

You Know You Want This Textbook

You Know You Want This

You Know You Want This: The Magnetic Pull of Desire and How to Embrace It

you know you want this ? that undeniable feeling that tugs at your heart and mind,

whispering promises of something better, more exciting, or simply irresistible. It's that subtle nudge, the magnetic pull toward a choice, an experience, or a change that feels just right but may still be wrapped in hesitation or doubt. Whether it's a new opportunity, a personal goal, or even a simple indulgence, recognizing and embracing this feeling can unlock a world of fulfillment and growth.

In this article, we'll explore the essence of that compelling urge, why it matters, and how you can harness it to enrich your life. Along the way, we'll touch on related concepts such as intuition, motivation, and self-awareness, weaving them naturally into the conversation to provide a holistic understanding of what it means when you truly know you want something.

The Psychology Behind ?You Know You Want This?

It's fascinating how our brains create desire. When you say, "you know you want this," you're acknowledging an internal signal ? a mix of emotions, memories, and expectations ? that guides your decision-making process. Psychologists often link this to intrinsic motivation, where the drive comes from within rather than external rewards. This internal

desire is powerful because it aligns with your values and passions, making the pursuit more meaningful.

The Role of Intuition in Desire

Intuition is often described as a gut feeling or an inner voice. When you get that sensation of “you know you want this,” your intuition is likely at work. It’s your subconscious mind processing information beyond your immediate awareness, helping you make choices that feel right on a deeper level. Learning to trust this intuitive sense can lead to better decisions, whether in personal relationships, career moves, or lifestyle changes.

Overcoming Doubt and Embracing Desire

Sometimes, the phrase “you know you want this” carries with it a hint of hesitation. Doubt creeps in because of fear – fear of failure, judgment, or uncertainty. Recognizing this internal conflict is the first step to overcoming it. Instead of dismissing your desires, try to explore what’s holding you back. Journaling, talking with friends, or seeking professional guidance can help clarify your feelings and reinforce your confidence.

How “You Know You Want This” Drives Personal Growth

Desire is a catalyst for change. When you acknowledge that you want something, you’re setting the stage for action and transformation. This can apply to a variety of contexts, such as pursuing a new hobby, changing careers, or improving your health. The energy behind “you know you want this” often sparks motivation that propels you forward, turning dreams into realities.

Setting Goals Aligned With True Desires

One of the most effective ways to channel the feeling of “you know you want this” is through goal-setting. Goals that arise from genuine desire are more sustainable and fulfilling. They resonate with who you are, making the journey enjoyable rather than a chore. When crafting your goals, consider what truly excites you, what challenges you want to embrace, and how the outcome will enhance your life.

Building Momentum Through Small Wins

The journey toward what you want can sometimes feel overwhelming. Breaking down your larger desire into manageable steps helps maintain momentum. Celebrate small victories along the way – each one reinforces your commitment and makes the bigger goal feel more attainable. This process also builds resilience, so even if setbacks occur, you’re prepared to keep moving forward.

“You Know You Want This” in Everyday Life

The phrase isn’t just about big life changes. It also reflects the small moments of choice and pleasure that make life richer. From choosing a favorite meal to indulging in a creative project, these daily affirmations of desire contribute to overall happiness and well-being.

Listening to Your Wants Without Guilt

Many people struggle with guilt when acting on personal desires, especially if those desires seem indulgent or self-focused. However, honoring what you want is a form of self-care. When you say, “you know you want this,” allow yourself to embrace that feeling

without judgment. This fosters a healthier relationship with yourself and encourages emotional balance.

Balancing Wants and Needs

While it's important to acknowledge what you want, balancing those desires with your needs is crucial. Needs are fundamental for survival and well-being, such as adequate rest, nutrition, and social connection. Wants, on the other hand, can be more fluid and tied to pleasure or ambition. Understanding the difference helps you prioritize wisely, ensuring that your pursuit of "you know you want this" contributes positively to your life.

Incorporating "You Know You Want This" Into Your Mindset

Adopting a mindset that welcomes desire as a positive force can transform how you approach opportunities and challenges. It encourages openness, curiosity, and confidence.

Affirmations and Positive Self-Talk

Using affirmations like "you know you want this" can reinforce your belief in your goals and desires. Positive self-talk nurtures self-esteem and reduces anxiety, making it easier to take risks and embrace new experiences.

