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**MASS-MEDIA, AS ONE OF THE SUBJECTS**

**PREVENTION DOMESTIC VIOLENCE ON CHILDREN.**

This article the role and importance of the media in the issue of preventing violence against children. The author stresses that despite the number of scientific developments taken by national and international regulatory acts, until now still many unresolved issues and problems related to the prevention and the prevention of violence against children. However, many regulations contain provisions about the need for public awareness of children's rights and the inadmissibility of the use of violence to them. So important in preventing and combating family violence can play media that are an integral part of our daily life. However, their capabilities are not used in full, and therefore lost the prospect of effectively preventing family violence against children.

The author gives his own vision for the use of various media opportunities to prevent these types of crimes, including Internet resources, radio, television, print media.

It is proposed to involve in activities to prevent this type of violence cinemas, libraries, through which a considerable number of readers can be informed about the unacceptability of domestic violence. An important and effective method of informing is also a social advertising to be placed on billboards, billboards, television, radio, the Internet and other public places involving celebrities (actors, athletes, etc.). The author proposes to develop documentaries on this issue which effects can occur within a few years (eg, broken fate of children who often themselves become tyrants home already in adulthood, mental disorders, etc.).

It is concluded that using mass media can shape public opinion about the negative attitudes to violence against children, which in turn serve as efficient and effective means of preventing child abuse and family violence against children in general.