Contents

Preface	<i></i>
Abbreviations	9
Introduction	10
Theoretical Starting-Points	
Rome in the Late Republic: The Preconditions for Collective Behavior	
1. Leadership	23
Top Leaders	26
Assistant Leaders	34
Intermediate Leaders	52
2. Participation.	67
Plebs Urbana and Plebs Rustica	67
The Spectators at the Games	77
Patronage and the Development of a Public Clientele	81
Plebs Contionalis	
The Participants and their Susceptibility to Popular Policy	
3. Mobilization	104
Communication and Propaganda	
Organization	
Symbols	
Precipitating Incidents	
Opportunity: Time and Place	
The Role of Leadership	
Image building	
Conclusions	
4. Collective Behavior.	142
Public Manifestations	
Demonstrations	
Assemblies	
Collective Violence	
Repression	
5. Politics	161
Impact	
The Strategy of the Leadership	
Politicization and the Absence of a Social Movement	

6. Sources	174
The Negative Image of the Demagogue	.174
The Positive/Neutral Image of the Demagogue	
The Image of the Demagogue and the Sources of the Late Republic	
Appian and Sallust	
Dèmagogos and Popularis	
The Image of the Crowd	
The Problem of Perception	188
Epilogue	193
The Achievement of Augustus	
Appendices	
A. Prosopography of Assistant Leaders	.198
B. Collective Behavior 78-49 B.C	.218
C. The Negative Image of the Demagogue in Fourth-Century Greek Authors	268
D. The Negative Image of the Demagogue in the Sources on the Roman Republic	
from 80-50 B.C	
E. The Negative Image of the Demagogue in Appian and Sallust	
Bibliography	.274
Index	278