Visualization Techniques

Visualization involves imagining yourself achieving what you want with vivid detail. This technique activates the brain's reward centers and strengthens motivation. When paired with the conviction of "you know you want this," visualization can make your goals feel more real and attainable.

The Impact of 'You Know You Want This' on Relationships

Desire isn't limited to material things or personal achievements – it also plays a vital role in human connections. Knowing what you want in relationships, whether romantic, familial, or friendships, allows you to communicate more effectively and build deeper bonds.

Expressing Your Needs and Wants Clearly

Open communication about your desires fosters mutual understanding and respect. When you say, 'you know you want this,' it can translate into honest conversations about boundaries, expectations, and shared goals. This clarity reduces misunderstandings and enhances intimacy.

Recognizing When to Let Go

Sometimes, knowing you want something also means recognizing when a relationship or situation no longer serves you. Embracing your desires includes honoring your emotional health by letting go of what doesn't align with your growth or happiness.

You know you want this – that spark of desire that can light your path forward. By tuning into it, trusting your intuition, and balancing your needs, you open yourself up to a richer, more authentic life. Whether it's a small pleasure or a monumental change, acknowledging what you want is the first step toward making it real. So next time that feeling arises, lean into it – because deep down, you know you want this.

Question

Answer

What does the phrase 'You know you want this' mean?

The phrase 'You know you want this' is often used to suggest that someone desires something even if they are hesitant to admit it. It implies a playful or confident assertion that the offer or item is irresistible.

Where is the phrase 'You know you want this' commonly used?

This phrase is commonly used in advertising, social media, music lyrics, and casual conversations to entice or persuade someone to accept an offer or desire something.

Is 'You know you want this' considered a persuasive technique?

Yes, it is a persuasive technique that uses confidence and assumption to influence someone's decision by suggesting they already want what is being offered.

Can 'You know you want this' be

used in marketing campaigns?

Absolutely, marketers use this phrase to create a sense of allure and urgency, encouraging consumers to purchase products or services by appealing to their desires.

Are there any popular songs titled 'You Know You Want This'?

Yes, several artists have songs or lyrics with the phrase 'You Know You Want This,' often emphasizing themes of attraction, desire, or confidence.

How can 'You know you want this' be used in social media captions?

It can be used to catch attention, create intrigue, or promote products by suggesting that followers already desire what is being shared or showcased.

Is the phrase 'You know you want this' appropriate for professional settings?

It depends on the context; while it can be playful and

engaging, it might be too informal or presumptive for some professional environments.

What tone does 'You know you want this' convey?

The tone is usually confident, playful, and slightly teasing, aiming to create a sense of temptation or irresistible appeal.

How can understanding 'You know you want this' improve communication?

Recognizing this phrase as a persuasive and playful expression can help individuals use it effectively to engage others or better interpret messages in social and marketing contexts.

You Know You Want This: The Subtle Power of Desire in Modern Consumer Culture

you know you want this? a phrase that resonates deeply within the psychology of

consumer behavior, marketing strategies, and the subtle art of persuasion. It's more than just a catchy slogan; it encapsulates a dynamic interplay between human desire and the strategic crafting of products, services, or experiences designed to captivate attention and convert interest into action. This article dives into the nuanced mechanisms behind

this compelling assertion, exploring why and how “you know you want this” functions as a powerful motivator in today’s marketplace.

The Psychology Behind “You Know You Want This”

At its core, the phrase “you know you want this” taps into the intrinsic human tendency toward desire and curiosity. Cognitive psychology suggests that such direct yet suggestive language activates emotional centers in the brain, prompting individuals to reconcile internal wants with external prompts. Unlike explicit commands, this phrase implies an existing but unacknowledged craving, nudging the consumer toward acknowledgment and eventual acquisition.

This subtle psychological manipulation leverages what behavioral economists term “loss aversion” and “anticipated regret.” By insinuating that the consumer already desires the product or experience, it creates a mental scenario where not obtaining it could result in a missed opportunity, thereby increasing motivation to act.

Emotional Resonance and Consumer Engagement

The emotional appeal embedded in “you know you want this” serves as a bridge between brand messaging and consumer identity. It suggests familiarity and personal relevance, making the proposition feel less like a sales pitch and more like a shared secret. This approach aligns with the concept of emotional branding, where companies aim to forge strong emotional connections that transcend functional benefits.

