1

Imperative and present simple

Read this information about the search engine Google.

a Which of the verbs in italics give you facts?

b Which verbs tell you to do something?

A Forming imperatives

A1 When the subject is you, use (don’t +) infinitive without to.

+ infinitive without to

Call me tomorrow for a chat.

– don’t / do not + infinitive without to

Don’t be late for the meeting.

(Do not is generally used in writing)

A2 When the subject is we, use let’s (not).

+ let’s + infinitive without to

Let’s talk about their proposal now.

– let’s not + infinitive without to

Let’s not do it so soon.

B Using imperatives

B1 You usually use the imperative to tell people to do something.

Don’t wait for customers to contact you. Phone them.

B2 In spoken English, imperatives can sound very direct so you can add just or please to soften the message.

Please have a seat.

Just send me an email.

Don’t use imperatives to waiters, receptionists, shop assistants, etc. if you want to sound polite.

Could we see the menu, please?

(Not Give us the menu.)

B3 You can also use imperatives to make offers or invitations.

Come and see the new office when you’re in town.

C Forming the present simple

C1

I/You/We/They

work there.

He/She/It

works there.

I/You/We/They

don’t work there.

He/She/It

doesn’t / does not work there.

Where do I/you/we/they work?

Does he/she/it work there?

C2 The verb be is irregular.

I/You/We/They

am/is/are

late.

He/She/It

is

late.

I/You/We/They

are

not / aren’t / are not late.

He/She/It

is not / isn’t / is not late.

Am I/You/We/They

late?

Why is he/she/it late?

Where are I/you/we/they?

D Using the present simple

D1 You use the present simple for things that are generally true and permanent situations.

She comes from Stuttgart. (Not She is coming from Stuttgart)

I don’t live far from the office.

D2 You use the present simple for actions that happen regularly (e.g. habits and routines). You can use time adverbs (e.g. always, usually, regularly, often, sometimes, never, every day, twice a week) with the present simple.

He always takes the underground to work. (Not He takes always)

How often do you check the accounts?

D3 You often use the present simple with state verbs (e.g. feel, hear, like, see, think, understand).

I hear you’re opening a new office in Madrid.

What do you think? Is it a good idea to invest in a new logo?

See Unit 3 (Present simple and continuous).
1. Read this extract from a charity leaflet supporting Fairtrade. Match each imperative with the rest of the sentence.

- Don’t miss
- some wonderful presents for yourself and those you love.
- lots of games and fun activities.
- some great prizes in our raffle to raise funds for Afghan women.
- a real difference to many of the world’s poorest people.
- how you can improve the lives of farmers in developing countries.
- to our guest speakers talking about Fairtrade and development issues.
- to our first Fairtrade market on 16 July at Cutty Sark Gardens.
- your chance to support Fairtrade.

2. Complete these sentences using an imperative form of the verbs in the box.

- leave
- check
- not forget
- get
- have
- leave
- think
- try
- walk
- not worry

1. Leave the figures on my desk and I’ll put them into the spreadsheet for you.
2. Check a look on the computer. His email address should still be on there somewhere.
3. Think there’s a health and safety training session tomorrow.
4. We need to contact Owain urgently. Calling his mobile.
5. Leave me between two and five this afternoon. I’ll be in a meeting.
6. I need some fresh air after being at the conference all day. Walking back to the hotel.
7. Leave with Jenny to make sure the invoices are ready.
8. We’ve got lots of time. The meeting doesn’t start until 10.30.
9. We need something to wake us up! Drinking a coffee.
10. We’re all tired. About it overnight and make the decision tomorrow.

3. Complete these FAQs (Frequently Asked Questions) using the verbs in brackets in the present simple.

Q. What is Skype?
A. Skype is a software programme that allows users to make telephone calls over the Internet.

Q. Do Skype have any advantages over the usual telephone providers?
A. Yes. Calls to other users of the service don’t cost anything. It also includes other features that normal telephone connections don’t have.

Q. What other features does Skype have?
A. Instant messaging, where one person writes texts to communicate with other people. And video conferencing, where people talk to each other on a headset with a video link-up.
Colin is answering questions about his job. Write the questions.

1. What / you / do? ....................... What do you do?
   I'm a graphic designer. I help customers with corporate branding.

