

1.6 Units of measurement

Read the following description of imperial and US units of measurement:

For length, an inch (in) is about 2,54 cm. 1 in is $\frac{1}{12}$ of a foot (ft), a foot is $\frac{1}{3}$ of a yard. There are $220 \times 8 = 1760$ yards in a mile.

For mass, an ounce (oz) is about 28,35 g. An ounce is $\frac{1}{16}$ of a pound, and a pound (lb) is $\frac{1}{14}$ of a stone.

For fluid volumes, a fluid ounce (fl oz) is about 29,5 mL.

A fluid ounce is $\frac{1}{8}$ of a cup, a cup (c) ^a is $\frac{1}{2}$ of a US pint, a US pint is $\frac{1}{8}$ of a US gallon.

For small volumes, there are 3 teaspoons (tsp) in a tablespoon, 2 tablespoon (tbsp) in a fluid ounce.

^aCups can be used in US recipes to measure dried ingredients. For example 1 cup of flour weights 150 g, and 1 cup of sugar is 225 g.

Exercise 1 Complete

- a) Milk in the US is usually sold in half-pints, pints, half gallons and gallons.

One US pint is about L = mL. One US gallon is L

- b) Commercial aircrafts have a cruising altitude at around 36,000 **feet**, around m.

- c) Tom Cruise is 5'7" tall. His height is about cm

- d) A typical height to remember is 6 feet = cm

- e) 1 **lb** \times = g.

- f) Tom Cruise is around 150 **lb**, that is around kg.

- g) 52 **in** = \times 12 + **in** =

- h) A room is 10 feet wide by 12 feet long. The area is **square feet**

- i) A room is 8 feet 5 inches wide ($8 + \frac{5}{12}$ feet) by 11 feet 3 inches long ($11 + \frac{3}{12}$ feet) .

The area is **square feet**

- j) A football field is A football field is 115 yd by 74 yd. That is **sq feet**.

- k) One **cubic inch** is about $1 \text{ in}^3 = \dots \times \dots \times \dots = \dots \text{ cm}^3 = \dots \text{ mL}$

- l) Precious metals, gold included, can be measured in **Troy Ounce**, around 31,10 g. 1 Troy Oz of 22-carat gold costs £1,230. That is around per gram.

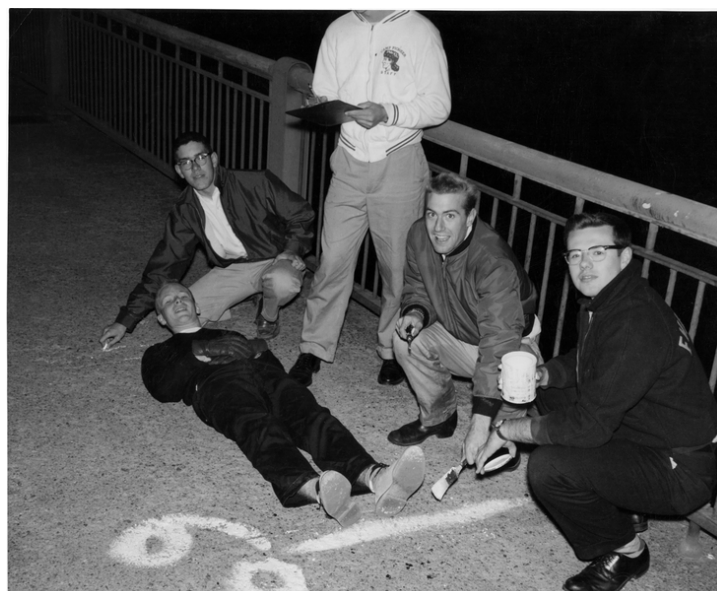
Exercise 2 Journalists use different units to convey *scale* to the reader. For example:

An area of Amazon rainforest roughly the size of a *football field* is being cleared every single minute, according to satellite data.

What unusual units do you know?

Fraternities and sororities are social organizations at colleges and universities.

