Subject of this thesis – in the vein of cultural studies – is aimed on analysis of painting, diagrammatic and printing techniques as specific non-genetic information replicators. There is a specific class of mediators as an influence on human culture, which is responsible for transmission of symbols and meanings in time and space also. Thesis consists of five relatively autonomous parts; dedicated to description, analysis and interpretation of unique replication techniques in meanings of their technological, social and cultural potential. The main objective of this paper was to create synthetic and interdisciplinary study presenting replicatory techniques (of scripture and images) as a sui generis phenomenon and integral part of cultural systems, which have a fundamental influence on human behaviour and people’s experiences as members of particular culture. From the cultural studies point of view, the meaning of these cultural transmitters lays in fundamental, prolonging, continuous preservation of historical and cultural heritage. Simultaneously, they create normative framework and they contribute to creation of models in the sphere of artificial reality, which has an influence on perception and world interpretation as a whole.