

target**1. [ˈtɑːɡɪt] n****1. мишень, цель; объект**

moving target - движущаяся цель

fixed /stationary/ target - неподвижная цель

ground [aerial] target - наземная [воздушная] цель

target acquisition [identification] - обнаружение [опознавание] цели

target killer - **воен.** средство поражения целиtarget area - **воен.** район целиtarget chart - **ав.** карта целей

to fire /to shoot/ at a target - стрелять по цели

to hit /to strike/ the target - поразить цель

off the target - мимо цели

2. 1) мишень для уколов (фехтование)**2) поражаемое пространство (на теле противника - фехтование)**

inside [outside] target - левая [правая] сторона поражаемого пространства

3) физ. мишень для бомбардировки элементарными частицами**3. 1) состязание в стрельбе****2) число выбитых очков**

to make a good target - выбить много очков

4. 1) объект, предмет (насмешек, критики и т. п.)

target of /for/ criticism - (удобная) мишень для критики; предмет критики

target for jeers - предмет насмешек

who is his target? - он в кого метит?

the golden eagle is the target of egg collectors - золотой орёл - предмет (особых) вождлений охотников за птичьими яйцами

2) посмешище

to make an easy target of smb., to make smb. an easy target - сделать кого-л. (всеобщим) посмешищем

5. задание; плановая или контрольная цифра (мж. target figure)

export target - контрольные цифры по экспорту

fuel target - плановое задание по производству топлива

target price - плановая /намеченная/ цена

general development targets - общие плановые показатели экономического роста

to lower targets - снизить плановые задания

to hit /to realize/ the target - выполнить план, достичь контрольных цифр

to beat /to exceed, to outstrip, to smash/ the target - перевыполнить план, превысить контрольные цифры

6. кул. отруб для жаркого, состоящий из шейной части и грудинки бараньей туши**7. геод. визирная марка****8. = targe****9. ж.-д. сигнал (стрелки)****10. эл.****1) антикатод****2) указатель (сигнал или прибор)****11. элт. выход, выходная информация (электронно-вычислительной машины)**

target programme - выходная /синтезированная/ программа

◇ to be on target - а) **воен.** пристреляться, поймать цель; б) быть на правильном пути (к цели)

the report is hard on the target - доклад бьёт прямо по цели /попал в самую точку/

2. [ˈtɑːɡɪt] v**1. амер. воен. приводить к нормальному бою, пристреливать****2. делать кого-л. мишенью (насмешек, критики и т. п.)****3. намечать, планировать**

to target a profit for the year - намечать объём годовой прибыли

4. амер. ж.-д. давать сигнал**target**

Oxford Advanced Learners Dictionary 8th Ed.

tar·get **AW** [target targets targeted targeting] noun, verb **BrE** [ˈtɑːɡɪt] **NAme**

[ˈtɑːrɪt]

noun

1. a result that you try to achieve

• business goals and targets

• attainment targets

• **Set yourself targets** that you can reasonably hope to achieve.• to **meet/achieve a target**• a **target date** of April 2012• The university will **reach its target** of 5 000 students next September.• The new sports complex is **on target** to open in June.• a **target area /audience /group** (= the particular area, audience, etc. that a product, programme, etc. is aimed at)**2. an object, a person or a place that people aim at when attacking**

• They bombed military and civilian targets.

• ~ **for sb/sth** Doors and windows are an **easy target** for burglars.

- It's a **prime target** (= an obvious target) for terrorist attacks.
 - The children became the target for their father's aggressive outbursts.
 - ~ **of sth** (*figurative*) He's become the target of a lot of criticism recently.
3. an object that people practise shooting at, especially a round board with circles on it
- to aim at a target
 - to **hit/miss the target**
 - **target practice**

Word Origin:

late Middle English (originally referring to a small round shield): diminutive of targe Old English, of Germanic origin. The noun came to denote various round objects. The verb dates from the early 17th cent.

