My paper proposes an integrated discourse-conceptual approach to language policy (cf. Krzyzanowski 2012) which combines insights from conceptual history (especially Begriffsgeschichte) and critical discourse studies (Discourse-Historical Approach). It complements other discourse-oriented approaches to language policy by studying it from the point of view of diachronic and synchronic (mis)alignments of discursive and conceptual dynamics. The approach provides an in-depth and context-sensitive study of the ontology of certain concepts in language policy. It not only helps tracing their institutionally-specific origins but also examining their anchorage in (wider/overarching) socio-political and politico-economic ideologies. The paper exemplifies its approach on the analysis of discourses of supranational language policy of the European Union i.e. the EU Language and Multilingualism Policy (EULMP; cf. Krzyzanowski and Wodak 2011). Examining EULMP in the period 1997-2013, the paper shows the development of policy-relevant meaning of the concept of 'multilingualism'. It points to the fact that dynamics and change of 'multilingualism' and its sister-concepts largely depend on the recontextualisation of elements of larger EU-specific discursive and ideological structures (e.g., neoliberal discourses on Knowledge-based Economy). The paper also points to synchronic conceptual synergies and differences between diverse 'policy and policy-communication genres' (Krzyzanowski 2013) and examines patterns of circulation and diffusion of concepts across different policy-relevant discourses.


Keywords: CDA, language policy, discourse.