

This thesis deals with new forms of communication particularly electronic ones. The main goal is to distinguish electronic communication from face to face communication in a way that differs from traditional media theories.

By using examples of the most important medium in electronic communication, Internet, it is shown that nowadays we have such forms of electronic communication that surpass the traditional classification of oral/written communication, immediate/mediate communication, face to face discourse/computer discourse. Critical views of significant media theorists are presented as well, mainly of Jean Baudrillard, Paul Virilio, Marshall McLuhan and Vilem Flusser which are also related to the best known and used examples of new forms of communication (e-mail, chat, Facebook, Youtube, Skype, blog etc.).