

1A Present Simple and Present Continuous

Present Simple

Affirmative		Negative	
I/You/ We/They	like casual clothes.	I/You/We/They	do not (don't) like casual clothes.
He/She/It	likes casual clothes.	He/She/It	does not (doesn't) like casual clothes.

Yes/No questions

Does he **like** casual clothes?

Wh- questions

When **do** you **wear** casual clothes?

Subject questions

Who **likes** casual clothes?

We use the Present Simple to talk about:

- facts and general truths: *Water boils at 100 Celsius.*
- routines and habits: *We usually go to rock concerts.*

Common time expressions used with the Present Simple:

always, every day, regularly, most days, usually, often, sometimes, hardly ever, never.

Present Continuous

Affirmative			Negative		
I	am ('m)	dancing.	I	am not ('m not)	dancing.
You/We/ They	are ('re)		You/We/ They	are not (aren't)	
He/She/It	is ('s)		He/She/It	is not (isn't)	

Yes/No questions

Are you **dancing**?

Wh- questions

Where **are** they **dancing**?

Subject questions

Who **is** **dancing**?

We use the Present Continuous for:

- actions happening right now:
I'm taking a selfie with my best friend.
- temporary situations happening around now:
At the moment, she's preparing for the prom.
- changing situations:
Superheroes are becoming more popular these days.

Common time expressions used with the Present Continuous:

at the moment, now, this week, these days, at present.

State verbs

We use the Present Simple (not the Present Continuous) with state verbs such as:

- attitude verbs (describing feelings, emotions, preferences, etc.), e.g. *hate, like, love, prefer*;
- mental/thinking verbs, e.g. *believe, know, need, remember, think, understand, want*;
- sense/perception verbs, e.g. *feel, hear, see*.

Some state verbs (e.g. *think, have, look*) can be used in the continuous form, but with a change in meaning:

*Do you **see** what I mean? (understand)*
*I **am seeing** my girlfriend tonight. (meet)*
*She **has** a new dress. (own)*
*I'm **having** a shower. (take)*

1E Articles

We use **no article (Ø)**

- with plurals and uncountable nouns to talk about something/someone in general:
*Susan reads a lot of **books** on modern design.*
*I'm really into **fashion**.*
- with days, months, seasons, holidays, parts of the day:
*Summer holidays in the United Kingdom start in **July**.*
- with continents and countries:
*My parents are from **Italy**.*

Exceptions: *in **the** United Kingdom, in **the** United States, in **the** Netherlands, in **The** Hague*

We use **a/an**:

- before a singular countable noun:
*Have you got **a** sister?*
- when we mention something/someone for the first time or to refer to any one of a kind or group:
*I'm wearing **a** leather jacket.*
- with occupations: *I'm **a** shop assistant.*

We use **the**:

- to talk about a specific or unique thing/person, e.g. because he/she/it is the only one or when it's clear which thing/person we mean:
*I like **the** colour of that dress.*
*Who is **the** Queen of Denmark?*
- when we mention something/someone for the second time:
*I'm wearing a leather jacket. **The** jacket looks great.*
- with the superlative forms of adjectives: **the best**
- with ordinal numbers: **the second**
- to refer to a period in time: **the 1960s**

1 1A Complete the text using the verbs in brackets in the Present Simple or the Present Continuous tense.

From: Clare

To: Dave

Hi Dave!

Guess what? I've won a fashion magazine competition!

I ¹ **'m staying** (stay) in London now and I ² _____ (work) as a trainee for a fashion magazine which ³ _____ (set) the trends. Sounds exciting, doesn't it? I usually ⁴ _____ (work) only four hours a day but this week it's London Fashion Week so we ⁵ _____ (work) full time.

Well, you know I ⁶ _____ (not work) on the texts at my job but I often ⁷ _____ (assist) with photo shoots. At the moment, we ⁸ _____ (design) the cover of next month's issue. The cover ⁹ _____ (show) a young girl in a floral dress. You wouldn't believe how many girls and women in the streets ¹⁰ _____ (wear) them now! My boss is an elderly man and his outfits are always very formal and elegant. He ¹¹ _____ (never wear) casual clothes to work. But you should see him now – he ¹² _____ (look) so overdressed in his designer silk suit!

That's all for now. ¹³ _____ (you/have) a good time in Barcelona now? Is it very hot out there?

Take care,
Clare

- 2 **1A** Tick the sentences which have the correct verb forms. Correct the ones which are wrong.
- ☐ I *am not understanding* teenage fashion these days.
 - ☒ Look at that girl in light-green dress! She *seems* bored.
 - ☐ I'm *seeing* this famous make-up artist today.
 - ☐ I'm *thinking* of becoming a jewellery designer.
 - ☐ I'm *having* a great idea – let's start a fashion blog!
 - ☐ What *are you thinking* about my new designer jeans?
 - ☐ I'm *knowing* the truth about her eyelashes. They are fake!
 - ☐ Sonia *hates* going to fancy dress parties.

- 3 **1A** Use the Present Continuous tense to describe trends. Write about the things in the box.

your hair style of jeans fashion blogs clothes (price)
school parties

My hair is getting longer and longer.

- 4 **1E** Choose the correct articles to complete the sentences.

¹ - / The people in ² - / the Netherlands don't pay too much attention to their outfits. When they go out on ³ a / the weekday or at ⁴ a / the weekend, they like to dress casually. They usually wear ⁵ - / the jeans and ⁶ a / the cotton T-shirt, both in ⁷ - / a summer and winter. ⁸ - / the Dutch women rarely wear ⁹ - / the heels. They prefer ¹⁰ - / the flat shoes because comfort matters to them ¹¹ - / the most.

- 5 **1E** Complete the text with: *a, the* or *ø* (no article).

When Mr Hart entered ¹ the classroom, everybody stopped talking. ² _____ person we saw did not match ³ _____ image of ⁴ _____ typical teacher at West Hill School. Mr Hart, ⁵ _____ short man in his early 40s, was wearing ⁶ _____ linen patterned shirt and ⁷ _____ flared jeans, ⁸ _____ popular hippie outfit from ⁹ _____ mid-60s. Mark, ¹⁰ _____ bravest soul in class, couldn't help laughing. Mr Hart looked at ¹¹ _____ amused student and said 'Lesson one: do not judge ¹² _____ book by its cover'. And this was ¹³ _____ starting point of ¹⁴ _____ fascinating discussion about ¹⁵ _____ stereotypes and ¹⁶ _____ prejudices.

- 6 **1E** Complete the quiz questions with the: *a, the* or *ø* (no article). Then do the quiz. Check your answers at the bottom of the page.

QUIZ

- Which city is *the* fashion capital of _____ Europe?
a Paris
b Milan
c both
- Who was famous for popularising _____ 'little black dress' in _____ 1920s?
a Coco Chanel
b Christian Dior
c Carolina Herrera
- _____ first pair of Levi's jeans was sold in _____ USA for:
a \$ 6
b \$ 60
c \$ 100
- _____ kilt is _____ skirt worn by _____ men and it comes from:
a England
b Scotland
c Canada



Quiz answers: 1c 2a 3a 4b