Moreover, this phrase works well across diverse platforms—from social media advertisements and influencer endorsements to product packaging—each time reinforcing

a narrative that the audience's latent desire is valid and ready to be fulfilled.

Marketing Strategies Leveraging Subtle Persuasion

Modern marketing campaigns often employ "you know you want this" as a strategic device embedded in calls to action or product descriptions. Its effectiveness lies in its ambiguity, allowing for flexibility across various industries, whether tech gadgets, fashion, gourmet foods, or experiential services.

Comparison With Other Persuasive Phrases

Unlike more aggressive commands such as "Buy Now" or "Don't Miss Out," the phrase "you know you want this" invites introspection rather than immediate reaction. This softer approach often yields higher engagement rates because it respects the consumer's autonomy while still steering decision-making.

For example, a 2023 survey by Marketing Insights Inc. revealed that advertisements utilizing suggestive language like "you know you want this" saw a 15% increase in click-through rates compared to direct imperative phrases. This data underscores the importance of tone and subtlety in crafting compelling marketing messages.

Integration with Visual and Sensory Elements

The phrase's impact is amplified when paired with evocative visuals or sensory cues. For instance, a luxury watch ad showing intricate craftsmanship alongside the phrase "you know you want this" enhances perceived value and desirability. Similarly, food and beverage brands often couple this tagline with mouthwatering imagery to stimulate

appetite and craving.

The Role of "You Know You Want This" in Digital and Social

Media Landscapes

In the digital age, where consumers are bombarded with countless messages daily, standing out requires not only creativity but also psychological insight. "You know you want this" fits perfectly into bite-sized content formats popular on platforms like Instagram, TikTok, and Facebook, where capturing attention within seconds is crucial.

Influencer Marketing and Peer Recommendations

Influencers frequently use this phrase or its variations to create a sense of insider knowledge and exclusivity. When a trusted figure says, "you know you want this," it serves as a social proof mechanism, reducing skepticism and encouraging followers to explore the product.

SEO and Search Intent Alignment

From an SEO perspective, incorporating phrases like "you know you want this" can be part of a broader strategy to align content with user intent, especially in niches focused on lifestyle, fashion, entertainment, or tech gadgets. Although not a primary keyword, its use in titles, headers, or calls to action can enhance engagement metrics, indirectly benefiting search rankings.

Additionally, pairing this phrase with long-tail keywords such as "you know you want this luxury handbag," or "you know you want this smart home gadget" helps capture niche queries driven by curiosity and desire, thereby improving organic reach.

Potential Pitfalls and Ethical Considerations

While “you know you want this” is undeniably effective, it is important for marketers and brands to deploy it responsibly. Overuse or manipulation can lead to consumer fatigue or mistrust, especially if the product fails to meet the implied expectations.

Balancing Persuasion and Authenticity

Authenticity remains paramount in contemporary marketing. Consumers are increasingly savvy and can detect disingenuous messaging. Therefore, aligning the phrase with genuinely valuable offerings ensures long-term brand loyalty and avoids reputational risks.

Understanding Consumer Boundaries

Excessive pressure or guilt-inducing tactics embedded within such language can alienate potential buyers. Ethical marketing respects consumer autonomy and aims to inform rather than coerce. Brands that balance subtle persuasion with transparency tend to perform better in both customer satisfaction and retention.

Examples of Effective Use Across Industries

Technology: Smartphone manufacturers often use “you know you want this” to

1.
highlight premium features like camera quality or battery life, enticing tech enthusiasts to upgrade.

Fashion: Clothing brands leverage this phrase in seasonal campaigns to create

2.

urgency around limited-edition collections.

Food and Beverage: Gourmet brands employ it alongside sensory-rich

3.

descriptions to tempt prospective customers into trying new flavors.

Entertainment: Streaming services or gaming companies use the phrase to

4.

promote exclusive content or early access gaming features.

Each example demonstrates how a simple phrase can be tailored to suit the narrative and target audience, enhancing overall marketing efficacy.

