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The following text aims at reconstructing and comparing two paramount theories of the mind as historical product of the increasing predominance of media. Marshall McLuhan and Vilém Flusser both develop a theory of media, setting out, however, from very different points of departure. McLuhan tends to stress *media in general*, whereas Flusser insists on the importance of the predominant *codes of communication*. In spite of this, their theories show striking similarities. The deeper coincidence between McLuhan and Flusser lies in conceiving of existence and consciousness as formed or determined by the media. Another salient similarity can be detected in the definition of three great ages of human history, brought about by significant transformations in communication.

Keywords: media, code, communication, mind

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