



## EBH 23/24 (1st Term) – TUTORIAL 6

### TASK 3b

Text 3 explains key differences between General Motors and Ford Motor Company. Now, the groups will do historical research and find one source (a graph, a contemporary picture, an organizational chart) that clearly illustrates the differences between the two companies in three aspects during the Interwar Years (1918-1940). One slide is enough.

ASPECTS	General Motors	Ford Company
PUBLICITY	Group B	Group E
ECON. PERFORMANCE	Group C	Group D
ORGANIZATIONAL STRUCTURE	Group F	Group A

The groups will be assessed based on the skills show, namely criticism (does the illustration qualify as a historical source? Is it cited?) and adequacy (does it really illustrate the approach followed by the company?). Clarity, as usual, will also be considered.

### RECOMMENDATIONS

‘Source’ might be contemporary (a picture with an organizational chart dated 1920) or constructed (a chart showing car sales in 1919-29, with data assembled by historians).

Please send the materials in a single file with the group name before 1130 AM Friday, so we can start on time.

Try using ‘google scholar’ (so that only credible sources appear).

Good Work,