



Book Details

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Overview

Healing Doublespeak examines what happens when the words we depend on — freedom, family, security, order, reform — are hollowed out and inverted. Drawing on history, science, and culture, Renée & Frédo trace how civic language has undergone a chiral twist: identical in form, opposite in function. This book is both a field manual and a cultural critique — showing how distorted words corrode trust, fracture democracy, and weaken communities. More importantly, it offers practices of repair: ways to realign language with integrity, rebuild shared meaning, and regenerate the connective tissue of civic life.

Author Bios

Renée P. Martin is Co-Founder and Creative Director of Workingarts Marketing, Inc. with over 20 years in publishing, design, and collaborative production.



Frédéric M. Martin is CEO & Co-Founder of Workingarts Marketing, Inc. with a background spanning strategy, systems thinking, and communications. Together, they bring decades of experience at the intersection of design, culture, and language.

Key Selling Points

- **Timely & urgent:** Addresses today's fractured public discourse and misinformation landscape.
- **Unique framework:** Introduces *chirality of words* — a vivid metaphor grounded in science, history, and systems thinking.
- **Cross-disciplinary appeal:** Relevant to readers of politics, sociology, linguistics, cultural studies, and leadership.
- **Accessible yet profound:** Written in essay-style chapters, blending narrative, research, and reflection.

Market & Audience

- Readers of Douglas Hofstadter's *Gödel, Escher, Bach*, George Orwell's *Politics and the English Language*, and Naomi Klein's *Shock Doctrine*.
- Academics and students in linguistics, cultural studies, political science.
- Activists, organizers, educators, and leaders seeking tools for cultural and civic repair.

If you have felt the fracture — you are not alone. If you have lost your words — there is nothing wrong with you. If you are ready to remember — this book is yours.



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