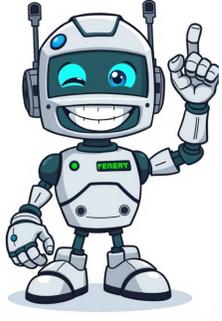


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better. Thank you both. I want to include it in an essay about technology and I don't know if this is the right word to use. If it's your own sentence, once again, it sounds right to me. Thank you both. I want to include it in an essay about technology and I don't know if this is the right word to use. Contemporary means at the same time as the time you have established. Thus, the contemporaries of Socrates were Plato, Xenophon, Aristophanes etc. Starting a sentence with contemporary without having established a time is dangerous. at best, talking about contemporary times is pleonastic - it means times at the same time. You'd do better, in my view, to re-write your sentence with a personal subject using a word like now. Nowadays a knowledge of technology is essential. (as opposed to in previous times) I don't think it's pleonastic. Here's usage from the NYT: As great as tablets can be for touch-based actions, today's sharp color screens also show off detailed photographs and images quite nicely. For students and art lovers looking for a general guide that doesn't strain the shoulder, there's ART AUTHORITY (\$9.99 for iPad; \$4.99 for iPhone and Kindle Fire), featuring the work of more than 1,000 major Western artists from ancient to contemporary times. You've damaged my opinion of the NYT. Perp. They need a new editor. Indeed. The NYT should have said "from ancient to modern times" or something like that. Contemporary is used in two ways. One is comparatively, typically with with, meaning "at the same time as ". The other, where the is not specified, substitutes "now" for the frame of reference, so it just means pretty well the same as "modern", i.e. of the present time or the recent past. At a concert of contemporary music, most of the pieces will have been written within the past few decades if not years, and an exhibition of contemporary art would similarly involve works created relatively recently. That contemporary times is pleonastic should be obvious to anyone who can recognize the root embedded in the word. This is where modern and contemporary are not interchangeable synonyms; you can say "modern times", but "contemporary times" just sounds naff. To the OP I would recommend "present times" or "modern times" as a minimal change. Well, none of us write for the NYT, at least not to my knowledge. To peg their sentence wrong, would be wrong, in my opinion. I guess you guys would mark "in today's world" with a ? Or a double? If and when, "nowadays", from loghrat above does fit, but it's not as elegant. Contemporary times encompass not only today's world but also the concept of "time" itself. The phrase "contemporary times" is often criticized for being redundant, as it appears to include the word "world." In contrast, expressions like "today's world" avoid duplication by explicitly stating that they refer to the current day. However, some argue that certain phrases can be pleonastic, or excessively redundant, even if they don't technically duplicate words. One such example is the phrase "in the here and now," which some find to be a more effective way of beginning a sentence than simply saying "today." Nevertheless, whether using phrases like this constitutes an affix pleonasm depends on individual perspectives. The term "contemporary" itself comes from Latin roots, specifically the word "tempus," meaning time. This etymology highlights the idea that contemporary times literally incorporate the concept of "time." Consequently, arguments against using phrases like "the times demand knowledge" can be seen as flawed, as they fail to account for this linguistic connection. In English, affix pleonasm typically occurs in transitive uses of verbs, such as "He exited out of the room," rather than in phrases like "contemporary times." This distinction underscores the importance of understanding language nuances and avoiding unnecessary redundancy. The demand on modern times is often a matter of people's perceptions. It is not accurate to say that "modern times demand" something, as it is humans who impose demands. Saying so sounds too formal and might be better phrased as "in these days we need to engage with technology." The phrase we use reflects our desire to make the message more appealing and engaging. However, if we examine this closely, what we're really saying is that society, not modern times itself, imposes certain expectations on us. It's clear that humans alone are capable of demanding or requiring things. The weather, for example, does not want you to stay warm in cold weather; it prefers a different condition. We say the weather demands warmth because it reflects how we like to express ourselves in everyday life. In reality, our goal is to convey our needs and wishes clearly rather than adhering strictly to language rules. Even though plants do not possess the capacity for self-expression or consciousness, some people still prefer to think of them as demanding certain things - like water. This phenomenon is an example of anthropomorphism, where we attribute human characteristics to non-human entities in order to make our thoughts and feelings more relatable. We often find ourselves relating to plants due to their seemingly vital need for sustenance. In a similar vein, humans might argue that the environment "demands" us to be kinder and reduce our carbon footprint. This is another instance of attributing human needs and desires to natural elements. Even though we know intellectually that the environment doesn't have a voice or consciousness in the way humans do, it's still an attractive idea - as evidenced by global awareness campaigns. We attribute demands to non-human entities due to our innate need for expression and communication. It is essential to acknowledge this tendency, especially when discussing topics like environmentalism. Our language may not accurately reflect reality; however, it does convey the emotions and values we hold dear. If we were strict about adhering strictly to linguistic definitions, we would struggle to describe non-human entities in terms of human-like actions or desires. The truth is, our imagination allows us to ascribe human qualities to other beings in order to make them more relatable and engaging.