



**The Islamic University of Najaf**

**College of Media**

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# THE FOCUS OF DISCUSSION

- **Tenses :-**
- **Present continuous tense**
- **Media Terms**

# Tenses

- **present continuous tense:**
- The present continuous tense is used for actions happening now or for an action that is unfinished. This tense is also used when the action is temporary.

# How to Form the Present Continuous Tense

- The present continuous tense is formed with the subject plus the present participle form (-ing) of the main verb and the present continuous tense of the verb to be: am, is, are.
- One simple example of this tense is: He is swimming. "He" is the subject, "is" is the present tense of the verb to be and "swimming" is the present participle verb form. Some other forms of this verb tense are:
  - I am singing at church today.
  - The boys are playing ball after school.

# The rule

S+    is  
      am } + V + ing  
-----  
      are }

I + am

He    }  
She  } + is  
It    }

We    }  
You  } are  
They }

Ex: I am writing a report now  
      she is reading a newspaper at this moment  
      They are playing football at this time

# Examples of the Present Continuous Tense

- The following are basic examples of the present continuous tense. The verb tense in each sentence is underlined.
- She is crying.
- He is talking to his friend.
- The baby is sleeping in his crib.
- We are visiting the museum in the afternoon.
- Present continuous tense can be used to express something happening right now or to express something that is not happening right now. Examples of this use include:
  - He is not standing.
  - Anthony is sitting in the chair.
  - You are not watching the movie.
  - Rose is reading a book.

# Present continuous tense

Present continuous tense can also be used to show that something will or will not happen in the near future. Examples of this use include:

She is not going to the game tonight.

He is meeting his friends after school.

Are you visiting your cousin this weekend?

I am not going to the meeting after work.

Is John playing football today?

Present continuous tense can be used for actions that are still happening at the time of speaking. Examples of this use include:

Marc is making pizza now.

They are eating lunch right now.

Frances is talking on the phone at the moment.

# Present continuous tense

- Present continuous tense can be used in questions as well. Here are some more examples of this use:
- Is she laughing?
- Are they listening to the teacher?
- Is the baby drinking his bottle?
- Are you going?

# When Not to Use Present Continuous Tense

- There are certain verbs that cannot be used in the present continuous tense. The following verbs are non-continuous:
  - Communication: agree, promise, surprise
  - Feelings: like, love, hate
  - Senses: hear, see, smell, taste
  - Thinking: believe, know, understand

# Media terms

- ghostwriter: person writing articles or speeches for another person who claims authorship
- lead time: period of time that reporters and producers need to prepare stories and information for publication or broadcast
- Letters to the Editor: your opportunity to congratulate, discuss, or criticize an article you have read
- marketing: the process of packaging, advertising, selling, and distributing your products or services and the public relations used to support this process

# Media terms

editor: the person who edits stories for reporters

editorial: a statement of opinion from an editor or publisher about you and your business. Media coverage generated by news staff

editorial calendar: the listing of specific times a publication will focus on special sections or special news reporting

exclusive: news item or feature article that only one newspaper, magazine, or television station may carry



**THANK YOU**