



The Islamic University of Najaf

College of Media

Journalism department

Fourth stage

Subject: English Language

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THE FOCUS OF DISCUSSION

- Grammatical Subject
- Media Terms

Grammar

Tenses

Present simple tense:

When should I use the Present Simple?

1: We use the present simple when something is generally or always true.

- People need food.
- It snows in winter here.
- Two and two make four.

2: Similarly, we need to use this tense for a situation that we think is more or less permanent. (See the present continuous for temporary situations.)

- Where do you live?
- She works in a bank.
- I don't like mushrooms.

Tenses

- 3: The next use is for habits or things that we do regularly. We often use adverbs of frequency (such as ‘often’, ‘always’ and ‘sometimes’) in this case, as well as expressions like ‘every Sunday’ or ‘twice a month.

- Do you smoke?
- I play tennis every Tuesday.
- I don't travel very often.

4: We can also use the present simple for short actions that are happening now. The

actions are so short that they are finished almost as soon as you’ve said the sentence. This is often used with sports commentary.

- He takes the ball, he runs down the wing, and he scores!

When should I use the Present Simple?

5: We use the present simple to talk about the future when we are discussing a timetable or a fixed plan. Usually, the timetable is fixed by an organization, not by us.

- School begins at nine tomorrow.
- What time does the film start?
- The plane doesn't arrive at seven, it arrives at seven thirty.

6: We also use the present simple to talk about the future after words like 'when', 'until', 'after', 'before' and 'as soon as'. These are sometimes called subordinate clauses of time.

- I will call you when I have time.
- I won't go out until it stops raining.
- I'm going to make dinner after I watch the news.

7: We use the present simple in the first and the zero conditionals. (See the conditionals

section for more information.)

- If it rains, we won't come.
- If you heat water to 100 degrees, it boils.

Simple sentence consists of :

Subject + Verb + complement

He
She
It

} + VS

Ex: He works everyday

I
You
we
They

} + V

Ex: They work everyday

Negative and Interrogative

We use does or do as auxiliary verb in negative and interrogative cases.

He }
She } + does + not
It }

I }
You } + do + not
we }
They }

Ex: He does not work everyday
Does he work everyday?
Where does he work everyday?

Ex: They do not work everyday
Do they work everyday?
Where do they work everyday?

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