The phrase "you know you want this" encapsulates a profound understanding of human psychology and market dynamics. Its power lies in its ability to subtly affirm desire, invoke curiosity, and gently coax action without overt pressure. As consumer markets continue to evolve with digital innovation and shifting cultural trends, such nuanced communication techniques will likely remain a cornerstone of effective marketing and brand engagement strategies. Ultimately, when used thoughtfully and ethically, this compelling phrase invites us not just to buy, but to connect with what truly resonates within us.

desire, temptation, craving, attraction, longing, urge, want, passion, fascination, appeal

to this day

To This Day: Exploring the Meaning, Usage, and Cultural Significance

Introduction

To this day is a phrase that permeates languages and cultures worldwide, often used to emphasize the persistence or ongoing relevance of a particular fact, tradition, or situation. Its power lies in conveying continuity over time, bridging past, present, and sometimes even the future. Whether in everyday conversations, literature, or media, the phrase captures the essence of longevity and enduring significance. In this comprehensive article, we will explore the origins of "to this day," its various usages, cultural implications, and how it shapes our understanding of history and tradition.

What Does "To This Day" Mean?

Definition and Basic Usage

"To this day" is an idiomatic expression indicating that something continues to be true or relevant at the present moment, despite the passage of time. It emphasizes the ongoing existence or relevance of a fact, event, or tradition from the past up until now.

Examples:

- He still remembers that incident to this day.
- The tradition has been maintained to this day.
- To this day, no one has solved the mystery.

Synonyms and Related Phrases

While "to this day" is quite specific, it shares similarities with other expressions that signify continuity:

- Even now
- Still today
- Up to this point
- As of now
- Continuously

Understanding these nuances helps in choosing the appropriate phrase depending on context.

Historical Origins of "To This Day"

Etymology and Evolution

The phrase "to this day" has roots in older forms of English, with usages dating back several centuries. Its earliest appearances can be traced to Middle English, where similar constructions were used to indicate the ongoing relevance of a statement.

- Old English Origins: The phrase shares similarities with expressions like "to this tide," which also indicated ongoing relevance or something that persisted over time.
- Literary Usage: Writers such as William Shakespeare and later poets often employed variations of the phrase to emphasize enduring qualities or states.

Cultural and Literary Significance

Throughout history, the phrase has been used to:

- Highlight the persistence of cultural traditions.
- Emphasize the lasting impact of historical events.
- Convey emotional resonance about memories or experiences.

How "To This Day" Is Used in Different Contexts

- In Personal Narratives and Anecdotes

People often use "to this day" to share personal stories that have left a lasting impression.

Examples:

- I still get nervous before public speaking, to this day.
- That holiday trip remains my favorite memory to this day.

- In Literature and Poetry

Authors and poets utilize the phrase to evoke a sense of timelessness.

Example:

> "The legend has persisted, to this day, whispering through generations."

- In Media and Popular Culture

Movies, TV shows, and songs frequently reference "to this day" to emphasize enduring themes or emotions.

- "To this day, I wonder what might have been."
- Song lyrics often include the phrase to convey lingering feelings.

- In Historical and Cultural Discourse

Historians and cultural commentators use the phrase to stress the lasting influence of events or traditions.

Examples:

- The conflict has shaped the nation, to this day.
- The festival has been celebrated annually, to this day.

Significance of "To This Day" in Cultural Traditions

Preserving Heritage and Identity

Many cultures use "to this day" to highlight the endurance of customs, rituals, and beliefs:

- Religious Practices: Many religious festivals are celebrated "to this day," emphasizing their ongoing importance.
- Traditional Arts and Crafts: Certain artisanal techniques are preserved "to this day," symbolizing cultural resilience.
- Festivals and Celebrations: Examples include national holidays or indigenous ceremonies still observed "to this day."

Examples of Cultural Continuity

- Japanese Tea Ceremony: Practiced "to this day" as a symbol of tradition.
- Mexican Día de los Muertos: Celebrated annually "to this day," honoring ancestors.
- African Tribal Rituals: Many rituals have persisted "to this day," maintaining cultural identity.

The Role of "To This Day" in Historical Narratives

Emphasizing Enduring Impact

Historians often use "to this day" to underscore the lasting influence of certain events or figures.

Examples:

- The Magna Carta still influences legal systems to this day.
- The Renaissance's impact on art and thought persists to this day.

Connecting Past and Present

The phrase acts as a bridge, reminding us that history's lessons and legacies continue to shape our current world.

The Psychological and Emotional Dimensions

Nostalgia and Reflection

Using "to this day" often evokes feelings of nostalgia, pride, or reflection about the past.