2. Who / you / work for? ..................
   Greentrees Graphics Ltd.

3. Your office / be / near your home? ..................
   Yes, it is. It only takes me 15 minutes to walk to work.

4. How many offices / your company / have? ..................
   Three. Our main office is in London and the others are in Brighton and Bristol.

5. Where / you / work? ..................
   I usually work in Bristol but go to the London office once or twice a month.

6. You / like / your job? ..................
   I love it, especially designing logos and other aspects of corporate identity.

7. How often / you / travel? ..................
   I don't travel very much these days, maybe two or three times a year.

8. How many days’ holiday / you / get? ..................
   Eighteen, excluding bank holidays.

1.1 Listen and check your answers.

b 1.1 Listen again and reply to the questions with answers that are true for you.

A good beginning 5 ............... relax the audience, so 6 ............... by thanking your audience for coming. Then 7 ............... a nice comment about the town or area, but 8 ............... careful: audiences 9 ............... listening to this for too long.

Many people 10 ............... you start with a joke, but 11 ............... that humour can be difficult. 12 ............... any jokes that could offend people.

Make it personal

1 Write an advertisement for an event your company is having. Use Exercise 1 to help you.
2 Write a short list of FAQs with answers about your company and the products or services it provides. Use Exercise 3 to help you.
Nike, Inc has its headquarters in the United States near Beaverton, Oregon. It is the world’s leading supplier of athletic shoes and sports equipment. The name Nike comes from Nike, the Greek goddess of victory. Nike does not market its products only under its own brand. It also sometimes uses names such as Air Jordan and Team Starter. Because Nike creates goods for a wide range of sports, always it has competition from every sports and sports fashion brand.

Another global leader in the sporting goods industry are the Adidas Group. Products from the Adidas Group are available in virtually every country in the world. Its head offices is not in the US but in Herzogenaurach, Germany.

Adidas’ various companies produces much more than just sports goods. The company also operates design studios and development departments at other locations around the world.
Present continuous

Read this job advertisement.

a Which verb describes a temporary activity?

b Which verb describes a changing situation?

Forming the present continuous

<table>
<thead>
<tr>
<th>Subject</th>
<th>Present Continuous Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>'m/am working today.</td>
</tr>
<tr>
<td>He/She/It</td>
<td>'s/is working today.</td>
</tr>
<tr>
<td>You/We/They</td>
<td>'re/are working today.</td>
</tr>
<tr>
<td>I</td>
<td>'m not / am not working today.</td>
</tr>
<tr>
<td>He/She/It</td>
<td>'s not / isn't / is not working today.</td>
</tr>
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<td>You/We/They</td>
<td>'re not / aren't / are not working today.</td>
</tr>
<tr>
<td>Am</td>
<td>I working today?</td>
</tr>
<tr>
<td>Where is He/she/it working today?</td>
<td></td>
</tr>
<tr>
<td>Why are You/we/they working today?</td>
<td></td>
</tr>
</tbody>
</table>

In spoken English 's not / 're not + -ing are more frequent than isn't / aren't + -ing. People say aren't and isn't if it is difficult to pronounce 'r and 's after the word before.

Prices aren't going up this year. (not Prices's not going up this year.)
This isn't selling well. (not This isn't selling well.)

Using the present continuous

B1 You can use the present continuous to describe actions or situations in progress at the moment of speaking.

We're going for lunch now – do you want to come or are you still working?
I'm having trouble with my phone. Look – the battery's not charging.

B2 You can use the present continuous to describe actions or situations in progress around the present time, but not necessarily at the moment of speaking.

[conversation at lunch]
A: What are you working on?
B: I'm redesigning the website.

B3 You can use the present continuous to describe temporary actions and situations. These can be single or repeated events.

The company's not having a very good time at the moment. Sales aren't going well.
We are giving away free samples every day until the end of the month.

B4 You can use the present continuous to describe changes and trends.

People aren't buying CDs these days – they're downloading music off the Internet.

Other uses

C1 You can use the present continuous to describe a longer action in contrast to a shorter one, especially after while or when.

I usually close my Internet browser when I'm working.

C2 You can use the present continuous of be to describe temporary behaviour.

Anyone could walk in here and steal the database – or am I being silly?

