Abstract. Each process, state or event needs a certain temporal and spatial context in order the speaker to be able to present its characteristics (how close or how far away is it towards the moment/ the place of being produced or towards the moment/ the place of speaking, information about the length of the process, its position, etc.). Within the grammatical elements which help building the temporal and spatial context, a very important place is taken by the adverbs of space and time which are, most of the time, mandatory inside a sentence. The present study wants to demonstrate both the way in which the adverb "now" functions in different speaking situations and the way in which this adverb can be given a meaning within a certain context.