

CLAH4006

**From Village to Empire: An
Introduction to the History of Rome**

**Augustus and Cultural
Propaganda**

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Part 1: Art and Culture of the Augustan Period

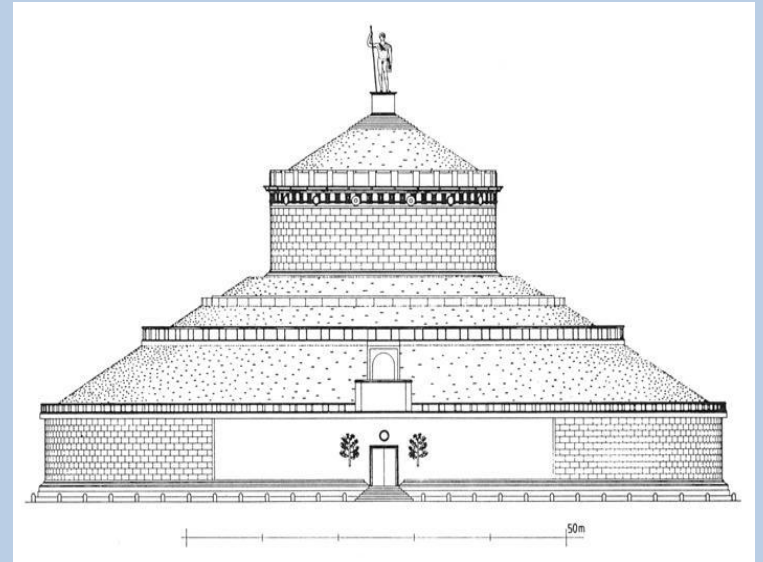
- Development from the social and historical context?
- Undue influence or sincerity?
- Produced to convey a deliberate message / Propaganda?
- Augustan theme of “restoration” but also innovation?

