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## **Language policy as social and discursive practice – a critical examination**

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In this paper, I aim to put forward a way to classify how and where language policy, as a multilayered social and discursive phenomenon, occurs in a business context. Specifically, I set out to examine how the promotion of corporate bilingualism, under 'pride' and 'profit' conditions ([Duchêne and Heller 2012](#)) in late capitalism, is realised in a range of corporate policy documents and reflected in business stakeholders' practices and lived ideologies.

The study's central contribution is to help unpack 'language policy as social and discursive practice'. I argue that language policy functions as both a 'producer' and 'product' of discursive and social action in socially situated contexts and across spatio-temporal scales. Language policy as discursive practice materialises through the process of producing, circulating, interpreting, consuming and (re)contextualising other discourses, texts and genres. Language policy as social practice emerges through managing language in institutional settings, such as companies, and through having real social implications for those producing policy and those receiving and consuming it.

I explore this conceptualization of language policy theoretically and methodically by integrating perspectives from critical discourse studies and by extending Elana Shohamy's (2006) language policy framework so as to systematically investigate the explicit and implicit dimensions of language policy. Private sector businesses in Wales serve as the context for practicing this approach.

*Elisabeth Barakos works as university assistant at Vienna University of Economics and Business. She is currently finalising her PhD, which deals with the promotion of corporate bilingualism in Wales from a critical language policy angle. She received her first degree in English and Spanish language, literature and linguistics from the University of Vienna, with study visits at Manchester University and Lancaster University. Previous to that, she worked at the Council of Europe for the European Charter for Regional or Minority Languages and completed the CLT (The National Centre for Languages) Graduate Teacher Programme in London, where she taught German and Spanish in a secondary school.*