting them. The network density is calculated to be 0.0024, indicating a low level of connections between scholars in the field. This suggests that most publications are independent or involve collaboration between a small number of scholars, and there is a lack of large-scale academic cooperation. It is concluded that Cite Space visualization software to conduct a bibliometric analysis, systematically organizing the publications in the field of Chinese tea culture dissemination research in China from 1984 to 2023. The analysis reveals that, firstly, the research on the dissemination of Chinese tea culture in China has experienced the stages of "budding," "exploding," "exploding," and "explosive," indicating progress in the field. First, in terms of research progress, domestic research on Chinese tea culture communication has gone through three phases: the "emerging period", the "boom period", and the "decline period".*

Key words: *Cite Space, visualization software, hot spots and trends of tea culture communication, home Chinese tea culture communication, low level of connections between scholars.*

Language: *English*

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Introduction

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On November 29, 2022, during the 17th Ordinary Session of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage of the United Nations Educational, Scientific and Cultural Organization (UNESCO) in Rabat, Morocco, China's nomination of "Traditional Chinese Tea-Making Techniques and Related Practices" successfully passed the evaluation and was officially inscribed on the Representative List of the Intangible Cultural Heritage of Humanity by UNESCO. As the birthplace of tea, China not only boasts a diverse range of tea varieties, but also possesses an exceptional tea culture, complete with tea rituals and customs.

Chinese tea culture is prevalent worldwide. General Secretary Xi Jinping attaches great importance to the protection and preservation of tea culture development. He has also emphasized the significance of "tea on the road" on multiple occasions, highlighting the cultural significance embedded in tea. This serves as a metaphor for the harmonious relationship between humans and nature, as well as advocating for international relations based on values such as "diversity" and "win-win cooperation". "Win-win cooperation" in international relations. General Secretary Xi Jinping has provided significant guidance on the preservation of intangible cultural heritage. He emphasized the importance of effectively safeguarding intangible cultural heritage to meet the increasing spiritual and cultural needs of the people, and to promote cultural self-confidence and self-improvement. The dissemination of research on Chinese tea culture is an important aspect of contemporary Chinese tea studies [5].

At present, scholars have conducted various research on brand building in the tea industry, innovation and reform in tea garden industry, and the integration of tea tourism for high-quality development. Revised 2: However, there is a limited amount of systematic research and summarization on the dissemination of Chinese tea culture. Some representative studies include: In 2019, Yang Hong analyzed the impact of tea culture development in Shandong and explored the specific meanings of tea culture, while also delving into the inheritance and development of tea culture in the region. In 2007, Liu Feng focused on the brand positioning of Shandong tea and identified three common dissemination misunderstandings: homogenization, vague generalization, and exaggeration. This paper utilizes Citespace software to address three misconceptions of communication.

This paper utilizes Citespace software to analyze the development trend, research hotspots, and evolution of the field of tea culture communication in China. The aim is to present an overview of China's tea culture communication research and provide a concise reference for future researchers.

II. Data Sources and Research Methodology
(I) Data Sources

In this paper, the Chinese core journals in the CNKI database were selected as the data source. An advanced search was conducted in the CNKI database using "Chinese tea culture" and "overseas dissemination" as the subject terms. A total of 307 articles were obtained that met the specified criteria. A total of 307 articles were obtained. After screening and excluding dissertations and specialty journals, a total of 259 valid documents (including academic journals and academic series) were ultimately obtained.

(II) Research Methods

Quantitative analysis of literature refers to the systematic, systematic and quantitative description of explicit apparent content of literary works. This approach which gained popularity used in years. CiteSpace years.CiteSpace is capable data analyzing literature data, providing provides an objective and scientific quantitative tool for tracking and the relevant issues in the field of Chinese tea dissemination. Currently, present, is been widely used to the research hotspots and advancements advances in disciplines. fields. In this paper, CiteSpace 6.2.2 software was chosen to carry out the related research work [6].

III. Analysis of the research lineage of the dissemination of domestic Chinese tea culture
(I)Analysis of the amount of literature published

This paper presents a time distribution map of literature on domestic Chinese tea culture communication research from 1984 to 2023. The map is based on the number of literature publications per year (as shown in Figure 1). It can be observed that the number of literature publications in this field exhibits a fluctuating increase followed by a decreasing trend over the years. The change in publication patterns can be categorized into three phases.