Augustan (re)Building Programme

Mausoleum of Augustus



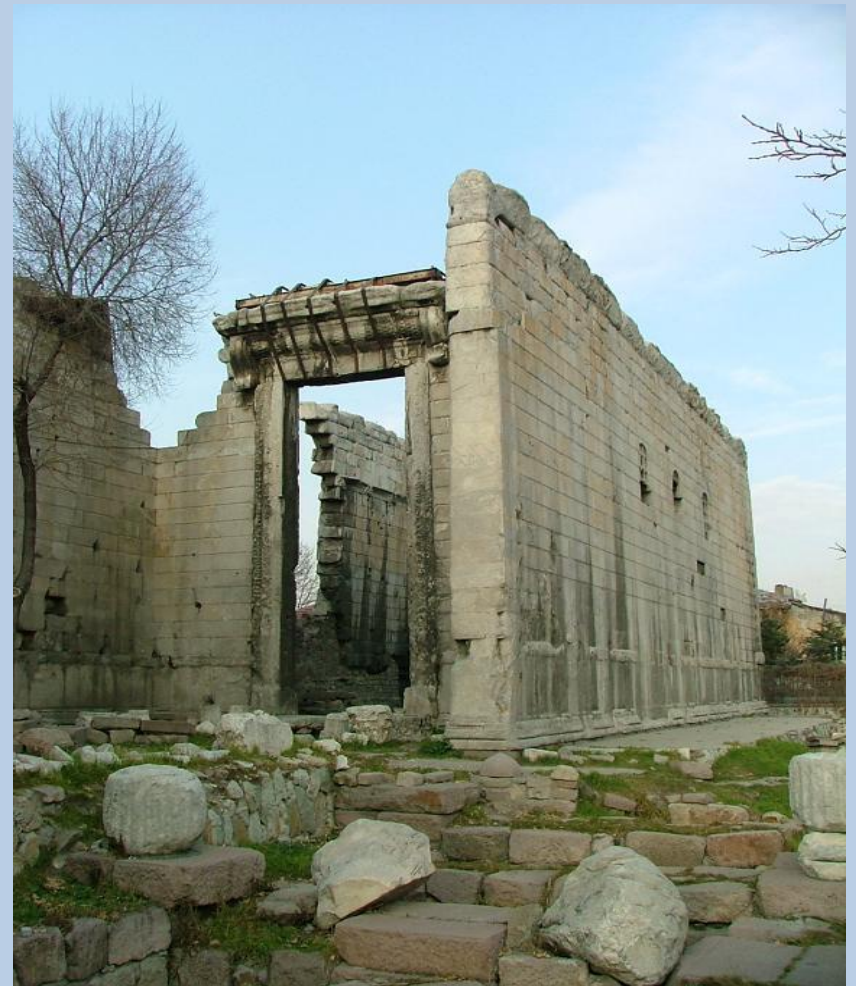
Mausoleum on the Campus Martius



Res Gestae Divi Augusti



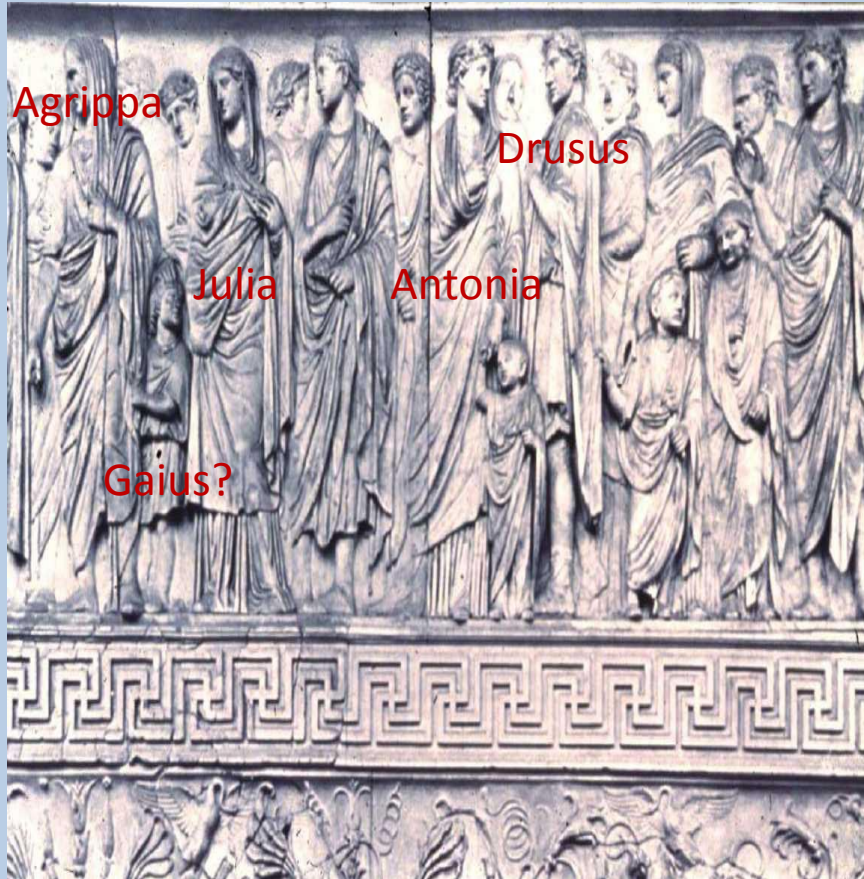
Text of *Res Gestae* on outside of temple wall



