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I live in Paris. My granddaughters live in Moscow. One is four years old, the other 11-years. I was upset when coming to Moscow I found my older granddaughter using four letters word. When I asked who had taught her such words, she explained that she had heard on it television.

Violence can be verbal and can be physical. Television is teaching children not only verbal violence. Physical violence on Russian television is in most serials. Now I will show you such a typical scene from the television movie. (Demonstration of a two – minutes episode from the television movie "Baron")

This movie (12 series) was shown on both state and commercial television channels. You can imagine the impact of such violent scenes on the young people.

I know that some opinions maintain that such scenes do not have influence on the behaviour of the television viewers. Even, that they are some kind of catharsis. It is not true. American Psychological Associations' studies supported the conclusion that mass media contribute to aggressive behaviour. Many experts think that violence in video games that develop instincts to kill is particularly dangerous.

Of course, media violence is not the only contributor to violent behaviour.

An effective tool against violence on the screen could be the boycotting of products of those companies which place advertising in the media programmes with violent content. Limitation of violence on the screen does not mean limitation of the freedom of expression. Quite the reverse. Those television organizations, which have the possibility to reflect different views and political positions, have more interesting analytical programmes, more professional news, attract more viewers and for them there is no need to use violence as a lure.