Stage 1: Budding (1984-2015). In (1984-2015). In 1984, China's tea exports exceeded the highest level in history for the first time. In that year, the China Tea Import and Export Corporation exported 139,300 tons of tea for the entire year, surpassing the previous record of 134,100 tons exported in 1886 for the first time. The export of tea also facilitated the dissemination of tea culture, and scholarly articles on the expansion of Chinese tea culture continued to surface. During this period, the dissemination of tea culture is in its infancy, and the annual number of papers issued is in single digits.

Stage 2: Explosion period (2016-2018). During this period, there has been continuous progress and development in network technology and

communication modes, particularly with the advancement of Internet new media. Simultaneously, the "One Belt, One Road" policy has facilitated the dissemination of Chinese culture and trade. As a result, Chinese tea culture is experiencing a significant boom. From 2016 to 2018, there was a significant increase in the number of articles focused on the dissemination of Chinese tea culture. On average, 39 articles were published each year, with a majority of them being related to new media. There are 39 articles, most of which are related to the new media

environment, the Belt and Road context, and language teaching [7].

Stage 3: Fallback period (2019-2023). Due to factors such as the COVID-19 pandemic, the trade and cultural dissemination of Chinese tea have been impacted since 2019. Tea fairs cannot be carried out offline due to the decline of physical stores and the tightening of public consumption. These factors contribute to the downward trend of tea culture dissemination.
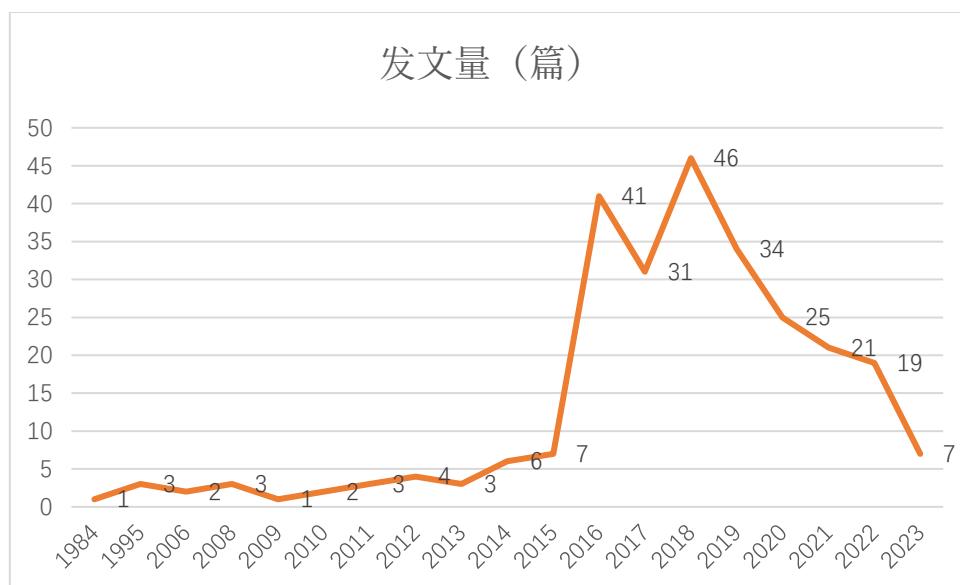

Fig. 1. Temporal distribution of Chinese tea culture dissemination research articles in China

(II) Author Analysis

The author co-occurrence knowledge graph can reflect the publication collaboration cooperation of scholars in specific certain field. In this paper, the author analyzed the co-occurrence of authors in the field of Chinese tea culture communication. The resulting knowledge graph of author co-occurrence is shown in Figure 2. The map consists of 272 nodes, with only 87 lines connecting them. The network density is calculated to be 0.0024, indicating a low level of connections between scholars in the field. This suggests that most publications are independent or involve collaboration between a small number of scholars, and there is a lack of large-scale academic cooperation.

The number of publications and the frequency of citations can, to a certain extent, reflect the degree of academic contribution and influence of scholars in a specific field. In this paper, we further analyze the top 10 authors based on the number of publications and their citation frequency. We found that there are seven scholars who have more than one publication. These scholars are Liu Xiaoping, Yu Yue, Fang Caiqin, Wang Lihong, Lin Hang, Liu Zhonghua, and Lin Fang. Among them, Liu Caiping stands out with four

publications. Taken together, Liu Caiping is a prolific author in the field of Chinese tea culture communication research in China and has a strong influence in the academic community.

