

# Soft Power: Hearts and Minds of Augustan Rome



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## Mausoleum of Augustus



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## Temple of Augustus and Rome Ankara, Turkey

# The Augustan Principate

## 'CONSTITUTIONAL' POWERS:

- Proconsular *imperium* (from 27)
  - For life and *maius* than that of governors (from 23)
- *Tribunicia potestas* – powers of a tribune for life (from 23)
- Powers of a consul for life (from 19)

## MILITARY POWER:

- 24 Legions spread around the empire
- Praetorian Guard at Rome – 9,000 men

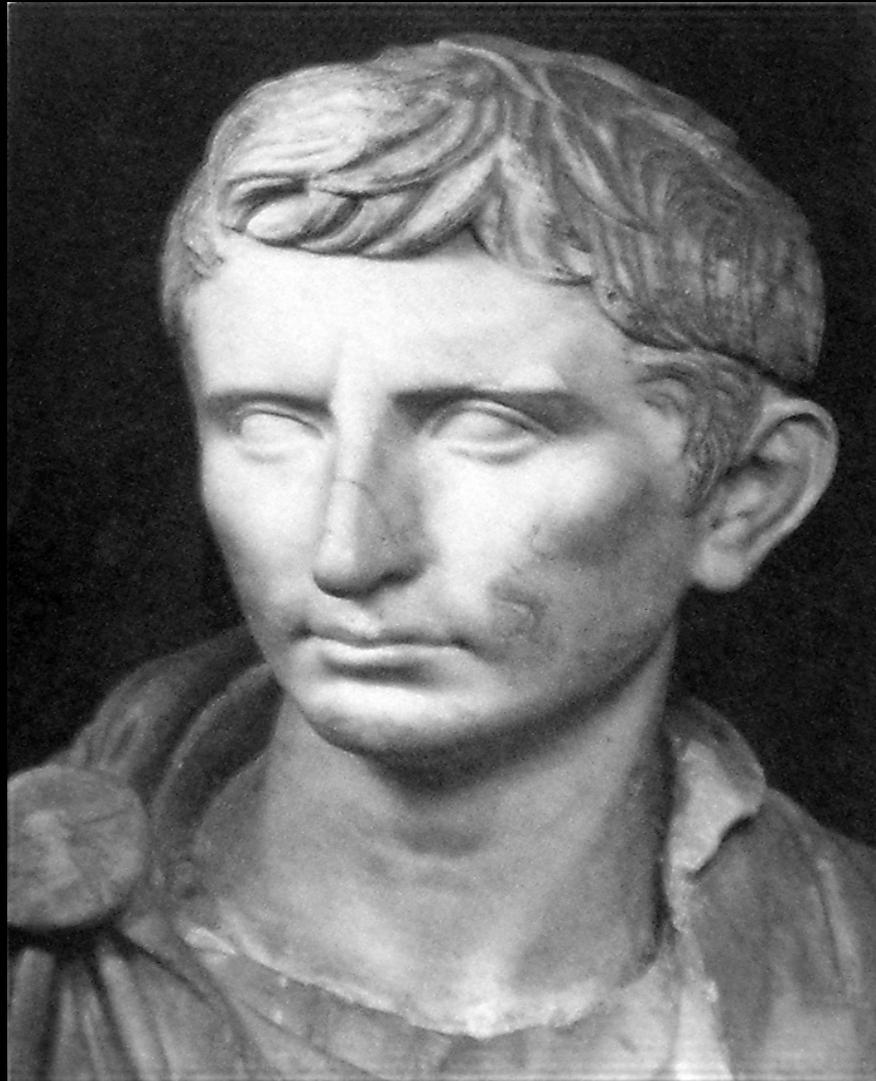
# Augustus of Prima Porta



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# Suetonius, *Augustus* 79

His expression, whether in conversation or when he was silent, was so calm and mild that one of the leading men of the Gallic provinces admitted to his countrymen that it had softened his heart, and kept him from carrying out his design of pushing the emperor over a cliff, when he had been allowed to approach him under the pretence of a conference, as he was crossing the Alps.

He had clear, bright eyes, in which he liked to have it thought that there was a kind of divine power, and it greatly pleased him, whenever he looked keenly at anyone, if he let his face fall as if before the radiance of the sun.

