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**GREEK TITLES OF THE SERBIAN RULERS ACCORDING TO THEIR
OFFICIAL DOCUMENTATION (1345–1417): IDEOLOGICAL
STRATEGIES AND LEGITIMIZATION OF POWER**

(Summary)

The ruler's title serves as a crucial element in the argumentative strategy for legitimizing power. It is directed towards a complex system of heterogeneous audiences and is a valuable source for the changes in the socio-political self-identification of the ruling authority. Medieval Serbia experienced a brief period of prominence in southeastern Europe, particularly under the reign of Stefan Dušan (1331–1355), who expanded his realm to include territories inhabited by Greek-speaking populations. The political landscape of the new empire was multifaceted, requiring the Serbian ruler to navigate complex dynamics by balancing the interests of longstanding subjects, newer constituents, and the Byzantine hierarchy of rulers alongside Western European traditions. This article aims to analyze and elucidate these ideological processes as evidenced in royal charters written in Greek, while also challenging M. Popovich's thesis regarding the existence of a Serbian "ecumene" and Stefan Dušan's claims to the Byzantine throne.

Keywords: Medieval Serbia, Athos, titulature, Byzantium, propaganda, ideology.

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