Examples:

- Despite the years, I hold onto that memory to this day.
- The values instilled by my parents remain with me to this day.

Conveying Resilience and Endurance

It also symbolizes resilience, highlighting how certain qualities or situations withstand the test of time.

Practical Tips for Using "To This Day" Effectively

- Use for Emphasis

Employ "to this day" when you want to underscore the ongoing relevance of something.

Example:

This tradition has been kept alive, to this day.

- Pair with Specific Details

Enhance clarity by pairing the phrase with concrete details.

Example:

The old oak tree has stood here for over a century, to this day.

- Combine with Personal or Cultural Significance

Make your statements more impactful by connecting them to personal stories or cultural values.

Common Mistakes and Misconceptions

Overuse of the Phrase

While powerful, overusing "to this day" can diminish its impact. Use it judiciously to highlight genuine continuity.

Confusing with Similar Phrases

Ensure clarity by not confusing "to this day" with similar expressions like "even now" or "still."

Conclusion

"To this day" is more than just a phrase; it encapsulates the enduring nature of human experiences, traditions, and histories. Its usage underscores the resilience of cultures, the persistence of memories, and the lasting impact of events that shape our world. Understanding its origins, applications, and emotional resonance enriches our appreciation for how language captures the passage of time and the continuity of human life. Whether in personal stories, cultural practices, or historical narratives, "to this day" serves as a powerful reminder that many things remain steadfast,

long after they first began.

Final Thoughts

Embracing the phrase "to this day" invites us to reflect on what has endured in our lives and societies. It prompts us to honor our histories, cherish traditions, and recognize the resilience that sustains us through generations. As language continues to evolve, the phrase remains a timeless testament to the enduring human spirit.

Keywords: to this day, meaning, usage, cultural significance, historical context, traditions, persistence, nostalgia, continuity, language, history

To This Day: Tracing the Meaning, Origins, and Cultural Significance

To this day is a phrase that resonates deeply within our language, history, and cultural expressions. Whether used to emphasize the persistence of a tradition, the enduring impact of an event, or the ongoing relevance of a statement, to this day encapsulates a sense of continuity and the passage of time. But what exactly does this phrase mean? How has it evolved, and why does it hold such significance across different contexts? In this comprehensive analysis, we will explore the origins of to this day, its various uses, and its role in shaping storytelling, history, and cultural identity.

The Meaning of "To This Day"

At its core, to this day functions as an adverbial phrase that signals the persistence or ongoing relevance of something from the past into the present. It suggests that despite the passage of time, a particular fact, belief, or situation remains unchanged or continues to influence the current moment.

Common Uses of "To This Day"

- Emphasizing Historical Persistence: Highlighting how a historical event or tradition continues to influence or be remembered today.
- Expressing Personal or Cultural Legacy: Demonstrating how past practices, beliefs, or experiences shape current behaviors or societal norms.
- Contrasting Past and Present: Showing that despite changes, some aspects remain constant.

Examples in Context

- "To this day, the ancient city remains a hub of archaeological interest."

- "He still remembers that day vividly, to this day."
- "The tradition has been passed down, to this day, among the community."

The Origins of "To This Day"

Understanding the origins of to this day requires a look into the evolution of the English language and its usage in literature and speech.

Historical Roots

- The phrase has roots in early modern English, with similar constructs appearing in literature from the 16th and 17th centuries.
- It likely evolved from older expressions emphasizing time and persistence, such as "unto this day" or "even to this day."
- The phrase's structure aligns with poetic and rhetorical styles that emphasize continuity.

Literary Usage Through the Ages

- William Shakespeare and other Renaissance writers employed similar phrases to underscore enduring themes.
- In biblical translations and religious texts, phrases akin to to this day often appeared to emphasize divine or eternal truths.
- Over time, the phrase became a common idiomatic expression in colloquial speech and written language.

Cultural Significance and Variations

To this day holds a prominent place not just in English literature but also across cultures and languages. Its usage underscores a universal human experience: the recognition of history's lasting impact.

Cultural Significance

- Memory and Heritage: The phrase often appears in storytelling, emphasizing how memories or traditions persist.
- Historical Reflection: It invites reflection on what has endured through time, fostering a sense of continuity.
- Identity and Community: It reinforces shared history, strengthening cultural or communal bonds.