(iii) Analysis of Publishing Institutions

The co-occurring knowledge graph of authoring organizations can reflect collaboration among of academic communities and growth development of academic research networks in this field. In this paper, we constructed a co-occurring knowledge graph of research institutions in China that focus on the dissemination of Chinese tea culture (as shown in Fig. 3). We found that the number of nodes in the graph is relatively small (245), as well as the number of links between nodes (30). Additionally, the overall density of the network is relatively low, measuring only 0.001. This indicates that the institutions involved in the research and dissemination of Chinese tea culture in China are relatively decentralized. There is not only limited cross-institutional cooperation, but also weaker connections between institutions. As a result, a comprehensive academic research cooperation network has not yet been established.
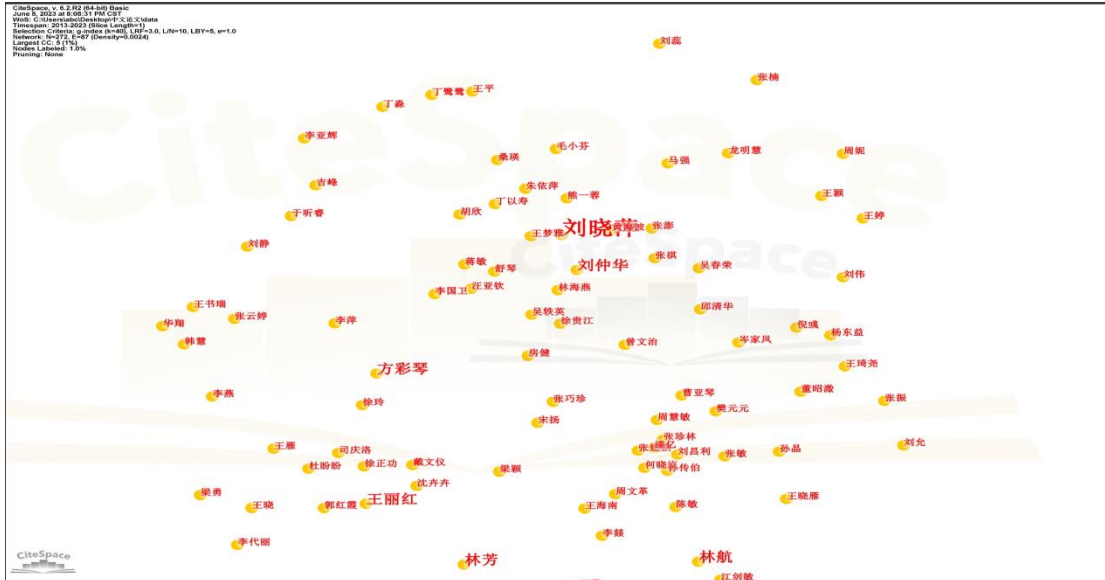
Fig. 2. Co-occurring knowledge map of authors of domestic research on Chinese tea culture dissemination

In this we conducted a count of counting the number of articles published by engaged article research on of Chinese tea communication. We found get that there are only three institutions with more than articles in this field. These institutions are namely Anhui Agricultural University, Jinzhong Institute of Information, and Xianyang College. They are considered to be are most more prolific institutions in the field of Chinese tea culture communication in China. However, when considering the type of issuing institutions, the primary ones are all higher education institutions. This means that the institutions responsible for disseminating Chinese tea culture in China are relatively homogeneous, lacking the participation of enterprises and other non-academic entities.
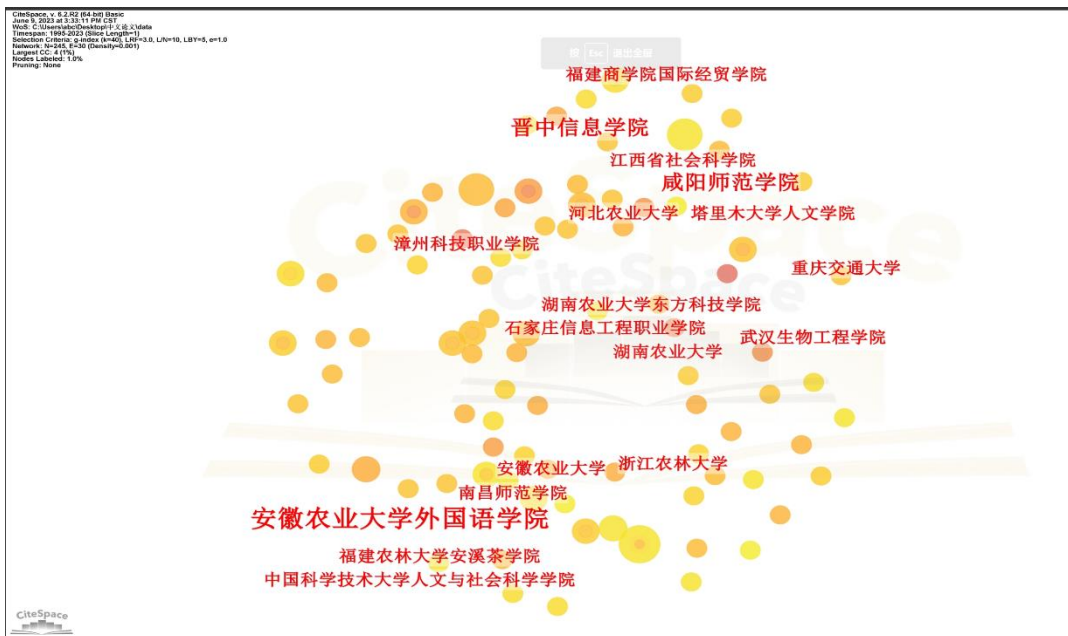

