

Fordism and Taylorism

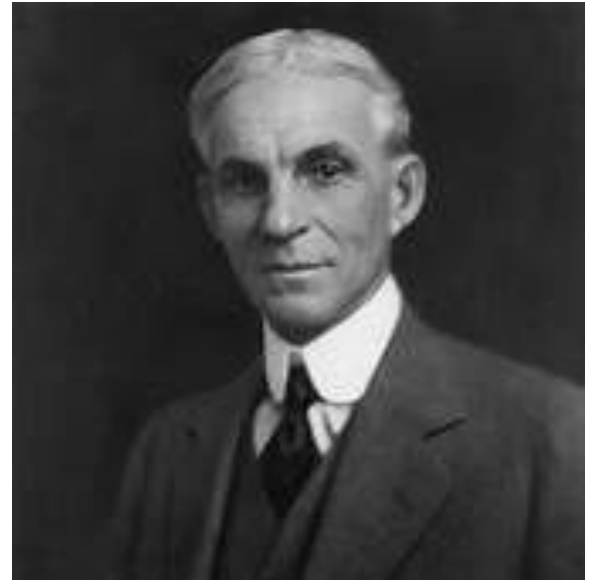
Modern Mass-Production

Important Vocabulary to Know!

- Assembly line
- Middle class
- Mass production
- Labor
- Productivity
- Standardized production
- Wage
- Turnover
- Efficiency

Who is Henry Ford?

- Born in 1863
- Died in 1947
- American industrialist who made cars affordable for the middle-class
- Founder of Ford Motor Company
- Invented mass-production methods for assembly lines
- Introduction of the “\$5 a day” wage
 - Improved productivity
 - Lowered turnover
 - Attracted workers to factories



Fordism

- Modern model for mass-production
- Used assembly lines, which increased labor productivity at a lower cost
- Standardized production=lower cost=average person can afford to buy
- Repetitive work, same tasks every day



Who is Fred W. Taylor?

- Born in 1856
- Died in 1915
- American mechanical engineer, “Father of Industrial Management”
- Improved efficiency of mass-production methods



Taylorism (Scientific Management)

- A way to organize work to be more efficient
- Divide one job into many small, simple tasks
 - Tasks were timed and divided by effort needed to increase production
- Focus on the individual's quickest and easiest way to work in an assembly line
- Specialized, but repetitive, machine-like jobs



Questions

- How did Fordism help more people join the middle-class in the United States?
- What are some good and bad things about Fordism?
- Which system (Fordism or Taylorism) might be better for workers today?
- How did Taylorism divide tasks?