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Deception and the “Magic” of “Technical Images” according to Flusser

Flusser’s theory of communication addresses the modern images – “technical images” – in the context of a general theory of deception generated by the different communication codes. “Technical images,” as the dominant communication code, imply, according to Flusser, a retrieval of magical forms of consciousness. Such a retrieval seems to be necessary as a result of that what McLuhan would term the overheating of the alphabet technology: lineal codes in their most salient form, namely scientific texts, do not offer any existential meaning, requiring a reversal to magical consciousness fostered by images.

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