Abstract
This study explores how the only public TV channel designated for children in the Czech Republic approaches on a children's audience and how it communicates with a child and adult viewers. The primary research of this study has a qualitative nature. The case study was used, the data were analyzed thematically. In the study, several interviews were conducted with the key television staff responsible for communication. Research based on a literature review found that television works view the viewer as an active audience. They create content which is to be edutainment. ČT:D follows world trends and uses the latest technologies, including social networks, to communicate with the child's viewer. However, social networks ČT:D does not consider to be the key means of communicating with child viewers due to the age of its target group. Within the paradigms that dominate the discourse of approaching to the child's viewer, social constructivism was found out.