



ENGLISH VOCABULARY (ADVANCED)

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AIM vs ADDRESS vs DIRECT

AIM TO + VERB (INFINITIVE) - TENER COMO OBJETIVO HACER ALGO
to intend or hope to achieve sth:[+ to infinitive]

- ◆ I **aim to** be a millionaire by the time I'm 35.
- ◆ The project **aims to** provide support for young musicians.

AIM FOR + NOUN - TENER COMO OBJETIVO CONSEGUIR ALGO
to intend or hope to achieve sth : (+ NOUN)

- ◆ We are **aiming for** a 50 percent share of the German market.
 - ◆ Most of the students were **aiming for** jobs in television.
- Let's **aim for** Coventry first, and then we'll have a look at the map

AIM SOMETHING AT SOMEONE/SOMETHING [I or T]

1) to point or direct a weapon towards someone or something that you want to hit: **APUNTAR A ALGO O A ALGUIEN.**

- ◆ **Aim at** the yellow circle / He **aimed** the gun **at** Mr Richards and fired a single shot, then drove away.
- ◆ There are hundreds of nuclear missiles **aimed at** the main cities.

2) To make information known in a way that makes people interested **ESTAR DIRIGIDO A ALGO /ALGUIEN**

- ◆ The product is **aimed at** young people in the 18 - 25 age range.
- 3) To have the objective of achieving something. **TENER COMO OBJETIVO ALGO**
- ◆ The talks are **aiming at** a compromise. / The government's campaign is **aimed at** influencing public opinion.
- ◆ The talks are **aimed at** finding a mutually agreeable solution.

ADDRESS STH TO SB verb [T] (SPEAK TO)- formal to speak or write to someone: **DIRIGIR(SE) A**

- ◆ He **addressed** a few introductory remarks **to** the audience.
- ◆ The school president **addressed** the speech **to** everyone who plans to graduate this year.
- ◆ Kindly **address** your remarks **to** the bench, Mr Smith. / All questions should be **addressed to** the chair.

DIRECT SOMETHING AT SB/STH (AIM) DIRIGIR A...

T usually + adv/prep] to aim something in a particular direction:

- ◆ Was that remark **directed at/towards** me? / Criticism was **directed against/at** the manufacturers of the product.
- ◆ The government's latest anti-smoking campaign is **directed at** children.

DIRECT SOMEONE TO SOMEWHERE verb (SAY WHERE) ... **INDICAR COMO LLEGAR A**

B1 [T] to tell someone how to get somewhere:

- ◆ Could you **direct me to** the airport?
- ◆ I couldn't find the station, so I asked someone if they could **direct me**.