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Rhétorique de la propagande à Rome : exemples d'usage du lexique politique
The Rhetoric of Propaganda in Rome : Examples of Political Vocabulary Usage

Abstract: We propose a rhetorical analysis of three Latin writers that continue the Greek sophists and anticipate our politicians especially through their perfect command of the vocabulary in political and ideological propaganda. This skill is easily recognizable in the use of *barbarus* designating the « barbarous » stranger. We will see how this word is made use of - with partisan purposes – in the works of three different Latin authors : we will examine the occurrences of *barbarus* in Caesar's writings, in Tacitus' political project and in the work of Quintus Curtius.