

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
КАФЕДРА ІНОЗЕМНИХ МОВ
ЛІНГВІСТИЧНИЙ НАВЧАЛЬНО-МЕТОДИЧНИЙ ЦЕНТР

МАТЕРІАЛИ ІХ МІЖВУЗІВСЬКОЇ
НАУКОВО-ПРАКТИЧНОЇ КОНФЕРЕНЦІЇ
ЛІНГВІСТИЧНОГО НАВЧАЛЬНО-МЕТОДИЧНОГО ЦЕНТРУ
КАФЕДРИ ІНОЗЕМНИХ МОВ

“TO MAKE THE WORLD SMARTER AND SAFER”

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According to a definition, a "self-made man" or "self-made woman" is a person who was born poor or otherwise disadvantaged, but who achieved great economic or moral success thanks to their own hard work and ingenuity rather than to any inherited fortune, family connections, or other privilege. The biography of David Sarnoff (1891-1971) – american communicator and businessman, one of the founders of radio and television broadcasting in the United States – clearly illustrates the idea of a "self-made man".

David Sarnoff was born in a poor family in a small Jewish village in what is today Belarus. The family emigrated to the United States in 1900. Living in New York City, young David helped support the family by selling newspapers before and after school.

From 1906 he worked in the "Companies Marconi wireless telegraph" (New York). Sarnoff worked hard to educate himself and steadily rose through the company ranks. He suggested to his superiors begin to design and build a radio for the average consumer, however, his idea for a "radio music box" was ignored by his bosses at the Marconi company until the 1920's, when Sarnoff's predictions about the popularity of radio were proved to be quite prescient. From 1919 he worked in the Broadcasting Corporation of America (RCA), since 1922 – Vice-President, 1930 – President, in 1947-1970 years – Chairman of the Board of Directors. In 1926 he founded the National Broadcasting Company (NBC). Since the beginning of the 20's David was an advisor to the ten US presidents.

David Sarnoff organized regular broadcasting in the United States (since 1939). Under his leadership, a system of color television compatible with black and white was established (1949), TV program was recorded by VCR (1956), the first television feature film was produced (1964). Sarnoff participated in the creation of space communication systems, computerization of the United States. International Institute of Electrical Engineers has established an award in his name for achievements in the field of electronics (1959).