

Topic: Quality

Let's get started . . . what do you own that is very high quality (very, very good)?

Story: A man was on the Tacoma Narrows Bridge when it broke on November 7, 1940. He said, "The bridge began to sway violently from side to side. . . I lost control of the car...I jammed on the brakes and got out. On hands and knees, I crawled 500 yards [450 m] or more to the towers. I saw the bridge break and my car fall into the water."



Why did this happen? One engineer said, "I can build a safe bridge for \$11 million." Another engineer said, "I can build a safe bridge for only \$8 million." The cheaper bridge was built and opened in July of 1940. It moved up and down in light wind, so it was called "Galloping Gertie." And then, in a big wind storm, the bridge broke.

"Galloping Gertie" – the Tacoma Narrows Bridge








. In pairs for 5 minutes, ask and answer these questions:

Tell about a time when a building or bridge was broken in your native country. What was the cause? (Why did it break?)

Share your partner's answers with the group.

Interview 3-4 people. Write their names in the left column, and write "price" or "quality" for each category. Say, "Is price or quality more important when you buy?"

Name	Shoes 	Apples 	A Car 	Medical Care 	A Home 

Discussion Questions - talk in pairs or small groups:

Customers - Customers are people who receive a product or service. Customers can be "external". The person who buys food at Safeway is Safeway's "external" customer. Customers can be "internal". The Safeway employee who gets his paycheck from the accountant at Safeway, is the accountant's "internal" customer.

Think about work you do, have done or want to do in the future. Your work may be paid or unpaid. Who were/are/will be your customers?

If you do a good or bad job, who is affected? How are they affected?

Give examples of good and bad quality . .

in manufacturing (companies that make products).

in farming.

in personal services (for example, hair and nail salons).

in restaurants.

in medical care.

in government.

in education.

in transportation (buses, trains).

in other things.



Shinkansen high-speed train

In the U.S. there is a saying, "the best things in life are free." Do you agree or disagree? Explain.

In your family, are there different opinions about what is quality and what is not quality? When you shop with family, do you agree or disagree on what to buy? Explain.

New vocabulary: own, sway violently, side-to-side, lost control, jammed on the brakes, crawled, towers, engineer, cheap(er), gallop(ing), cause, quality, customer, external, internal, employee, accountant, affected

Keep talking about it this week: Use the survey from page one and ask family members and friends about their opinions. Share the results with your TalkTime group next week.

More: watch a video of the Tacoma Narrows bridge as it falls at <http://www.youtube.com/watch?v=POFi1VcbpAI>.

