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Our paper wants to present the initial results of a research about the terminology of power in some writers of I-II century AD. Concepts as *auctoritas*; *clementia*; *consensus*; *dignitas*; *honus*; *iustitia*; *libertas*; *potestas*; *regnum*; *servitus*, feelings as *amicitia*; *amor*; *libido*; *metus*; *odium*; institutional positions as *imperator*; *rex*, names as *tyrannus*, *dominus*; *princeps*; crimes as *maiestas deminuta*; juridical and political elements as *suffragatio*; *comitia* have not known until now a complete evaluation from political point of view. At the same time, the link between these ideas, the rhetoric of their expression and the oratory in imperial age have not been entirely explained. We suggest both some methodic reflections about our inquiry, and we present also some examples of the rhetorical use of the above quoted terminology in Julio Claudian age and in Flavian age.