

The Greeks of the second century BCE perceived the Romans as foreigners and barbarians whom they increasingly disliked (Green 1990: 578). Yet, by the first century, Strabo refers to the *syngeneia* (ties of kinship) between the Greeks and the Romans (5.3.5) and Dionysius of Halicarnassus claims that Romans are of Greek descent in his *Roman Antiquities*. According to Plutarch, Heracleides Ponticus referred to Rome as a Greek city as early as the fifth century (*Cam.* 22.2). Elsewhere, Plutarch provides accounts of how Rome derived its name, all of which have a Greek root (*Rom* 2.1; 2.3). In this paper, I explore Plutarch's perception and reception of Rome as a Greek city. In the creation of a "Roman" or "Greek" identity, foundation legends become an important part of the complex history of ethnicity and identity in the Graeco-Roman world. I will argue that Plutarch reflects the Augustan tradition of Rome's Hellenic roots with the eye not toward the subversion or appropriation of Roman power but toward the creation of an ideology of *philia* and *homonioia* based on common traditions between the two peoples in the Graeco-Roman context of the first and second centuries CE. Plutarch's ideology for unity and cohesion allows for difference and multiplicity.