The Subjunctive

The Importance of Honest advertising

every day, consumers are exposed to thousands of advertisements across television, social media, and websites. While many advertisements provide useful information, others exaggerate the benefits of products or hide important details. As a result, many people believe stricter regulations are necessary to protect consumers.

Consumer organizations often recommend that companies be more transparent about the products they promote. Some experts insist that governments introduce tougher laws to prevent misleading advertising. Others suggest that customers think critically before believing every advertisement they see. It is essential that businesses act responsibly because trust is one of the most valuable qualities a company can have.

Although advertising can encourage innovation and competition, it is vital that both companies and consumers work together to create a fair marketplace.

Grammar: Use the subjunctive after recommend, suggest, insist, demand, request, propose and expressions such as It is essential that..., It is important that..., It is vital that.... Structure: Verb + (that) + subject + base verb.

Structure

Verb + (that) + Subject + Base Verb

Examples

✓ The teacher **recommended that** everyone **study** before the exam.

✓ The doctor **suggested that** he **eat** less sugar.

Common Verbs

Verb	Example
recommend	I recommend that she **apply**.
suggest	They suggested that we **leave** early.
insist	He insisted that everyone **be** quiet.
demand	The workers demanded that the company **increase** salaries.

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Grammar Exercises

Exercise 1: Choose the correct answer.

The teacher recommended that every student _____ the assignment.
a) completes
b) complete
c) completed

It is essential that everyone _____ on time.
a) arrives
b) arrive
c) arrived

The doctor suggested that she _____ more water.
a) drinks
b) drink
c) drank

They insisted that the meeting _____ immediately.
a) begins
b) begin
c) began

Exercise 2: Use the correct form of the verb in parentheses.

The manager demanded that everyone _____ (arrive) early.
It is vital that students _____ (respect) school rules.
The doctor recommended that he _____ (exercise) regularly.
She insisted that her son _____ (finish) his homework first.

Exercise 3: Correct the mistakes:

The doctor recommended that she takes a break.
It is important that everyone is respectful.
They suggested that he studies harder.
The teacher insisted that the students arrives early.

Exercise 4: Rewrite using the subjunctive.

1. The doctor recommended that I eat healthier.
2. The manager demanded that the report be finished today.
3. The professor suggested that students participate more.
4. The government insisted that companies reduce pollution.

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