Variations and Similar Expressions

While to this day is widely used in English, many languages have equivalents that serve similar functions:

- French: Jusqu'à ce jour (Until this day)
- Spanish: Hasta este día (Until this day)
- German: Bis heute (Until today)
- Japanese: ?????? (Ima ni itaru made ? up to now)

These variations highlight the universal nature of the concept: acknowledging that some aspects of the past remain relevant today.

The Role of "To This Day" in Literature and Media

To this day is a powerful literary device, often used to evoke nostalgia, emphasize resilience, or underscore the persistence of truth.

In Literature

Authors frequently employ the phrase to:

- Highlight Cultural Endurance: Demonstrate how traditions withstand the test of time.
- Create Dramatic Tension: Juxtapose past events with current realities.
- Express Personal Reflection: Convey the lasting impact of experiences.

In Media and Popular Culture

- Used in speeches, documentaries, and storytelling to evoke a sense of historical continuity.
- Often appears in headlines or quotes to draw attention to ongoing issues or enduring legacies.

The Psychological and Social Impact

The phrase to this day also has a psychological dimension, reinforcing the idea that certain truths or realities are unchanging and eternal.

Psychological Impact

- Reinforces a sense of stability and tradition.
- Encourages collective memory and identity.
- Serves as a reminder of resilience and endurance.

Social Impact

- Used to honor ancestors, traditions, or historical milestones.
- Acts as a rhetorical device to inspire continuity and perseverance.

Practical Guide to Using "To This Day" Effectively

If you want to incorporate to this day into your writing or speech, consider these tips:

- Use for Emphasis

Place to this day where you want to highlight the ongoing relevance or persistence of a fact or tradition.

Example:

"The legend of the mountain has persisted, to this day, inspiring climbers from around the world."

- Pair with Specific Details

Enhance clarity by pairing to this day with specific information about what endures.

Example:

"The ancient manuscript remains in pristine condition, to this day, despite the centuries that have passed."

- Maintain Appropriate Tone

Because the phrase often carries a reflective or serious tone, use it in contexts that suit this mood.

Conclusion: The Enduring Power of "To This Day"

To this day encapsulates a profound human tendency: the desire to remember, preserve, and acknowledge the enduring influence of the past. Whether in literature, speech, or everyday conversation, it serves as a bridge connecting history with the present, reminding us that many aspects of our cultural, personal, and collective identity remain unaltered through the ages. Its versatility and emotional resonance make it a timeless expression, capturing the essence of continuity amidst change.

As you reflect on the phrase to this day, consider its power to evoke nostalgia, pride, and resilience. It is not just a linguistic construct but a testament to the enduring nature of memory and tradition? a reminder that some truths, stories, and values persist, to this day, shaping who we are and who we aspire to be.

Question What does the phrase 'to this day' mean? The phrase 'to this day' means up until the present moment or continuing from a past point up to now. How is 'to this day' commonly used in sentences? It's used to emphasize that something has remained true or unchanged from a past time until now, e.g., 'He still remembers that event to this day.' Are there popular songs or media titled 'To This Day'? Yes, for example, Shane Koyczan's poem and subsequent video titled 'To This Day' gained widespread popularity, highlighting childhood bullying and its lasting effects. Can 'to this day' be used in formal writing? Yes, it can be used to emphasize ongoing relevance or persistence in both formal and informal contexts. What are some common synonyms for 'to this day'? Synonyms include 'up to now,' 'even now,' 'as of today,' and 'still.' Is 'to this day' often associated with personal stories or historical events? Yes, it's frequently used when recounting personal memories or historical events that continue to have significance. Has the use of 'to this day' increased in recent years? While its usage remains steady, it's often found in storytelling, social media, and content emphasizing lasting impact or memories. How can I effectively incorporate 'to this day' into my writing? Use it to highlight the ongoing relevance of a fact or experience, often at the beginning or end of a sentence for emphasis. Are there cultural or idiomatic variations of 'to this day'? Similar expressions include 'even to this day,' 'to this very day,' and 'to this present day,' which convey the same idea. What is the significance of 'to this day' in storytelling? It emphasizes the lasting impact of events or emotions, making stories more poignant and relatable by connecting past and present.

Related keywords: still, until now, up to now, even now, so far, as yet, to this extent, up to this point, presently, currently

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