

CHAPTER TWO

HISTORY'S NEW COKE

The Byzantine Roman Empire



A red can of New Coke is shown tilted slightly, resting on several large, clear ice cubes. The can features the iconic Coca-Cola script logo with "NEW" printed above it in white. The background is a dark, solid color.

America's taste just got better.

So much better you won't believe it.
We're rushing to bring you the
greatest Coca-Cola® you ever had!
Get set for a surprise.
It's Coke - all Coke - but a giant step better.
Better tasting. Smoother feeling.
More refreshing, more inviting than ever.
New Coca-Cola will soon be dressed in its
brand-new best. Meanwhile, look for cans and
bottles marked "NEW". That's your Coke.

Now, more than ever...
Coke is it!®

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Chapter 2—History's New Coke

Enduring Understandings

The Byzantine Roman Empire extended the life of the Roman Empire yet developed differences as Christianity and Greek became stronger influences.

Stable succession plans are an essential element of a strong government.

Christianity went from persecuted minority to the religion of the Roman Empire and eventually most of Europe.

Looking at the characteristics of Constantinople that helped it develop into a major city in the history of the world, such as proximity to trade routes and natural defenses.

The Fall of Rome occurred for many reasons including debt, over stretched military, and lack of loyalty to the empire.

As the empire fell in Rome, the Roman Catholic Church filled in the power vacuum. Charlemagne's rule helps develop the system of feudalism as modern Europe begins to develop.

Justinian's Code influenced the law codes of Europe.

Differences between Western and Eastern Europe develop.

Vocabulary

Diocletian	Fiefs
Infrastructure	Serfs
Succession	Justinian
Persecution	Nike Revolt
Battle of Milvan Bridge	Theodora
Edict of Milan	Hagia Sophia
Constantine	Jurisprudence
Odoacer	Justinian's Code
Romance Languages	Pope
Charlemagne	Heraclius
Feudalism	Battle of Nineveh

2.1 New Coke

Questions:

Why did Coca Cola change their formula?

What was the reaction?

What was Byzantium constructed to be?

In the 1980's, Coca-Cola began to fear that Pepsi's popularity would overtake their position as the leading cola company in the world. Pepsi was newer, sweeter, and was focusing their advertising on young people. Pepsi billed itself as the "Choice of a New Generation". Coca-Cola began to tinker with their nearly century old formula. They found one that they believed would reinvigorate Coke sales and they had scores of blind taste tests to prove it. In April of 1985 Coca-Cola announced the arrival of New Coke.

Despite the research, people became angry with Coca-Cola for tampering with "their Coke". Although the old familiar red and white packaging was the same, what was inside was different. And even though people preferred the taste of the New Coke in blind taste tests, brand loyalty to the original taste won out. For a time, Coca-Cola sold two types of Cola, New Coke and Coke Classic. By the early 1990's, New Coke disappeared and Classic Coke became plain old Coca-Cola again.

By the beginning of the 3rd century A.D., the city of Rome was an old city. An idea of a new capital, or New Rome, began to ferment in the minds of the leaders of Rome. The idea finally came to fruition under the Emperor Constantine, and a Greek city in the Bosphorus Strait, Byzantium, was constructed to be the New Rome (and eventually called Constantinople in honor of its founder). Even after the city of Rome fell in the 5th century, the Roman Empire and its new capital would remain for 1,000 more years. But how much was New Rome like Old Rome?

2.2 Succession Solution--Diocletian

Vocabulary:

Diocletian, Infrastructure, Succession

Questions:

Why did many poor people flock to Rome?

What was happening to communications?

What was the succession problem? How did Diocletian solve it?

By the year AD 300, the idea of that one needed to be born in Rome to be its emperor had long passed. The empire's borders had extended far beyond that city on the Italian peninsula and incorporated all the lands around the Mediterranean Sea, as well as lands through northwestern Europe including parts of the island of Britain. The emperor at the time, Diocletian, was proof of this as he was born across the Adriatic in the Roman province of Dalmatia (in modern day Croatia).

