

Herramienta – Escritura – Elemento.

Desde una fenomenología de los medios hacia una diafenomenología

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Abstract

In *The Gutenberg Galaxis*, Marshall McLuhan famously referred to Heidegger as "surf-boarding" on the wave of our organic electronic milieu. Today, many think Heidegger's tool analysis opens the way for a "phenomenology of media". As the paper argues, such starting point could be problematic insofar as the object-oriented approach towards tools and instruments as extensions of the human body misses the broader implications of what media are. In three steps, the paper firstly discusses the notion of the "tool" and its related media theories, the notion of "writing" (such as theorized by Derrida) as a second possibility of conceiving a phenomenology of media and thirdly, the notion of media as "milieu" or "element" (such as sketched in Merleau-Ponty, Lévinas and Nancy).

