

EBH 23/24 (2nd Term) – TUTORIAL

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).

Send the materials in a single file with the group name at least 30 min before the tutorial, so we can start on time.

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

Good Work,

