Present Perfect vs. Simple Past | Present Perfect vs. Present Perfect Continuous Adverbs with the Simple Past and Past Perfect

How Artists Promote Their Work

Before the internet, artists promoted their music and movies through television, radio, concerts, newspapers, and magazines. These methods helped many performers become famous, although they were often expensive. Today, social media and streaming platforms have changed the entertainment industry. Many artists have built successful careers by sharing content online and have been using platforms like YouTube, TikTok, and Spotify to connect with fans. Even so, TV, radio, and live concerts are still valuable because they reach different audiences and create memorable experiences. To succeed, new artists should combine online promotion with live performances, collaborate with others, and continue improving their skills.

Grammar Summary

Simple Past: finished actions at a specific time in the past.
Example: The band released its first album in 2014.

Present Perfect: actions connected to the present, life experiences, recent results.
Example: The band has released six albums.

Present Perfect Continuous: actions continuing over a period of time.
Example: They have been using social media for years.

Adverbs:
Simple Past: afterwards, later, the next day, when, as soon as.
Past Perfect: before that, until then, by the time, previously.

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Grammar Exercises

Exercise 1 – Complete with the Simple Past or Present Perfect.
1. The band _____ (release) its first album in 2014.
2. Streaming platforms _____ (change) the music industry.
3. She _____ (perform) last month.
4. They _____ already _____ (win) several awards.

Exercise 2 – Present Perfect or Present Perfect Continuous.
1. They _____ (have released / have been releasing) three albums since 2020.
2. She _____ (has practiced / has been practicing) since childhood.
3. He _____ (has written / has been writing) songs all afternoon.
4. Millions of fans _____ (have followed / have been following) the singer for years.

Exercise 3 – Complete with: afterwards, later, the next day, when, as soon as, by the time, before that, until then.
1. _____ the concert ended, everyone applauded.
2. _____, the band announced a tour.
3. _____ the singer arrived, thousands had gathered.
4. _____, the actor had never won an award.

Exercise 4 – Complete the paragraph with the correct verb forms and time expressions.

Before social media existed, musicians _____ (depend) on TV and radio. _____, record companies controlled promotion. Today artists _____ (reach) global audiences, and many _____ (use) social media for years. _____ streaming became popular, the industry had already changed.

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