



Module: English

Branch: Marketing

Level: Third year Bachelor

Lecture 06: Present continuous or simple?

1- PRESENT CONTINUOUS and PRESENT SIMPLE

- PRESENT CONTINUOUS

We use the present continuous for something happening now. / *am speaking to you live* means

that Kitty is in the middle of a live broadcast.

Here are some more examples.

*It's **raining** at the moment.*

***I'm watching** this programme.*

*Look. That man **is taking** a photo of you.*

- PRESENT SIMPLE

We use the present simple for repeated actions. / *often speak live to the camera* means that she does

it again and again.

*It always **rains** at the weekend.*

*I **watch** television most weekends.*

*He's a photographer. He **takes** lots of photos.*

2-Thoughts, feelings and states

We normally use the present simple to talk about thoughts and feelings.

/ ***think** it's a good programme. Kitty **likes** her job.* We also use it to talk about states and permanent facts.

*Reporting **means** a lot to her. Paper **burns** easily.* We also use the present simple **in I promise, I agree, I refuse**, etc.

*I **promise** I'll write to you. It's all right. I **forgive** you.*

3- Temporary or permanent?

- PRESENT CONTINUOUS

We use the present continuous for a routine or situation that we see as temporary (for a short

period).

***I'm working** at a sports shop for six weeks.*

*At the moment they're **living** in a very small flat.*

4- Always

- PRESENT CONTINUOUS

We can use **always** with the present continuous to mean 'very often', usually with the added meaning of 'too often'.

*Tom **is always inviting** friends here.*

(= He invites them very often.)

***I'm always making** silly mistakes.*

(= I make silly mistakes too often.)

- PRESENT SIMPLE

We use the present simple for a routine or situation that we see as permanent.

*I **work** at a sports shop. It's a permanent job.*

*They **live** in a very nice flat.*

- PRESENT SIMPLE

Always with the present simple means 'every time'.

*Tom **always invites** us to stay at Christmas.*

(= He invites us every Christmas.) / ***always***

***make** silly mistakes in exams. (= I make mistakes in every exam.)*