a movement towards a process of disembodiment, generating reality that we can label as "virtual". However, the labelling does not destroy its attributes of reality. Briefly: welcome to the world of simulacrum in the Deleuzian version. The "historic cinema" which still renders both the terminology on the level of ordinary language as well as on the level of film theory or aesthetics, now becomes truly the embodiment of memory, which becomes increasingly accessible mainly through digital media.