

Flattery

Vocabulary:

to resort / use flattery — прибегать к лести, льстить

низкая лесть — **base flattery, adulation**

тонкая лесть — **subtle flattery**

toadying ['təʊdɪŋ] - подхалимство, раболепство

cajolery [kə'dʒəʊl(ə)rɪ] - обхаживание, умасливание, упрашивание; лесть

subserviency - раболепие, подобострастие, угодничество, подхалимство

I cringed in horror. — Я сжался от ужаса.

to draw back in fear / horror — отпрянуть в страхе, ужасе

льстить себя (тв.) — **flatter oneself (with)**

льстить себя надеждой — **flatter oneself with hope**

неуместное замечание — **untimely remark**

flattering remark — одобрительное, лестное замечание

flattering photograph — удачный снимок

угодливый – **obsequious**

overpraise - захваливать, перехваливать

soft soap - разг. лесть; льстивая речь

apple sauce - амер.; разг. Лесть

jolly along - умасливать, улещать, задабривать; лестью или ласковым поведением пытаться добиться (чего-л.)

He protested, he argued, he even tried to jolly them along, all in vain. — Он протестовал, спорил, пробовал взять лестью - ни в какую!

sweet talk - медоточивые, льстивые речи, лесть;

taffy - разг. грубая лесть

to curry favour with smb. - заискивать, подлизываться

to carry on / engage in (an) intrigue — интриговать

high intrigue — большая интрига

web of intrigue — хитросплетения интриги

fulsome praise — неискренняя похвала

unrestrained / unstinting praise — неумеренная похвала

to be loud in one's praises, to sing one's praises — восхвалять

to earn praise — заслуживать похвалу

to bestow / heap / lavish praise on smb. — осыпать кого-л. похвалами, петь дифирамбы кому-л.

to give praise to smb. — восхвалять кого-л.

Immune to Flattery

A raja was told that a man who had made a career of flattery was coming to the palace.

“Be on your guard, Your Majesty,” warned his advisers. “This fellow wins the favour of the high and mighty through flattery, and then gets them to part with costly gifts or grants of land.”

“I’m too hard-headed to fall for such tricks,” said the raja. “Let him come.”

When the man came he recited a verse in the ruler’s honour and fell at his feet.

“How honoured I am to be in the same room as the mightiest of monarchs,” he intoned. “I find myself blinded by the radiance of your beauty, the glory of your presence, your divine charm, your grace, your elegance...”

He went on in this fashion for about twenty minutes. When he paused for breath, one of the advisers seized the opportunity to have a quick word with his royal master.

“Didn’t we warn you, Your Majesty,” he said. “He is a glib talker.”

“Have no fear,” replied the raja. “As I told you it’s not easy to trick me. The moment he starts to flatter me I’ll have him thrown out. But so far he has spoken nothing but the truth.”

Questions:

Sayings:

1. *It is easy to flatter; it is harder to praise.*- Легко польстить, труднее похвалить.
2. *Flattery is like cologne water, to be smelt of, not swallowed.*- Лесть подобна одеколону; ее можно понюхать, но не следует пить.
3. *Always let your flattery be seen through for what really flatters a man is that you think him worth flattering.*- Пусть человеку будет ясно, что вы ему льстите, поскольку в действительности ему будет лестно то, что вы считаете его достойным лести.

Additional Material

Flattery and Manipulation

By Mike Myatt,

The most common form of manipulation comes packaged in the form of flattery – it’s also the most dangerous. The veil of most “hidden” agendas are also typically cloaked in flattery. The insidious nature of flattery is that it becomes most powerful when it is served to those who thirst for it. Leaders who place their need for adoration and acclaim above serving the needs of others are high value targets for those who would abuse the misplaced trust given to them. If you take one thing away from this post it should be this – the power that comes with a leader’s ability to positively influence others is only trumped by the power given away as they are adversely influenced by others. In the text that follows I’ll share my thoughts on what has been the silent assassin of many a leader – flattery.

The problem with the old saying that “flattery will get you everywhere” is that those with less than pure intentions not only believe it, they act on it. The lazy, the power hungry, the greedy, the gravy-trainers, the psychopaths and sociopaths all understand that flattery is not harmless. Quite to the contrary, these soothsayers understand that flattery has the power to influence, corrupt, undermine

and deceive – they wield flattery as a lethal weapon against the undiscerning. Manipulation in the form of flattery is little more than a covert form of aggression.

Before I go any further it is important to understand that praise and flattery, while often used interchangeably, are not synonymous. “Praise” is most commonly defined as: the expression of favorable judgment or sincere appreciation. “Flattery” is most commonly defined as: excessive and insincere praise. The naïve, the needy, the impressionable or the ego-centric view flattery as genuine praise. Discerning people understand flattery to be disingenuous, false praise motivated by an agenda.

Here’s the thing – In times past it was a bit easier to discern authentic praise from false praise because the methods by which relationships were constructed was different. We used to build our relationships slowly and carefully based upon personal history and experience. Trust was earned over time through personal observations of a person’s character, actions and decisions. Ah, the good ole days...

In today’s digital world speed has influenced every aspect of our lives – perhaps most notably how we build our relationships and who we grant access to. If you examine the speed at which people build their friends, fans, followers, and connections on social networks, and how they market themselves and their companies using social media, you’ll find many seem to be in a race to include as many people into their spheres of influence as possible. The only barrier to entry for inclusion in most people’s networks today seems to be that they are polite. Let me be clear – I have nothing against polite behavior so long as it’s not accompanied by a hidden agenda...

How often have you received adulation from the overly effusive in the form of an email, blog comment, tweet or Facebook message from someone you hardly know, and how does that make you feel? Do you trust them? Do you trust their motives? It’s as if the currency of social networking is rapidly becoming flattery – it should be trust. I’m not interested in flattery, but sincerity. It was Socrates who said, “Think not those faithful who praise thy words & actions but those who kindly reprove thy faults.” What leaders need to become cognizant of is that flattery comes with the territory. The more influence you have, the more you’ll be prone to attract flattery. The question is, can you discern fact from fiction and can you handle it?

I’ll leave you with one of my favorite quotes from Martin Luther: “The ears of our generation have been made so delicate by the senseless multitude of flatterers that, as soon as we perceive anything of ours in not approved of, we cry out that we are being bitterly assailed; and when we can repel the truth by no other pretence, we escape by attributing bitterness, impatience, intemperance, to our adversaries.” Things really haven’t changed too much have they?