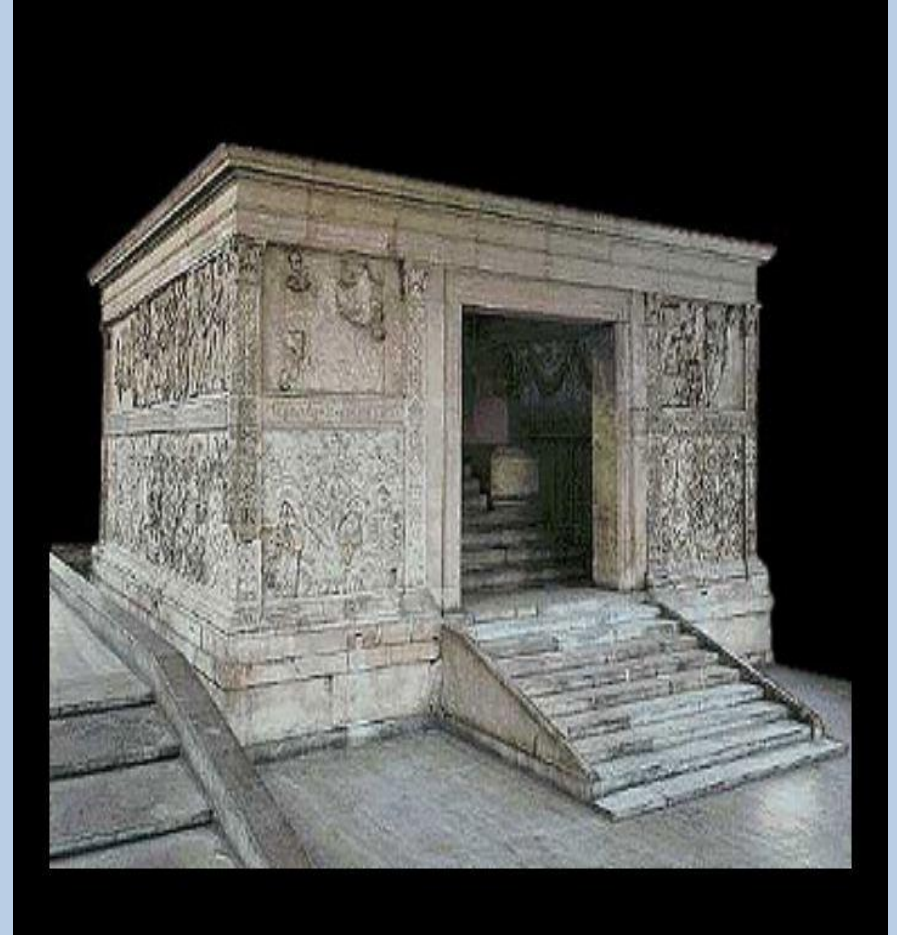
Temple of Rome and Augustus, Ankara

“I built the Senate House, and the Chalcidicum adjacent to it, the temple of Apollo on the Palatine with its porticoes, the temple of the divine Julius, the Lupercal, the portico at the Flaminian circus, which I permitted to bear the name of the portico of Octavius after the man who erected the previous portico on the same site, a pulvinar at the Circus Maximus, the temples on the Capitol of Jupiter Feretrius and Jupiter the Thunderer, the temple of Quirinus, the temples of Minerva and Queen Juno and Jupiter Libertas on the Aventine, the temple of the Lares at the top of the Sacred Way, the temple of the Di Penates in the Velia, the temple of Youth, and the temple of the Great Mother on the Palatine.”
...In my sixth consulship [28 BC] I restored eighty-two temples of the gods in the city on the authority of the senate, neglecting none that required restoration at that time. In my seventh consulship [27 BC] I restored the Via Flaminia from the city as far as Rimini, together with all bridges except the Mulvian and the Minucian.” – ***Res Gestae Divi Augusti* 19, 20.4-5.**

Ara Pacis Augustae



Procession with members of the imperial family, including Agrippa, Julia and their sons



Temple to Mars Ultor

“He had vowed the temple to Mars during the battle at Philippi, which he fought to avenge the death of his father Julius Caesar.” - **Suetonius**
Divine Augustus 29.2.

“I built with war booty the Temple of Mars the Avenger and the Forum of Augustus on my own land.” - ***Res Gestae Divi Augusti 21.***



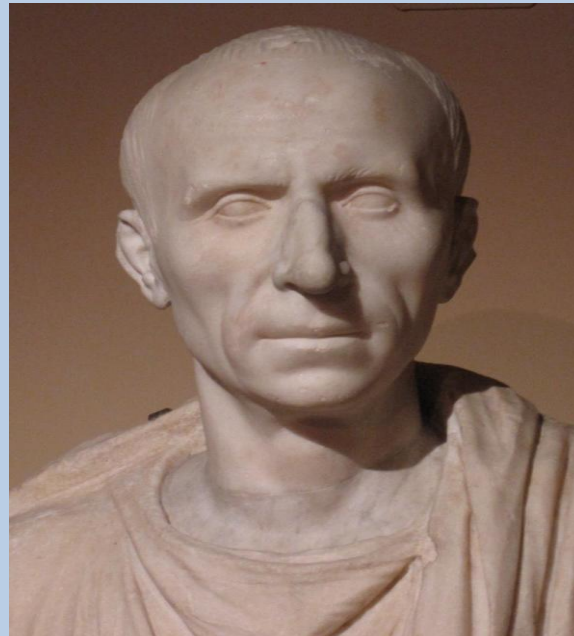
Portraiture

Verism

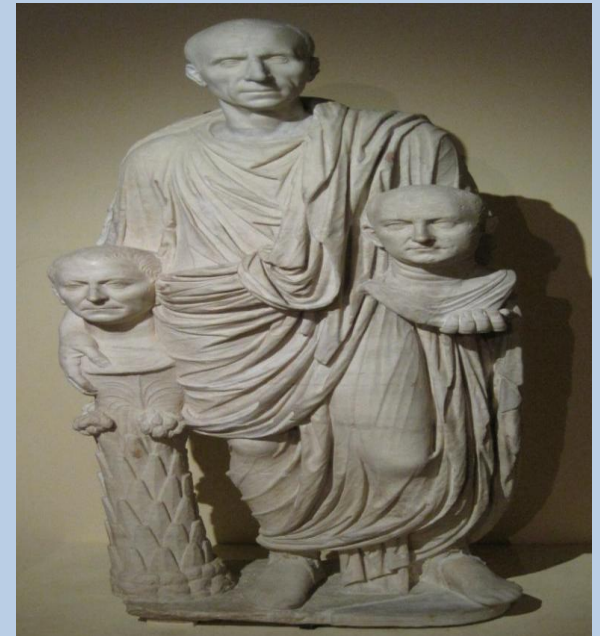
- Veristic style – emphasis on physical imperfections, and distinct features.
- Develops in Republican period, but not limited to it.
- influences disputed – ancestral veneration? Etruscans? Egyptians? Hostility of “Greek” sculptures?



