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The Relationship Between Euphemism and Communal Memory in Turkish Media

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"Memory", defined as the ability to consciously hold in mind the experienced and learned subjects and their historical context, is the power that determines our undisputed actions and discourses determining and dominating the remembering and forgetting processes, as long as it does not have an opponent/an opponent has not been produced that creates doubt in final acceptance. Thus, the relationship between media and memory is inevitable since it is the course taking over this decisiveness power.

Today, it is agreed that linguistic practices such as "euphemism" dominating changes and conversions direct the remembering and forgetting (thus the memory) processes of the societies rather than the historical experience placing an "other" opposite to each "ego" as a component of culture and determining our communal taboos. According to Zira, Lacan: "Since the language is the place of desire - dominant mechanism of production and conversion of desire and all kinds of its stimulus - the movement area determined by Other for itself is the language".

The most important weapon of this movement area, the ultimate goal of which is to establish and make the desired in the memory permanent, is the noa words. Euphemism is the art of expression so as to associate or correlate sometimes the impolite, shameful and inconvenient objects or concepts with other words in a more appropriate way; or sometimes associate or correlate the legal with illegal to move it away from communal acceptance ground. The noa words, the use of which are categorized under euphemism, dysphemism and cacophemism headings, are highly functional for the construction and continuation of communal memory within the context of the impact power and tendency of the media.

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