Fig. 3. Co-occurring knowledge map of Chinese tea culture dissemination research organizations in China

IV. Analysis of Domestic Research Hotspots in Chinese Tea Culture

(I) Keyword Co-occurrence Analysis

High-frequency keywords are words that occur frequently in the literature data, and they can effectively reflect the core content and current issues in the research field. In this paper, we conducted a keyword analysis to identify the main keywords in research on domestic Chinese tea culture. We found a total of 262 main keywords, which appeared 603 times. Among these keywords, there were 14 with a frequency of occurrence of at least 5 times, totaling

276 occurrences. These 14 words account for 45.77% of the total frequency of occurrence of all keywords, and are therefore classified as high-frequency words. Moreover, the higher the centrality of a node, the greater its influence on other nodes. Statistics have shown that words such as "tea culture," "dissemination," "cultural communication," "The Tea Scripture," "cultural exchange," and "role" appear more than 8 times, indicating that they are the main focal points in the study of Chinese tea culture dissemination in China. Furthermore, when analyzing keywords with a centrality greater than 0.1, it becomes evident that "tea culture," "dissemination," and "cultural dissemination" are the central themes in domestic research on the dissemination of Chinese tea culture. From a comprehensive perspective, "tea culture," "dissemination," and "cultural dissemination" are the focal points and core research topics in the field of Chinese tea culture dissemination research in China. Additionally, research on cultural differences holds a prominent position. The study of cultural differences dominates the field.
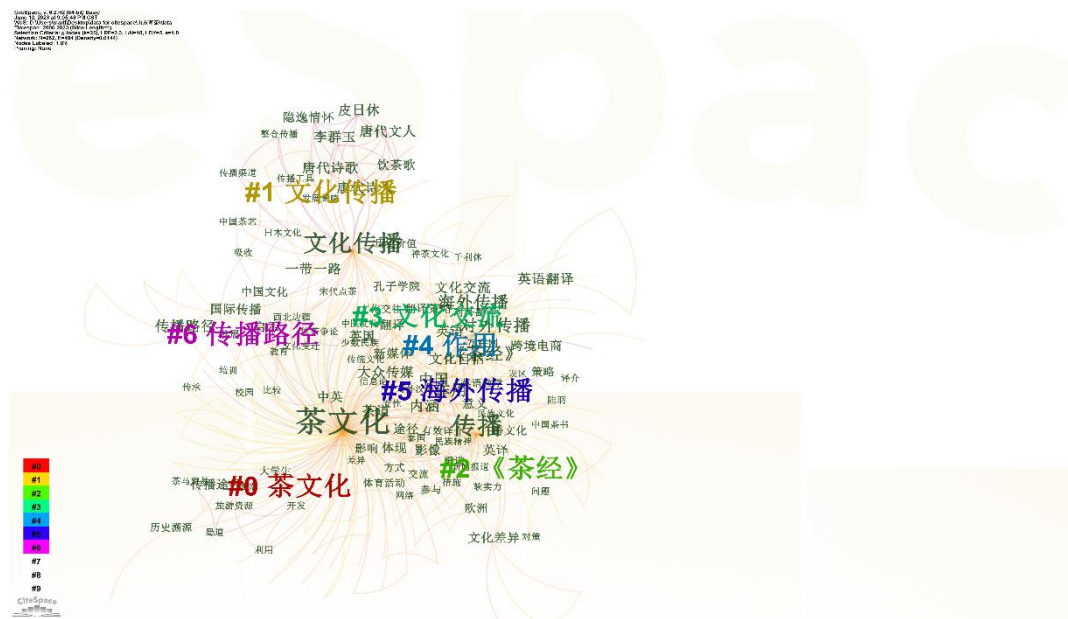