Republican style „veristic“ portrait,
Palazzo Massimo Museum, Rome



Montemartini Museum, Rome 1st cent. BC? – carrying ancestral busts?



Emulation



Busts of Alexander the Great



**Pompey the Great (original c. 50 BC?) Ny
Carlsberg Glyptotek, Copenhagen**

Augustan Classicism

- Deliberate move away from Verism.
- Adoption of the more idealised Classical / Hellenistic style of portraiture.
- Standardisation of Augustan portrait imagery.



Via Labicana Augustus – Palazzo Massimo Museum, Rome



Prima Porta Augustus – Vatican Museums



Portrait of Augustus found in Sudan

Literature

Notable Writers

- Titus Livius “**Livy**” (59-17 BC): *Ab Urbe Condita Libri* – became a mentor to Claudius (Suetonius *Divus Claudius* 41).
- **Strabo** of Amaseia (64/63 BC- c.AD 20s): *Geography* (also wrote a lost history) – completed in reign of Tiberius.
- **Nicolaus of Damascus** (64 BC – c. end of first century BC / beginning of first century AD): *Universal History* (in 144 books, parts preserved in experts, and also a, now fragmentary, panegyric to Augustus youth).

Poetic Circle of Maecenas

- Gaius Maecenas - trusted friend and supporter of Augustus – patron of a literary circle which included many notable poets.
- Publius Vergilius Maro “**Virgil**” (70-19 BC):
Eclogues, Georgics, Aeneid.
- Quintus Horatius Flaccus “**Horace**” (65-8 BC):
Epodes, Satires, Odes, Ars Poetica.
- Sextus **Propertius** (c. 50-end of first century BC):
Elegies.

Propaganda?

“...Augustus Caesar, son of the Deified, who will make a Golden Age again in the fields where Saturn once reigned...” - **Virgil *Aeneid* 6.814-16.**

“By these means Pollux, and wandering Hercules, in their effort, reached the fiery citadels, where Augustus shall recline one day, drinking nectar to stain his rosy lips” - **Horace *Odes* 3.3.9-12.**

“Caesar, our god, plots war against rich India, cutting the straits, in his fleet, across the pearl-bearing ocean.” – **Propertius *Elegies* 3.4.1.**

Part 2: Workshop

“The Cleopatra Ode”

Question 1

- What is the historical background to this Ode?

Question 2

- Does the account of events tally with the known facts? If not why not?

Question 3

- How is Cleopatra characterized at different points in the ode? Does this ode make you feel sympathy or contempt for her? What do you think was Horace's intention?

Question 4

- What notable themes can you pick out from this ode? Also what notable omissions?

Useful Reading

- Scullard, H. H. (1959) *From the Gracchi to Nero* (Routledge). – read pages 199-204.
- Zanker, P. (1990) *The Power of Images in the Age of Augustus* (University of Michigan Press). – read pages 5-11, 126-29, 159-62, 188-92.

Additional Bibliography for “The Cleopatra Ode”

Commager, S. (1962) *The Odes of Horace: A Critical Study*. New Haven: Yale University Press. (Use contents page and index to find relevant sections).

Nisbet, R. G. M. And Hubbard, M. (1970) *A Commentary on Horace: Odes Book 1*. Oxford: Clarendon Press. (Use contents page index to find relevant sections).

Davis, A. T. (1969) ‘Cleopatra Rediviva [Cleopatra Rediuiua]’, *Greece and Rome* 16 (1): 91-94.

DeForest, M. M. (1989) ‘The Central Similes of Horace’s Cleopatra Ode’, *The Classical World* 82 (3): 167-73.

Grummel, W. C. (1954) ‘The Cleopatra Ode’, *The Classical Journal* 49 (8): 359-61.

Hendry, M. (1992) ‘Three Problems in the Cleopatra Ode’, *The Classical Journal* 88 (2): 137-46.

Hendry, M. (1992) ‘More on Puns in the Cleopatra Ode’, *Mnemosyne* 45 (4): 529-31.