Portrait of Augustus  
From Meroë, Sudan  
British Museum (1911, 0901.1)

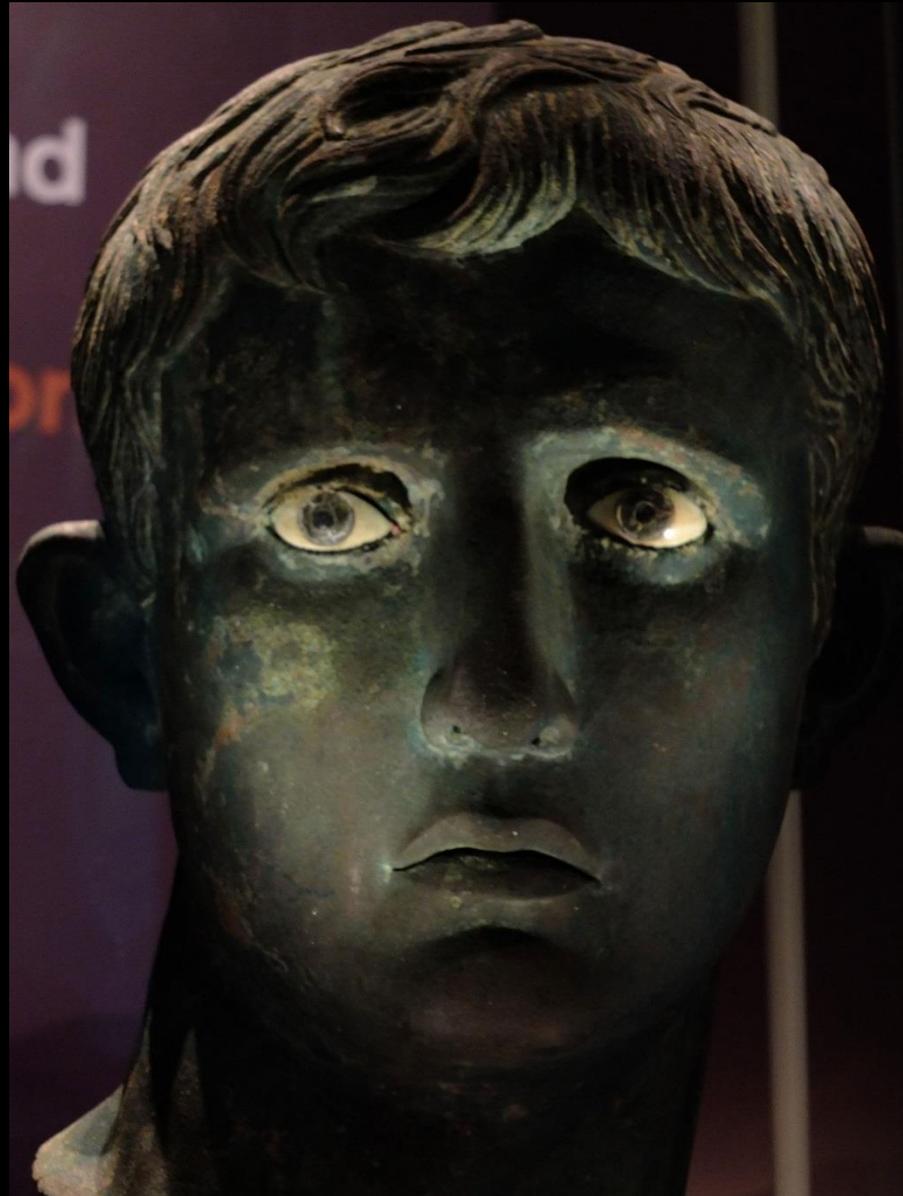
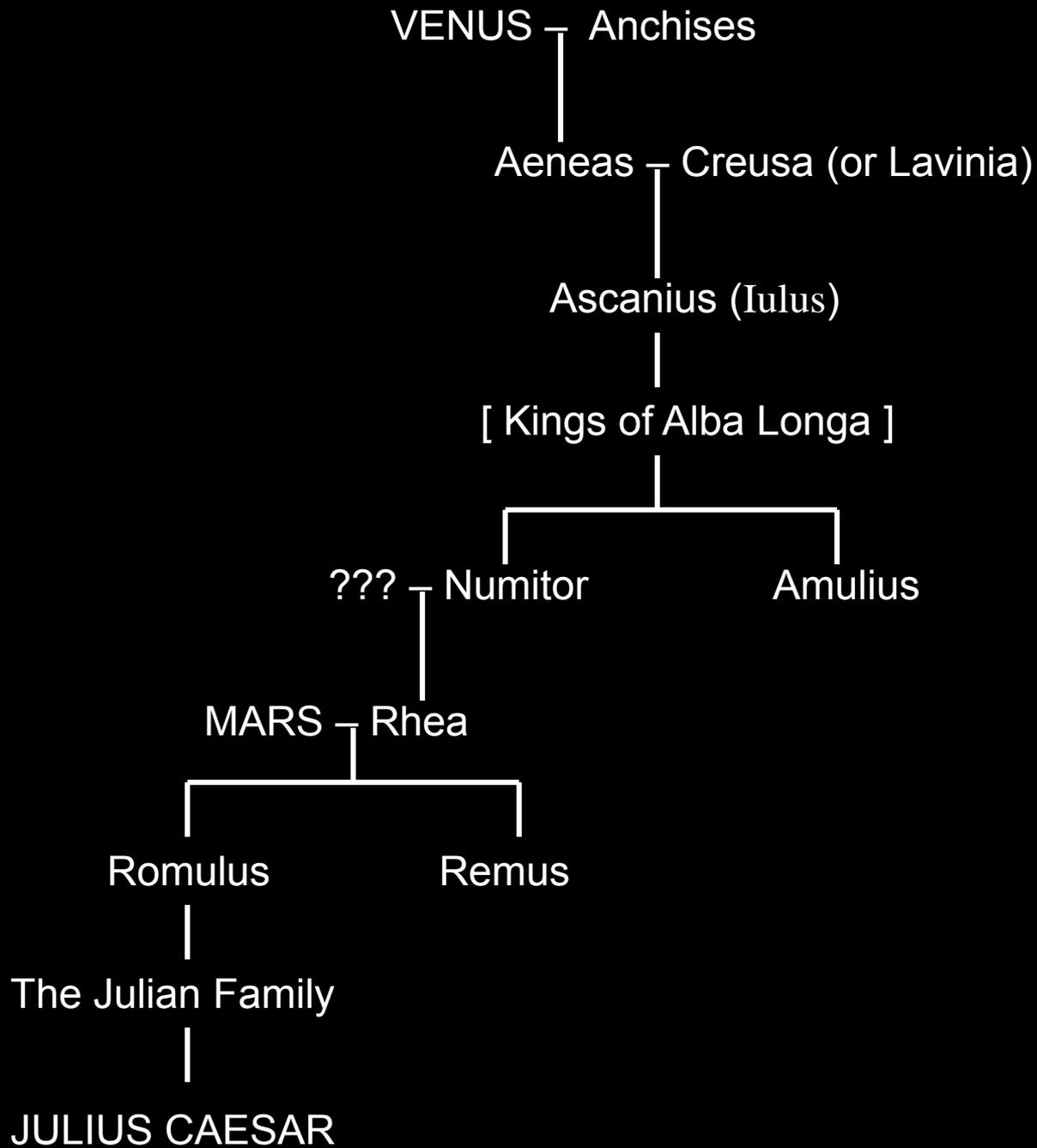


