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Filosofie médií a změna paradigmat / Medienphilosophie und Paradigmenwechsel

In the context of contemporary media-philosophy discussions, the article is focusing on a theory of mediation we can find in Flusser's texts. With his concept of a "change of paradigms" Flusser describes the dilemmas of the theoretical reflections regarding contemporary media culture: the evolution of media (or cultural techniques) and these media's theories question basic metaphysical concepts - objectivity, reality, the material and their symbols, things, rationality etc. Today the focus is on mediation, the *forms* of knowledge, perception and communication. With his theories of a hierarchy of codes, writing and image, and society as a network, Flusser suggests theoretical models that could help to provide answers to questions of today's cultural, communication, social and technical processes, and to their interaction.

Keywords: philosophy, change of paradigm, mediation

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