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This paper deals with the possible relevance of eschatological and messianic perspectives in Vilém Flusser's and Marshall McLuhan's media theories. Both authors postulate a first stage from which media evolution sets out and a last stage to be reached with the development of new media such as television, film, and photography. McLuhan describes the global village as the result of a process of totalizing re-tribalization: it returns us to a 'second orality' under the auspices of the integrating forces of tactility. Flusser, on the other hand, conceives of the telematic society of the future as an attempt at synthesizing Jewish and Greek traditions: it reaches back to a previous unity by moving beyond it.

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