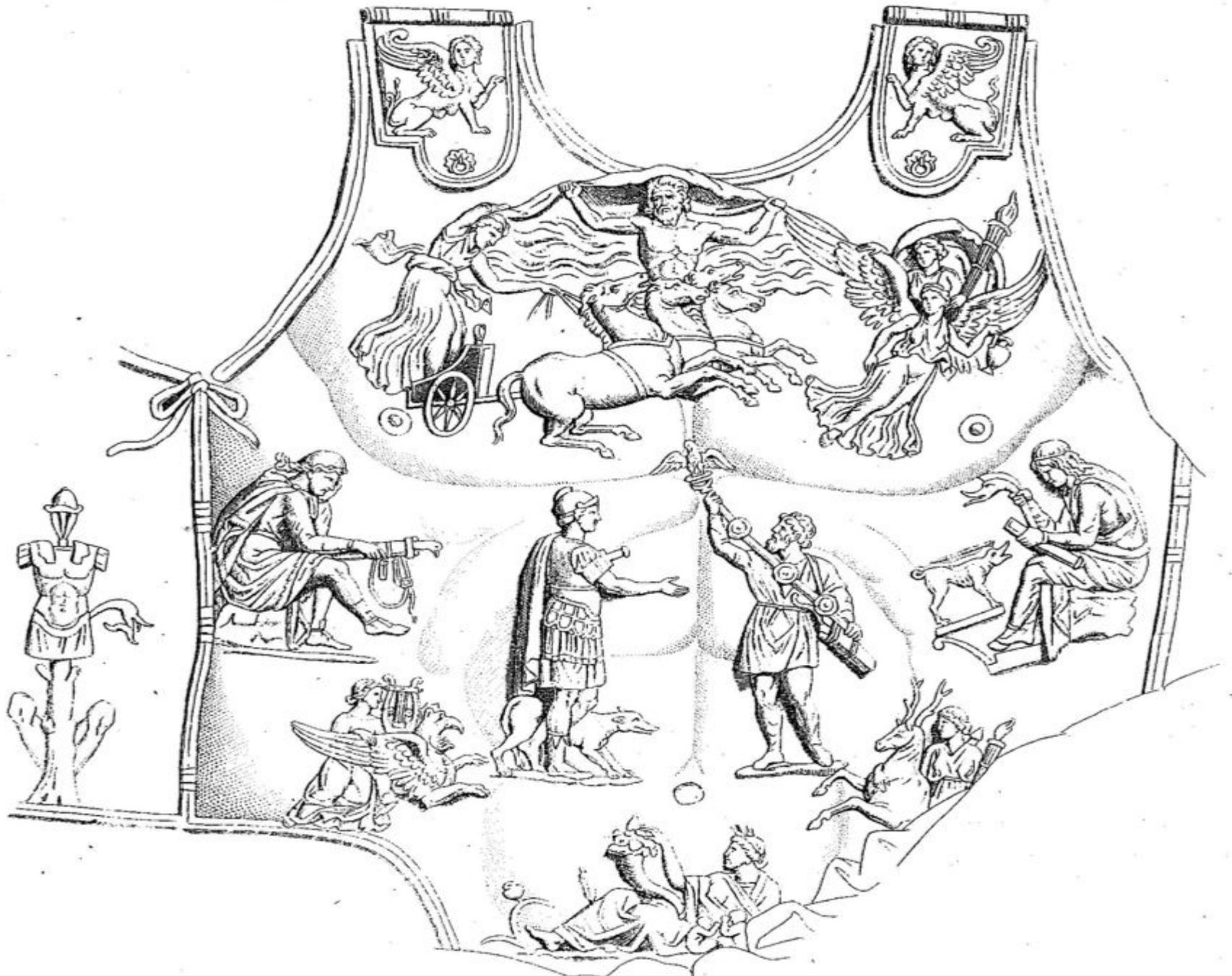
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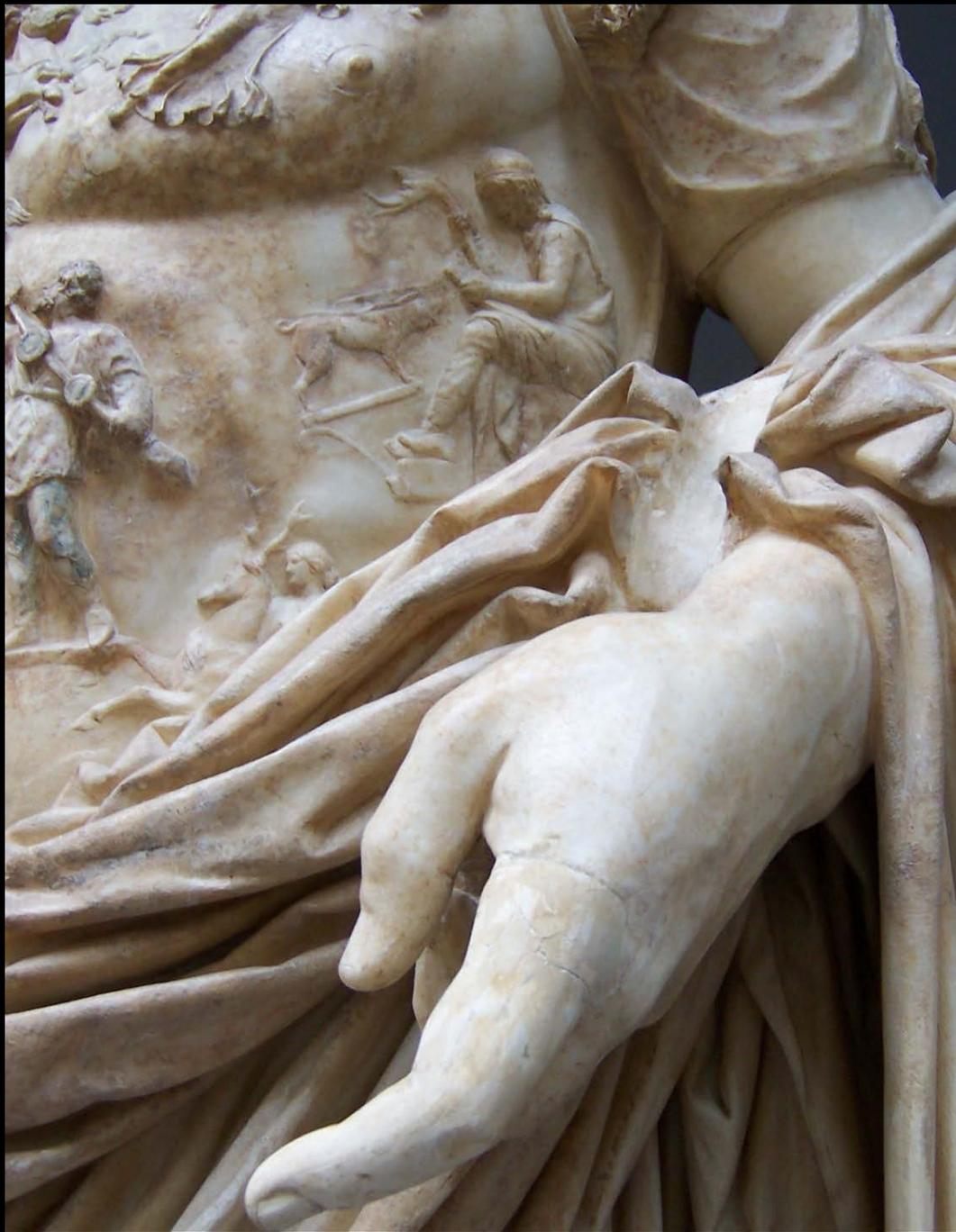
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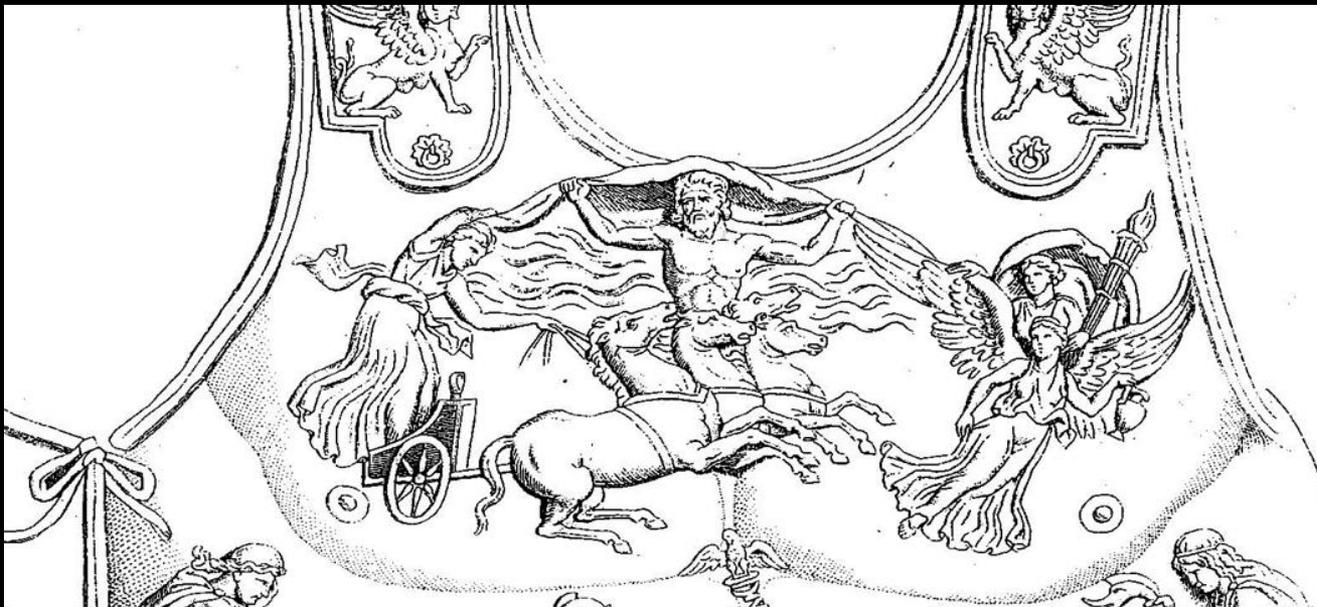
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Caelus

Sol

Luna

Dawn

Client State

Subject Gaul?

Apollo

Diana

Tellus

# Res Gestae 1-2

- 1 At the age of nineteen, on my own initiative and at my own expense, I raised an army by means of which I restored liberty to the republic, which had been oppressed by the tyranny of a faction. For which service the senate, with complimentary resolutions, enrolled me in its order, in the consulship of Gaius Pansa and Aulus Hirtius, giving me at the same time consular precedence in voting; it also gave me the *imperium*. As propraetor it ordered me, along with the consuls, “to see that the republic suffered no harm.” In the same year, moreover, as both consuls had fallen in war, the people elected me consul and a triumvir for setting the constitution.
- 2 Those who slew my father I drove into exile, punishing their deed by due process of law, and afterwards, when they waged war upon the republic, I twice defeated them in battle...

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