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Nota di contenuto	Preliminary Material / Karl A.E. Enenkel and Ilja Leonard Pfeijffer -- INTRODUCTION / Karl A.E. Enenkel and Ilja Leonard Pfeijffer -- PROPAGANDA IN PINDAR'S FIRST PYTHIAN ODE / Ilja Leonard Pfeijffer -- CHORAL AGONS IN DEMOCRATIC ATHENS, 510-400 BC / Simon R. Slings -- PROPAGANDA AND COMPETITION IN ATHENIAN ORATORY / C. Carey -- KINGS AGAINST CELTS: DELIVERANCE FROM BARBARIANS AS A THEME IN HELLENISTIC ROYAL PROPAGANDA / Rolf Strootman -- WHO ARE 'WE'? TOWARDS PROPAGANDISTIC MECHANISM AND PURPOSE OF CAESAR'S BELLUM GALLICUM / Stephan Busch -- EPIC PROPHECY AS IMPERIAL PROPAGANDA? JUPITER'S FIRST SPEECH IN VIRGIL'S AENEID / Karl A.E. Enenkel -- THE CREATION OF AN IMPERIAL TRADITION: IDEOLOGICAL ASPECTS OF THE HOUSE OF AUGUSTUS / Paul G.P. Meyboom -- THE PROPAGATION OF FORTITUDO: GLADIATORIAL COMBATS FROM CA. 85 BC TO THE TIMES OF TRAJAN AND THEIR REFLECTION IN ROMAN LITERATURE / Karl A.E. Enenkel -- THE PANEGYRICAL INVENTIO: A RHETORICAL ANALYSIS OF PANEGYRICUS LATINUS V / Susanna de Beer -- SUPPLEMENTS TO MNEMOSYNE / H. Pinkster , H.S. Versnel , I.J.F. de Jong and P.H. Schrijvers.
Sommario/riassunto	This book deals with political propoganda in classical antiquity, exploring the contexts, strategies, and parameters of a fascinating phenomenon that has often been approached with anachronistic models (such as the centrally organized 'propaganda machines' of the

20th-century totalitarian regimes) or completely ignored. It offers case studies on the archaic period, classical Athens, the Hellenistic kingdoms, the Augustan age and the late Roman empire, and emphasizes concepts such as interaction, integration, and horizontal orientation.