► See Unit 3 (B What are state verbs?).
Many farmers 1 give up farming because they 2 find it difficult to make a living. Every week at least seven dairy farmers 3 go out of business because they 4 have to sell milk below the cost of production. ‘It 5 costs us 24 pence a litre to produce, but the supermarkets 6 pay us 20,’ said a dairy farmer who 7 plans to leave farming. ‘It 8 gets more serious every week and the government 9 doesn’t do anything to help us,’ he added. These days many farmers 10 concentrate on finding other sources of income. Some 11 run guest houses and others 12 open their farms to visitors.
4 a Write sentences using one verb in the present continuous and one verb in the present simple.

1 I / never / listen to / music / when / I / work.
   I never listen to music when I am working.

2 When / I / have / lunch with a friend, / I / not talk / about work.

3 I / always / switch off / my mobile phone / when / I / talk / to a client.

4 When / I / negotiate a deal, / I / never / make / my best offer right at the beginning.

5 I / not chat / to my colleagues / when / I / write / a report or something like that.

6 When / my team / work / on an important project, / we / often / come / into the office at the weekend.

b Change each sentence, if necessary, so that it is true for you.

5 Read these extracts from an article about corporate environmental responsibility. Complete the extracts using the verbs in the boxes in the present continuous.

UK businesses are resisting investing in green initiatives, according to a recent survey. A fifth of companies is making good progress. We feel we have a huge amount of money into research and the vast majority of it is going into conventional office technologies, but into new systems. We look at the idea of the paperless office and we make a lot of research into new systems.'

Hotels a range of green programmes, partly because their business guests do not go it, and also because hotels demand that going green saves money. ‘The industry finds environmental issues very seriously,' said a spokesman for the Business Travel Association.

b do not go look make put work

c demand find introduce take

Make it personal

Write one or two sentences about each of these questions.

What changes are taking place in your industry or field right now? What issue is everyone talking about?

What are people in your office gossiping about? Are any of your colleagues being difficult at the moment?

Do you know why?
You generally use the present simple to talk about habits. However, you can also use the present continuous with *always* to emphasise that a habit is significant or unusual. For example, it may be an annoying or a nice habit.

*Clients are always asking us for investment advice.* (a significant habit)

*He’s always falling asleep in meetings.* (an annoying, unusual or funny habit)

*I’ll make the coffee. You’re always making it.* (a nice habit)

**Exercise 6a**

**Complete the answers to these questions using *always* and the verbs in brackets in the present continuous.**

1. A: Which part of your job do you leave till the last minute?  
   B: My expenses. I’m *always forgetting* … (*forget)* to do them.

2. A: Do you take on temporary staff in the summer?  
   B: Yes, we ……………………………………………………………………………. (*look for*) people in August.

3. A: Do you think your colleagues enjoy their jobs?  
   B: I don’t think so. They ……………………………………………………………… (*complain*) about the boss.

4. A: Are you interested in doing an MBA?  
   B: Very. I ……………………………………………………………………………… (*read*) articles about leadership and people management and stuff.

5. A: Is your company concerned about green issues?  
   B: Yes, they …………………………………………………………………………… (*send*) round emails about recycling and things.

6. A: What are the biggest challenges for human resources managers?  
   B: Well, employment laws ……………………………………………………… (*change*), so that’s one thing.

7. A: Do you need any new equipment in your office?  
   B: Yes, some new photocopiers. The ones we have ………………………………………………………………………………………………………………………. (*break down*).

8. A: Do you think you’ll stay in your current job?  
   B: I don’t know. I ………………………………………………………………………….. (*think about*) my next career move.

9. A: Is your boss very supportive?  
   B: Yes, he ……………………………………………………………………………….. (*say*) things like ‘Well done!’ or ‘That’s good.’

10. A: What are your colleagues like? Do you get on with them?  
    B: Most of them. The woman next to me, though, ……………………………………………………………………………………………………………………. (*borrow*) my stuff, which really annoys me.

**Exercise 6b**

**Write answers to the questions in Exercise 6a that are true for you. Try to use *always* and a present continuous verb.**

**Make it personal**

**Complete these sentences about your own workplace.**

1. People at work are always ……………………………………………………..

2. Our clients are always ………………………………………………………….

3. My worst habit is that I’m always ……………………………………………..
Present simple and continuous

Read this extract from a recycling company’s brochure and underline the verbs that talk about present time.

a Which verb forms are used?

b Why?