Collocations:

Business

Running a business

buy/acquire/own/sell a company/firm/franchise
set up/establish/ start/start up/launch a business/company
run/operate a business/company/franchise
head/run a firm/department/team
make/secure/win/block a deal
expand/grow/build the business
boost/increase investment/spending/sales/turnover/earnings/exports/trade
increase/expand production/output/sales
boost/maximize production/productivity/efficiency/income/revenue/profit/profitability
achieve/maintain/sustain growth/profitability
cut/reduce/bring down/lower/slash costs/prices
announce/impose/make cuts/cutbacks

Sales and marketing

break into/enter/capture/dominate the market
gain/grab/take/win/boost/lose market share
find/build/create a market for sth
start/launch an advertising/a marketing campaign
develop/launch/promote a product/website
create/generate demand for your product
attract/get/retain/help customers/clients
drive/generate/boost/increase demand/sales
beat/keep ahead of/out-think/outperform the competition
meet/reach/exceed/miss sales targets

Finance

draw up/set/present/agree/approve a budget
keep to/balance/cut/reduce/slash the budget
be/come in below/under/over/within budget
generate income/revenue/profit/funds/business
fund/finance a campaign/a venture/an expansion/spending/a deficit
provide/raise/allocate capital/funds
attract/encourage investment/investors
recover/recoup costs/losses/an investment
get/obtain/offer sb/grant sb credit/a loan
apply for/raise/secure/arrange/provide finance

Failure

lose business/trade/customers/sales/revenue
accumulate/accrue/incur/run up debts
suffer/sustain enormous/heavy/serious losses
face cuts/a deficit/redundancy/bankruptcy
file for/ (NAme) enter/avoid/escape bankruptcy
(BrE) go into administration/liquidation
liquidate/wind up a company
survive/weather a recession/downturn
propose/seek/block/oppose a merger
launch/make/accept/defeat a takeover bid

Synonyms:

target

objective • **goal** • **object** • **end**

These are all words for sth that you are trying to achieve.

target • a result that you try to achieve: ▪ Set yourself targets that you can reasonably hope to achieve. ◊▪ attainment targets in schools

objective • (*rather formal*) something that you are trying to achieve: ▪ What is the main objective of this project?

goal • something that you hope to achieve: ▪ He continued to pursue his goal of becoming an actor.

target, objective or goal?

A **target** is usually officially recorded in some way, for example by an employer or by a government committee. It is often specific, and in the form of figures, such as number of sales or exam passes, or a date. People often set their own **objectives**: these are things that they wish to achieve, often as part of a project or a talk they are giving. **Goals** are often long-term, and relate to people's life and career plans or the long-term plans of a company or organization.

object • the purpose of sth; sth that you plan to achieve: ▪ The object is to educate people about road safety.

end • something that you plan to achieve: ▪ He joined the society for political ends. ◊▪ That's only OK if you believe that ▪ the end justifies the means ▪ ▪ (= bad methods of doing sth are acceptable if the final result is good) ▪.

End is usually used in the plural or in particular fixed expressions.

to work **towards** a(n) target/objective/goal

an **ambitious/major/long-term/short-term/future** target/objective/goal

economic/financial/business targets/objectives/goals

to **set/agree on/identify/reach/meet/exceed** a(n) target/objective/goal

to **achieve** a(n) target/objective/goal/end

Example Bank:

- Hospital performance targets will not be met.
- It should be possible to deliver the drug direct to the target site.
- Managers must set targets that are realistic.
- Many pay agreements reached were over the original target of 4%.
- Patton was just off target with a header.
- Politically speaking, his jibes were right on target.
- Pupils should be given a target to aim for.
- Sales so far this year are 20% above target.
- She has always set herself very high targets.
- The CEO has set new targets for growth.
- The President is a favourite/favorite target of comedians.
- The archers were setting up their targets.
- The bomb reached its intended target ten seconds later.
- The boys used an old tree stump as a target.
- The casino made an easy target for thieves.
- The company could become a takeover target.
- The company pays bonuses to workers who exceed production targets.
- The damaged ship presented a tempting target.
- The film's target demographic is women aged 18–49 years.
- The flare overshoot its target and set fire to a hotel.
- The missile is aimed specifically to destroy military targets.
- The missile never reached its target site.
- The missile veered way off target and landed in the sea.
- The radar beam can track a number of targets almost simultaneously.
- The real target of his satire is religion.
- The shot went wide of the target.
- The stationary trucks were sitting targets for the enemy planes.
- These figures are way off target.
- Trains are attractive targets for terrorists.
- We are still right on target.
- We are well within our target for trains arriving on time.
- We are working towards a target of twenty cars a week.
- an easy target for shoplifters
- in a desperate attempt to stay within budget targets
- setting new targets for growth
- to meet a target date of May 2002
- Our target audience is men aged between 18 and 35.
- Set yourself targets that you can reasonably hope to achieve.
- These attainment targets are based on skills rather than knowledge.
- We're aiming to meet a target date of April 2009.
- What's the target market for this product?
- Write a plan that sets out your business goals and targets.

verb (**tar-get-ing**, **tar-get-ed**, **tar-get-ed**) usually passive

1. ~ **sb/sth** to aim an attack or a criticism at sb/sth

- The missiles were mainly targeted at the United States.
- The company has been targeted by animal rights groups for its use of dogs in drugs trials.

2. ~ **sb** to try to have an effect on a particular group of people

- The campaign is clearly targeted at the young.
- a new magazine that targets single men

Verb forms:

verb forms	
present simple	
I / you / we / they	target
	BrE / 'tɑ:ɡɪt/
	NAme / 'tɑ:rɡɪt/
he / she / it	targets
	BrE / 'tɑ:ɡɪts/
	NAme / 'tɑ:rɡɪts/
past simple, past participle	targeted
	BrE / 'tɑ:ɡɪtɪd/
	NAme / 'tɑ:rɡɪtɪd/
-ing form	targeting
	BrE / 'tɑ:ɡɪtɪŋ/
	NAme / 'tɑ:rɡɪtɪŋ/

Word Origin:

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Example Bank:

- Children are deliberately targeted.
- Police are actively targeting known offenders.
- Tax cuts should be targeted on the poor.
- The authority was accused of unfairly targeting minority groups.
- The products are targeted at young people.
- This hospital is targeted for additional funding.
- We target our services towards specific groups of people.
- a carefully targeted marketing campaign
- an exercise that directly targets the back muscles
- The booklet is targeted at people approaching retirement.
- The campaign is clearly targeted on the young.
- The new magazine targets young, single men.
- We sought to target help on those who most needed it.

target

Longman DOCE 5th Ed. (En-En)

1. **target**¹ **S2 W2 AC** /'tɑ:ɡɪt, tɑ:ɡɪt/ **BrE** **AmE** **noun** [countable]

[Date: 1200-1300; Language: Old French; Origin: targette, from targe 'small shield']

1. **AIM** something that you are trying to achieve, such as a total, an amount, or a time **SYN goal**

sales/attainment/growth etc targets

▪ demanding financial targets

target of

▪ the target of a one-third reduction in road accidents

target for

▪ Higher degrees in English are a target for foreign students.

▪ There is no **target date** for completion of the new project.

▪ The government may fail to **meet** (=achieve) its **target** of recycling 25% of domestic waste.

▪ Jiang **set** annual growth **targets** of 8-9%.

on target (=likely to achieve a target)

▪ The company says that growth of 10% is on target.

2. **OBJECT OF ATTACK** an object, person, or place that is deliberately chosen to be attacked

target for/of

▪ Railway stations are **prime targets** (=very likely targets) for bombs.

easy/soft target

▪ Cars without security devices are an easy target for the thief.

3. **OBJECT OF AN ACTION** the person or place that is most directly affected by an action, especially a bad one

target for/of

▪ The area has become a **prime target** for supermarket development.

▪ The country is a target of criticism for its human rights record.

4. **SHOOTING** something that you practise shooting at, especially a round board with circles on it:

▪ The area is used by the army for **target practice**.

