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## Media Discourse Addressed to Children: A Comparative Aspect

The media discourse exerts a great influence on formation of a conceptual picture of the world of the children. So in children's TV programs which have become the subject of this research some didactic problems are solved: moral, intellectual, physical and labor training of children, moreover a system of values is formed. In the media discourse addressed to children in various linguistic cultures (British, Belarusian and Russian) there are specific features of a communicative impact on recipients, distinctive ways of representation of a language system. The superstructure of Belarusian and Russian TV programs has a more accurate and consecutive system of components while the British programs are characterized by a fragmentarity of the language material presentation where the imitation or inclusion of the children's speech prevails. At the beginning of the Belarusian TV programs a problem situation is presented, in the course of its solution there is a verbalization of new information (informative potential). Then the reflection forming a positive attitude to the problem or interpersonal relations in a certain situation follows. In the British programs the problem is resolved not in a situational context, and by means of the question-answer complexes, comical plots (exaggerating a **problem**), **the children's** comments.