

Abstract

This paper is a structured indictment of mediality in people. It argues that media does not satisfy us, nor are we controlled by it. We are rather satisfied and at the same time controlled by the mediality inside ourselves. The Mediality phenomenon is postulated here in the spirit of Jean Baudrillard's theory, not as a mediator of the relations between people, but rather as their gravedigger. The expansion of digital media doesn't bring us closer to others, but it separates others from us in time and space. The others are transmitted to us only in a form of selected mosaic of images. This alienation is a result of a desire for our own particular worlds, not the conspiracy of power. Efficiency, speed, focus on results and positive thinking are the values that define the orientation of today's media development. The result is not imitation, but perfection. That's why we use media. It lures us by the promise of immortality, but in conclusion it only creates a lifeless sign of us. Every human desire is ambivalent, and the desire to create our own post-mortem images can become in its hypertrophy only the fatal fulfilment of the death instinct.