5. **target audience/group/area etc** a limited group, area etc that a plan, idea etc is aimed at:

▪ Our target audience is men aged between 18 and 35.

6. **target language** the language that you are learning or that you are translating into

•••

COLLOCATIONS (for Meaning 1)

■ verbs

▪ **meet a target** (=achieve what you want to achieve) The government wants to meet its target of building three million new homes by 2020.

▪ **reach/achieve/hit a target** (=meet it) They achieved their target with just days to spare.

▪ **set a target** The company has set ambitious business targets.

- **exceed a target** (=achieve more than you wanted to) We have exceeded our target of £200,000.
- **fall short of a target** (=achieve less than you wanted to) Car production at the plant has fallen short of its target by 5%.

ADJECTIVES/NOUN + target

- **ambitious/high** The targets they have set themselves are hugely ambitious.
- **modest** (=not very high) The Kyoto Protocol set fairly modest targets for reductions in greenhouse gases.
- **achievable /realistic** The target is achievable, but only by hard work.
- **a financial target** Both businesses exceeded their financial targets.
- **a sales target** I'm confident we will meet our sales target by the end of the year.
- **a growth target** The company's growth targets have been achieved for the last three years.

target + NOUN

- **a target date** There is no target date set for completion of the new project.
- **a target figure** The government has set a target figure of 6.2%

...

COLLOCATIONS (for Meaning 2)

adjectives

- **a prime target** (=the most suitable or most likely to be chosen) Sporting events could become a prime target for terrorists.
- **the main target** The rebel-held town is one of the main targets for U S troops.
- **an easy/soft target** Some criminals now regard churches as easy targets.
- **a sitting target** (=someone who is easy to attack) In the open, the soldiers are sitting targets.
- **sb's intended target** The gunman missed his intended target.
- **a military target** The group insists that its bombs were directed against military targets.
- **a civilian target** The army denied it had attacked civilian targets.
- **a legitimate target** (=one that it is fair to attack) The rebels claimed that trains carrying soldiers are a legitimate target.

verbs

- **attack a target** They have attacked military targets such as army camps and airfields.
- **hit a target** Not every bomb hit its target.
- **miss a target** All of the missiles missed their target and no-one was killed.

...

THESAURUS

- **aim** something you hope to achieve by doing something: The main aim of the plan was to provide employment for local people.
- **goal** something important that you hope to achieve in the future, even though it may take a long time: The country can still achieve its goal of reducing poverty by a third.
- **target** a particular amount or total that you want to achieve: The company is on track to meet its target of increasing profits by 10%.
- **objective** the specific thing that you are trying to achieve – used especially about things that have been officially discussed and agreed upon in business, politics etc: Their main objective is to halt the flow of drugs. | We met to set the business objectives for the coming year.
- **ambition** something that you very much want to achieve in your future career: Her ambition was to go to law school and become an attorney. | Earlier this year, he achieved his ambition of competing in the Olympic Games.

II. target² AC BrE * AmE * verb [transitive]

1. to make something have an effect on a particular limited group or area:

▪ The advertisement was designed to target a mass audience.

target something on/at somebody/something

- a new benefit targeted on low-income families
- The programme is targeted at improving the health of women of all ages.

2. to aim something at a target

target something on/at somebody/something

▪ The missiles are targeted at several key military sites.

3. to choose a particular person or place to do something to, especially to attack them or criticize them:

- It's clear that smaller, more vulnerable banks have been targeted.
- He was targeted by terrorists for a second time last night.

target

Freakuency Pack

12500 **1186**^{MCW}

15000 **1047**^{COCA}

RANGE: **2k** TARGET ⁴⁴⁴¹⁴

target ²⁴⁰⁷¹

targeted ⁶⁶⁸³

targeting ³³⁴⁷

targets ¹⁰³¹³

COCA 500k Unlemmatized

11989 **2047**²¹⁰²³ *nn1*

1779 **13263**²⁰⁵¹ *vvi*

888 **21666**⁹⁵⁷ *vv0*

31 **133042**³⁴ *nnu*

6 **343375**⁶ *jj*