**ABSTRACT**

The main issue discussed in the article is concerned with the importance of language as an element of human culture and a tool for communication. The author argues that all attempts to introduce one, common language for the world, e.g., Esperanto, have failed and shows that the most important language in the present world is English. In this situation, it is crucial for Polish citizens to master it. Traditional methods of teaching a foreign language are not very efficient; the learners need years of hard work to succeed in this task. The author presents a quicker and a successful way of turning young Poles into bilingual speakers. Her main thesis, directed towards the future, states that children of three years of age, when proper conditions are created for them, can acquire the English language from watching English speaking television programmes.