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In general, Plutarch presents himself in his own works, particularly *An Seni Respublica Gerenda Sit, Praecepta Gerendae Reipublicae* and the *Quaestiones Convivales*, as a trusted figure who garnered authority with deliberate and careful self-presentation with a careful dose of self-praise in order to deliver his message. *De se ipsum citra invidiam laudando* is the work that most Plutarchan scholars consult for Plutarch's view on self-presentation in the form of praise. In that essay, Plutarch gives us multiple situations when it is appropriate to praise oneself, and various techniques to avoid incurring ill will while doing so since self-praise is a tricky thing. As we examine a series of passages, I hope to show that Plutarch is a master of self-presentation of different kinds, and that this is part of his appeal.