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Augustus, Egypt, and Propaganda

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Augustus, Egypt, and Propaganda
by
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Augustus was a master of propaganda who employed Ancient and Hellenized Egypt as a means to legitimize his newly acquired power in Rome after the Battle of Actium. This thesis examines the ways in which Augustus moulded the people, imagery and religion of Egypt to suit his political needs. This was accomplished through an examination of the modified imagery of major Egyptian political figures such as Julius Caesar, Mark Antony, and Cleopatra VII. The symbolism of their images was altered to enhance Augustus' standing in Rome. Augustus' inspirations were also considered, namely Alexander the Great who became a significant influence for Augustus as was evident through the various similarities in their seal rings, family history, and the nature of both their roles as 'restorers' and 'saviours'.

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Egypt was indeed an important. theme used by Augustus for his political propaganda, and visual references to Egypt featured. in public monuments throughout the city of Rome. It seems that, as a result of Augustus'. Egypt and the Augustan Cultural Revolution: An. archaeological reappraisal. PhD diss., Leiden University. Egyptian state officials and media outlets alike have been clearly engaged in a thorough propaganda campaign tailored around glorifying the 'New Suez Canal' as Egypt's national project and selling it off as 'Egypt's Gift to the World'. Even though the project is praise-worthy, many of the following official statements were closer to overblown glorification than practical praise.