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*Ideologia e propaganda real no Egípto ptolomaico (305-30 a.C.)*

## ABSTRACT

Given that it was formerly thought that the idea of kingship underpinned the political and cultural reality of Macedonia and Egypt and that the insertion of the Ptolemies was marked by a continuous tension between the *interpretationes Graeca* and *Aegyptiaca*, the main object of this study the propagandistic and ideological methods the ptolemaic kingship employed to conciliate these traditions in a satisfactory way, this is, according to their wishes of domination and government.

The ptolemaic propaganda, as a persuasion strategy and transmission technique of the royalist ideals, reflects, obviously, the ideology of monarchy that inspired it and was organized intentionally to condition people's behaviour and achieve institutional hegemony in Ptolemaic Egypt.

Ptolemaic propaganda and ideology, therefore, occupy an area situated between the true and historical condition of the ptolemaic monarchy in Egypt, and the behaviour models imported from Macedonian–Hellenic and Egyptian cultures. This means that their vision of the society is not a reliable image of its historical mechanisms. As a system of representation that tried to satisfy and protect the interests of the kingship, the ptolemaic's ideology was marked by constant attempt to articulate the inevitable agreements-disagreements, of the values involved.

Inevitably, the duration of the chronological period in which we move required some flexibility of the representations and values, notwithstanding a structural and global matrix more or less fixed. Far from being an idiosyncratic characteristic of the ideological phenomenon, ptolemaic ideology in its dynamic side supported its own transformation of its historical role.

All research and marshalling of the facts was undertaken in a way it helped to establish, from the different kinds of sources available, an interpretative and systematized picture of the mechanisms and political behaviour of the ptolemaic people in Egypt, during the last four centuries B. C., clarifying the ideological principles of their power and illustrating the links between the different dominions and sub-dominions of the ideology in its different ways of expression.

The work is divided into seven chapters. In the first, entitled *General Characteristics of Ptolemaic kingship*, it is point out in summary form the principal characteristics and the most important moments in the making of the royal ideology of the Ptolemaic dynasty. The aim was, essentially, to present a brief panorama of Ptolemaic history, in the light of the most important events related to the institution of the monarchy and its ideological formulation.

In the other six chapters, following to the problematic defined for the study, our intention was to investigate the nexus between the measures and the preoccupations in the affirmations and propaganda of Ptolomeu I Sóter I and his descendents in Egyptian throne, with on the one hand Macedonian and Greek history and mentality, and on the other the multimillenarian history and pharaohnic ideological tradition.

For the most part, it has been used primary sources, in Greek and Egyptian, with the purpose of achieving a better understanding of the themes and the perspectives of the interpretation in question. Naturally, only the most reputable critical editions were employed, owing to the importance they have when comparing different versions with the original source, in order to guarantee the scientific nature of the study.