Cease to Exist

Why does the repetition of a word make the word cease to exist?

Spoon, spoon, spoon. Is *spoon* still a word? What about dog dog, dog, dog...

What part of the brain collects words then tosses them out when they are relentlessly repeated over and over? Is it even the brain that does this?

Could it be my conscience that decides? Or is it my soul that declared *spoon* no longer a word after I kept repeating it and repeating it?

What about names? Will the name Sam just become three letters placed in the order S-A-M? Sam, Sam, Sam, Sam.

Can object words cease to existence as fast as name words? Spoon, spoon, spoon Sam, Sam, Sam What separates a word echoed from the rest?