



# direct

verb

to aim sth at a particular goal or person, or in a particular direction:

## direct sth at sb/sth

- The book is directed at younger readers.
- The machine directs a powerful beam at the affected part of the body.

## direct sth at/towards/ against (anger, criticism, remarks, etc.)

- Was that remark directed at me?
- Criticism directed **towards** the government's inaction.
- Most of his anger was directed **against** himself.

## direct sth to/towards sb/sth

- All our efforts should be directed **to/towards** helping those who need it.
- When it comes to watering your plants, it's always better to direct the water **to** the plants' roots.

# target

verb

1) to direct advertising, criticism, or something at someone:

- Advertisers use a variety of methods to target children.

## be targeted at sb/ sth

- This motor insurance product is targeted at female drivers.
- Distraction burglary is mainly targeted at the elderly.

## be targeted at doing sth

- The programme is targeted at improving the health of women of all ages.

## Target sth to sb/sth

- They plan to target the tax cut to the middle classes.

2) to aim an attack, or a bullet, bomb, etc., at a particular object, place, or person:

- The terrorists were targeting government buildings.

# aim

verb

1) to point a gun or an object you are throwing at sth/sb that you want to hit.

## aim at

- He was aiming at the tree but he missed.

2) to produce sth for a particular purpose or a particular group of people:

## aim at doing sth

- The new budget aims at providing extra support for the unemployed.

## be aimed at sb/sth

- The plan is aimed at reducing traffic in the city centre.

3) to intend/ hope to achieve sth

## aim to do sth

- I aim to arrive at three o'clock.

## aim for sth:

- We're aiming for a 10% increase in sales..