Fraternities and sororities engage in philanthropic activities, host parties, provide training for new members such as instruction on etiquette, dress and manners, and create networking opportunities for their newly graduated members. Membership in a fraternity or sorority is obtained as an undergraduate student but continues thereafter for life. *source: Wikipedia*



Let us watch “The bridge which is measured in smoots” https://youtu.be/-scs_yF59YE

Exercise 3

- What US city was Matt Parker visiting in the video? (make a sentence)
- What are the two famous universities mentioned in the video?(make a sentence)
- In what year was the bridge built? (make a sentence)
- In what year was the bridge measured in smoots?.....
- How long is the Harvard Bridge in smoots?.....
- How long is a smoot in feet and inches?

Exercise 4 — Humorous ways of measurement.

  Work in pairs

Pick an unusual measurement unit and describe its meaning and origin to the rest of the class.

- The Friedman https://en.wikipedia.org/wiki/Friedman_Unit
The Friedman Unit is a unit to measure of It is equal to
- The Wales https://en.wikipedia.org/wiki/Size_of_Wales
The size of Wales is a unit to measure It is equal to
- The Banana equivalent dose https://en.wikipedia.org/wiki/Banana_equivalent_dose
The BED is a unit to measure 100 BED is equal to
- The Donkeypower is a unit to measure It is equal to

Most towns in the southern United States have at least one Waffle House restaurant. During big storms, the breakfast chain is often the only business that stays open.

Let us watch “After Hurricane, Waffle House to the Rescue”

Exercise 5 — 🗣️ . Listening comprehension

When it comes to natural disasters, they are the first responders on the fast-food front. After Hurricane Irene struck communities in the East Coast last weekend, the Waffle House chain, where it could, seized the opportunity to build its reputation as a place for hot food even under bad conditions.

“We didn’t have no food, no place to cook at the house. We were all out anyway, so we drove up here” Here at a Waffle House in Weldon, , even with no power, there is still hot coffee.

“We boiled water on the grill, and poured it in our coffee maker by hand. We did everything manually as far as coffee.”

It is a way for the company to build loyalty and tap into a lucrative market. This is one of Waffle House to lose power by Saturday evening. By Wednesday evening, was back in business. Even before the cleanup could begin, the gas grill was up and running.

“ Had a power outage by around 7 o’clock yesterday, we were able to cook for 2 hours up till it was too dark.”

Waffle House fully embraced its post disaster business strategy after Hurricane Katrina when restaurants were destroyed, and a more had to shut down. But others in Mississippi and Louisiana opened quickly to serve rescue workers and hungry locals.

Waffle House is founded in . The restaurant is best known as a road side stop for snowbirds or the place where musician Kid Rock got in a brawl after a concert. The Atlanta based company made a science over many years of opening its eat-and-joints. Within a day of eye-storms, tornadoes and hurricanes. The week before Irene hit, the company began *stocking up*⁴ on eggs and ice outside the potential damage zone. By Sunday morning, customers were lining up, waiting half hour or more for seats.

- Why did you come to Waffle House?

- Because it is almost the only thing in town with power. It was better than eating a sandwich.

As of noon, the district manager of this section of I95 in North Carolina claimed bragging rights⁵: “ We are still the only restaurant open”.

For the Wall Street Journal

⁴to stock up: *s’approvisionner*

⁵bragging rights: *se vanter*

Exercise 6

- a) Eastern coast of the US is regularly hit by hurricanes. Do you know what is the difference between a hurricane and a tornado ?

I think that a hurricane is scale / localized / powered by
warm air over ocean / hundreds of miles / few minutes/

Whereas for over the water / extremely
strong / several weeks / maximum strength / width

- b) How is *The Waffle House* taking advantage of regular hurricanes on the eastern coast ?

I think to stock up / customer loyalty / offer hot food / only place to still have power / build reputation / be the first to reopen /

- c) Using the Wikipedia entry https://en.wikipedia.org/wiki/Waffle_House_Index, write down all 3 levels of the **The Waffle House index**

- d) Can you name some US states on the eastern coast ? Look them up on an online map.