Fig. 4. Knowledge map of keyword co-occurrence in domestic research on Chinese tea culture dissemination

Through the co-occurrence knowledge map of keywords in the study of Chinese tea culture dissemination in China (as shown in Figure 4), it can be observed that scholars in the field of Chinese tea culture dissemination in China have conducted extensive research on various themes such as "Tea Culture," "Dissemination," "Culture Dissemination," "Tea Scripture," "Cultural Exchange," and "Role." The study on the dissemination of Chinese tea culture is characterized by fragmented themes.

(ii) Keyword clustering analysis

Keywords are highly condensed representations of the literature, which intuitively reflect the research themes. High-frequency keywords can effectively identify and describe the current hot topics in specific subject areas. Cluster analysis is the primary method used to identify hot topics, and the keyword clustering function in CiteSpace software assists in exploring hot topics within a specific field. In this paper, we use a time slice of 1 year and employ the TOP5% threshold setting method. We conduct cluster analysis using the minimum spanning tree algorithm (MST) and obtain 7 clustered themes. The analysis includes 262 nodes and 494 lines, with a network density value of 0.0144. As can be seen in Fig. 5, the 7 clustered themes are "Tea culture," "Communication," "Tea production," "Tea consumption," "Tea ceremonies," "Tea history," "Tea varieties," and so on. "Tea culture," "dissemination," "cultural dissemination," "Tea scripture," "cultural exchange," "role," and "culture." The seven clustered themes are "tea culture," "dissemination," "cultural dissemination," "tea scripture," "cultural exchange," "role," and "overseas dissemination." These themes are currently popular research topics in the field of domestic research on the dissemination of Chinese tea culture.
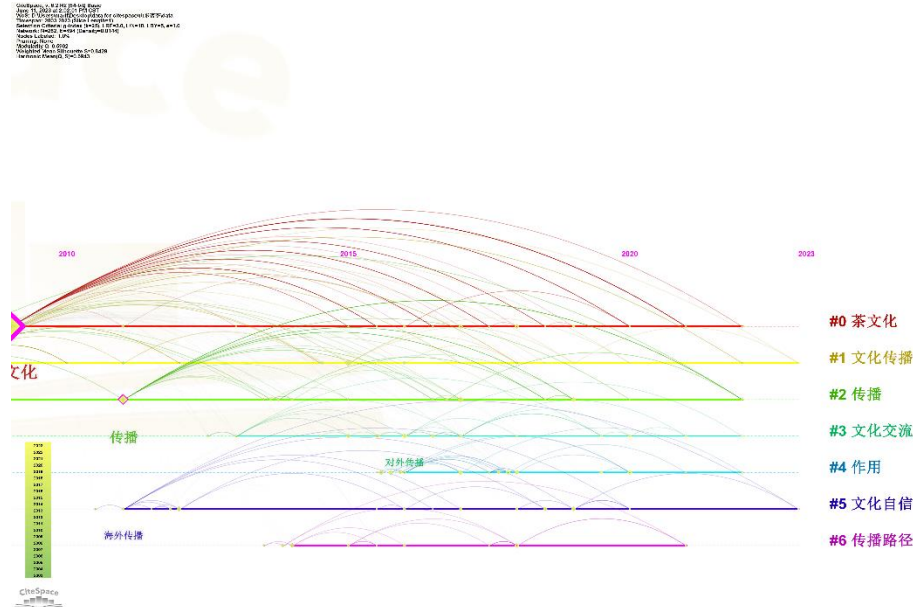
Fig. 5. Knowledge map of keyword clustering for Chinese tea culture research in China

V. Analysis of the Evolution of Chinese Tea Culture Communication in China

The burst detection function of CiteSpace software can identify keywords that experience a sudden appearance or a significant increase in frequency during a specific stage. This feature allows for a more comprehensive representation of the evolution of research topics and highlights the focal points of academic research during that particular stage. In this paper, the knowledge graph of emergent words is obtained based on the research samples, as shown in Fig. 6.