Imagine a company that makes everything from garbage. Such a company exists, and it is growing rapidly. Its name is TerraCycle.

See Unit 1 (Present simple) and Unit 2 (Present continuous).

A Choosing between the present simple and the present continuous

You can use the present simple:

You can use the present continuous:

<table>
<thead>
<tr>
<th></th>
<th>past</th>
<th>present</th>
<th>future</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1 to talk about regular actions, routines and habits.</td>
<td>He usually drives to work – he doesn’t often take the train. Do you meet with her regularly?</td>
<td>I can’t do that mailing – the photocopier isn’t working. I’m writing my report. I’ll email it to you soon.</td>
<td></td>
</tr>
<tr>
<td>A2 to give general or generally true information. How many people does your company employ? Because of costs, we don’t manufacture in the UK.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A3 to talk about permanent situations. Starbucks run their operations from their Seattle HQ. The law gives all employees maternity rights.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In spoken English the present simple is used much more often than the present continuous.

B What are state verbs?

State verbs are mostly used in simple, not continuous, forms.

I have two mobile phones. (not having)
I agree (not disagreeing)

State verbs describe:

- possession (belong, have (possess), own, possess).
- thoughts (believe, forget, guess, know, mean, realise, reckon, remember, see (understand), suppose, think (believe), understand).
- likes, wants and needs (dislike, hate, like, love, need, prefer, want, wish).
- existence and appearance (appear, be, seem).
- relationships (contain, depend, include, involve).
- senses (feel, hear, look, see, smell, sound, taste).
- functions (admit, agree, apologise, promise, tell).

In spoken business English, see (understand) and think are both much more common in the present simple than in the present continuous.

See Business talk for more information about state verbs.
## Practice

### A 1
Underline the most suitable form of the verbs.

1. The caretaker’s **opening** / **opens** the office at 6:30 every morning.
2. Are you **holding** / **do you hold** the office party every year at the same venue?
3. Currently, we’re **looking for** / **look for** a new finance manager.
4. Our MD’s **talking** / **talks** to our New York office at least twice a week.
5. Our manager isn’t **making** / **doesn’t make** decisions very quickly.
6. He’s very stressed, so he’s **trying** / **tries** to get a part-time contract at the moment.
7. What’s **Mark doing** / **does Mark do** this morning? I need him to help me with something.
8. I’m afraid that the HR Manager isn’t **taking** / **doesn’t take** any phone calls this morning.
9. Our company’s **changing** / **changes** its logo for the first time in 20 years.
10. **Is he always coming** / **Does he always come** to work by car?

### A 2
Complete this ‘About Us’ page from a clothing company’s website using the verbs in brackets in the present simple or continuous.

At McConnels we **sell** (sell) clothing and textiles. We have a good reputation for women’s clothes and our new venture, MC’s, the women’s fashion store, **expand** (expand) steadily. Our customers **rely** (rely) on us for quality fashions at low prices and our Exchange and Refund Policy **let** (let) them shop with confidence.

Sales through McConnelsdirect.com **grow** (grow) rapidly, at an average of 20% per year. This **make** (make) us one of the UK’s most successful online clothing businesses. We also **produce** (produce) a monthly online magazine for teenagers with articles on fashion, gossip, competitions, and much more!

### A, B 3
Complete this interview with a shop display designer using the verbs in brackets in the present simple or continuous.

INTERVIEWER: Amelia Thompson, as Head of Visual Merchandising what **do you do** (you/do)?

AMELIA: I **manage** (manage) product presentation across Selfridges stores.

INTERVIEWER: What **that/mean** (that/mean), exactly?

AMELIA: I **try** (try) to present products in new ways that will attract customers’ attention.

INTERVIEWER: So, can you give an example of how you do that?

AMELIA: Well, we have to be creative. For instance, right now we **hold** (hold) a Chinese promotion, so we **display** (display) a model of Beijing made out of biscuits – just for one month.

INTERVIEWER: How interesting! What other projects **you / work on** (you/work on) at the moment?

AMELIA: Well, today I **need** (need) to work out how many pairs of folded jeans **fit** (fit) along a 25-metre wall!

INTERVIEWER: That sounds like a challenge! In general, **you/enjoy** (you/enjoy) your job?

AMELIA: Yes, I mean I **not like** (not like) paperwork, but I can honestly say that I **look forward to** (look forward to) going to work every day.