

In this work we would like to explore similarities and distinctions between two paramount theories of the history of the media developed by two communication theorists of the last century Vilém Flusser and Marshall McLuhan. Vilém Flusser and Marshall McLuhan both developed original and specific models of the history of the culture. Vilém Flusser has formed the history according to the most popular communication code in the period. Marshall McLuhan has formed periods of the history according to the technology, which was dominant in the period. We will describe all important arguments and the starting points from which both authors result in creating their phasing of the history of the media. Consequently we will compare both models of the history of the media and we will show to the meeting and disagreeing points in their theories. We are going to analyze the hypothesis, that even if authors departure from different starting points, they find in their theories meeting points. Both theories of the history of the media describe new problems, which are occurring in the present and authors are suggesting the possibilities how to approach them and how to manage them. They warn of the influence of the technical images, which important influence on the man is by many people underestimated. By describing McLuhan's model of the global village, which is characterizing last phase of the history of the media, electronical culture, and by describing Flusser's model of the telematic society, which is the model of the society of the future century based on electronical media, and by their comparison, we are able to name these problems, to find their common denominator and to propose ways how to approach them.