Fig. 6. Co-occurrence knowledge map of keywords for Chinese tea culture dissemination in China

As shown in Figure 6, there are 21 emerging terms in the field of Chinese tea culture communication research in China from 2013 to 2023. Based on the timeline of the emergence of key terms, research on Chinese tea culture communication in China can be roughly categorized into the following three stages:

Stage 1: 2014-2016. The emerging words during this period include "Tea Scripture," "cross-cultural," "Chinese-English," "translation," "information theory," "Britain," and other terms. Among them,

"Tea Scripture" and "Britain" have a higher intensity of emergence, with values of 1.63 and 1.5 respectively. "Tea Scripture" also has a longer duration, spanning from 2014 to 2017. During this period, against the backdrop of globalization and with the strong support of the Chinese government's "Belt and Road" policy, the study of the grounded theory of Chinese tea culture dissemination in China has emerged as a prominent research topic [8].

The second stage (2017-2020) witnessed the emergence of several key terms, including "role,"

"university," "communication channel," "mass media," "communication strategy," and "role of tea culture." "communication strategy," "cultural confidence," "measures," "traditional culture," "Chinese diaspora," and "Chinese culture" are repeated multiple times in the text. "Overseas Chinese" and "Southeast Asia". Among them, the factors that have a greater impact are the emergence of "communication channels" and "cultural self-confidence," with scores of 1.16 and 1.06 respectively. Additionally, the duration of the "role" factor is longer, spanning from 2016 to 2018. The duration of the "role" was longer (2016-2018). During this period, domestic scholars are paying more attention to the specific modes of dissemination and regions of Chinese tea culture within China.

Stage 3: 2021-2023. The emergent terms in this period are "cross-border e-commerce," "cultural exchanges," "Confucius Institutes," "new media," and "communication." The most prominent terms in this period include "cross-border e-commerce," "cultural exchange," "Confucius Institute," "new media," and "communication effect." Among them, "cross-border e-commerce" and "cultural exchanges" have a higher intensity of emergence, with 1.22 and 1.06 respectively. The terms "new media" and "communication effect" also appear frequently, along with "cross-border e-commerce" and "cultural exchanges". "Cross-border e-commerce" will have a longer duration (2020-2023). During this period, the Chinese tea trade and cultural communication were severely impacted by the Xin Guan epidemic. Traditional physical communication methods, such as tea fairs and offline trade, were disrupted. As a result, the industry had to adapt and shift towards online development, utilizing new media and e-commerce platforms for communication and trade.

Conclusion and Prospect

This paper utilizes CiteSpace visualization software to conduct a bibliometric analysis, systematically organizing the publications in the field of Chinese tea culture dissemination research in China from 1984 to 2023. The analysis reveals that, firstly, the research on the dissemination of Chinese tea culture in China has experienced the stages of "budding," "exploding," "exploding," and "explosive," indicating progress in the field. First, in terms of research progress, domestic research on Chinese tea culture communication has gone through three phases: the "emerging period", the "boom period", and the "decline period". It continues to be one of the prominent areas of communication research. At the same time, the journals and organizations that publish articles are scattered, and there is less cooperation among different organizations and scholars. Secondly, in terms of research hotspots, "Tea Sutra," "Britain," "communication channels," "cultural confidence," and "new media" are still some of the prominent areas in communication studies. "New media," "communication effect," and "cross-border e-commerce" are the hot topics of cross-cultural communication research in China, and the overall research is fragmented. Most of the research topics focus on international communication, but the content is generalized and lacks a systematic approach. Third, in terms of research trends, the communication of domestic Chinese tea culture has roughly gone through three stages. These stages include the study of basic theories (2014 - 2016), media models and regions (2017 - 2020), and new media communication models in the context of the epidemic (2021 - 2023). Reviewing the previous studies, it is evident that research on the dissemination of Chinese tea culture in China has undergone a complex evolutionary stage, progressing from a superficial understanding to a deeper exploration. With the continuous enhancement of China's soft and hard power, Chinese culture is bound to be more widely disseminated globally. Therefore, the author believes, with boldness yet caution, that in the future, Chinese tea culture will undoubtedly achieve a greater level of internationalization, thereby enhancing China's international cultural influence.

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