



The Islamic University of Najaf

College of Media

Journalism department

Third stage

Subject: English Language

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THE FOCUS OF DISCUSSION

- Grammatical Subject
- Media Terms

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.

When should I use the Present Simple?

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
It

} + does + not

I
You
we
They

} + do + not

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

Network

Two or more stations joined by a line to broadcast the same program from a few original studios simultaneously.

Network Affiliate

A television or radio station that designates a portion of its air time for network programs.

O & O Station

A station owned and operated by a network

Media Terms

Persons Using Radio (PUR)

The percent of the area's population listening to radio at a specific time.

Piggyback

Back-to-back scheduling of two or more brand commercials of one advertiser in network or spot positions.

Pilot

A sample of a proposed television series

Media Terms

O.T.O.

One time only, usually referring to a TV or radio special program.

Overnights

Audience data provided by Nielsen or Arbitron to metered market clients the day after the broadcast.

Pay Per View

A type of Pay TV where viewers are charged each time they watch the special event or movie being broadcast.

Pay TV

A TV system providing programs which are available only to the households who subscribe, usually transmitted via coaxial cable or telephone lines. Also called "premium channels" on cable, such is HBO, Cinemax, Showtime, Disney Channel, etc.



THANK YOU