

Table of Contents

Abbreviations	vii
Preface	viii
Introduction	1
I. Generic Vocabulary of Praise: Fostering Patronage	
through <i>Exempla</i>	9
<i>Honor</i>	10
<i>Merita</i> and <i>Beneficia</i>	12
Honorary Epithets: <i>Optimus</i> , <i>Dignissimus</i> , <i>Praestantissimus</i> ..	21
II. Financial Generosity	
Descriptions of Private Munificence	31
<i>Munificentia</i> , <i>Liberalitas</i> and <i>Largitio</i>	34
<i>Benignitas</i> and <i>Bontias</i>	42
III. Personal Motivations for Patronage	
<i>Amor</i> and <i>Adfectio</i>	46
<i>Benevolentia</i> and <i>Spes</i>	50
<i>Voluntas</i> and <i>Studium</i>	52
<i>Obsequium</i> and <i>Reverentia</i>	53
<i>Honorificentia</i>	55
<i>Pietas</i>	56
IV. Administrative Virtues	
Administrative Integrity	
<i>Fides</i>	62
<i>Innocentia</i> , <i>Abstinentia</i> and <i>Integritas</i>	64
<i>Iustitia</i> and <i>Moderatio</i>	68
<i>Honestissimus</i> , <i>Honeste</i> and <i>Honestas</i>	69
<i>Sanctissimus</i> , <i>Excellentissimus</i> and <i>Clementissimus</i>	71
Civic Service	
<i>Industria</i>	72
<i>Sollicitudo</i> , <i>Diligentia</i> , <i>Cura</i> and <i>Labor</i>	74
Political Influence	
<i>Virtus</i>	77
<i>Dignitas</i> and <i>Dignatio</i>	79
<i>Gratia</i> and <i>Consilium</i>	81

V.	Virtues and Epithets of Personal Character	83
	<i>Modestia</i> and <i>Verecundia</i>	83
	<i>Pudicitia, Castitas</i> and <i>Probitas</i>	85
	<i>Singularis, Incomparabilis, Rarissimus</i>	88
Conclusion		
	Virtues in Action	91
	Choice of Vocabulary	92
	Virtues and Social Context.....	96
	Regional and Chronological Observations.....	99
Appendices		
1.	<i>Corpus of Inscriptions</i>	105
2.	Regional Distribution of Inscriptions.....	233
3.	Chronological Distribution of Inscriptions.....	235
4.	Social Make-up and Distribution of Honorands.....	239
5.	Social Make-up and Distribution of Dedicators	245
6.	Attribution of Terms of Praise by Type of Dedicator.....	251
7.	Chronological Distribution of Key Terms of Praise	255
8.	Comparative Virtues from the Literary <i>Exempla</i> and the Coins of Antoninus Pius and Septimius Severus	257
Bibliography		261
Indices		273