Rome was an old city. Since it was the capital, many poor flocked to its seeking assistance from the government. Keeping up infrastructure (roads, aqueducts, public buildings) and providing for the poor drained Rome's money. Also, the empire it was difficult for the emperor to control all the realm as communication, although exemplary for the time due to the Roman roads and control of the Mediterranean, was still slow.

Another problem facing the empire was determining who would become emperor next, or succession. Often in the Roman empire, succession was determined by the group who killed the emperor. In the previous 100 years, one of the major problems Rome had were emperors being assassinated by their own guards in order to install another one.

Diocletian solved this by splitting the empire in half. Each half would have an emperor (Augustus) and a "vice"-emperor (Caesar) that would be the emperor's hand picked successor. Each of the four would have their own capital city and those cities were spread out throughout the empire. The hope of Diocletian was that emperors could maintain a Roman presence throughout the empire, keep the

barbarians (anyone who was not apart of the Roman empire) who threatened their boundaries at bay, and also create a workable succession system for the emperor.

2.3 New City, New City—Constantine

Vocabulary:

Constatnine, persecution, Battle of Milvan Bridge, Edict of Milan, Council of Nicaea

Questions:

Why did Constantine send his mother to Judea?

What were some reasons Constantine moved the capital?

However, even this system created for a peaceful transfer of power did not last long. Within 5 years of his retirement, the Augusts and Caesars fought to re-unite the empire under one ruler. The ensuing civil wars led to a victory by the Augustus, Constantine.

The Battle of Milvan Bridge was one of the most famous battles of the wars. The night before the battle, Constantine had a vision of a cross and the phrase “in this conqueror”. He ordered his men to place the Chi Rho (the first two Greek letters in the word for Christ) on their shields as he believed the vision was from the Christian God. The irony of this was that Diocletian within the previous decade had ordered one of the most fierce persecutions of Christians the Roman empire had known.

After Constantine’s victory, he proclaimed the Edict of Milan, which legalized Christianity (it did not make it the official religion of the empire, that occurred several decades later under a different emperor). Although not the official religion, Constantine did give Christianity an honored status. He sent his mother Helena into Judea, the land of the birth of Christianity, to mark out holy shrines. For example, Bethlehem's Church of the Nativity, is in the location Helena declared to be the place of Jesus’ birth.

Constantine also assisted Christianity with an internal dispute. Bishops, leaders of the Christian church, were in disagreement over the nature of Jesus. Was he God or someone created by God? Constantine used the royal treasury to pay for passage of the bishops for a church council to settle the dispute. In terms of Christian

beliefs, the Council of Nicaea confirmed that Jesus was God. In terms of World History, it was the first time that political power and Christianity were working together. It would not be the last.

One of the most important accomplishments of Constantine's reign was his moving the capital city from which he ruled to the city of Byzantium on the Bosphorus Strait, in what is now Turkey. The move of the emperor east was not new. Diocletian had ruled from the East and it was even said that Julius Caesar himself had wanted the capital moved to the eastern part of the empire. The threat from the Persians to the east of the empire and the barbarians in the Balkans needed to be defended. Trade with Asia had made the eastern part of the empire wealthier as the city of Rome deteriorated.

In 330, six years after the site was selected, "Nova Roma" was dedicated (years later the name would be changed to honor the man who ordered it built, and would be known as Constantinople) Where as Rome was a city built recognizing the old gods of Jupiter and Apollo, Constantinople was built with a focus on the newly legal Christian religion. The official movement of the power of Rome further hurt the actual city of Rome as many of the brightest and best made their way to the new capital on the shores of the Bosphorus Strait.

2.4 We All Fall Down--The Fall of Rome

Vocabulary:

Odoacer, inflation, Bread and Circuses, Fief, Feudalism, Serfs, Romance Languages, Charlemagne, Trial by Ordeal, Vassals

Questions:

What institution helped maintain order after the Fall of Rome?

After the Fall of Rome, who saw themselves as the continuation of the Empire?

What languages became popular in the East and West?

Other than conquests, what else did Charlemagne do?

Other than his sons' dividing his empire, who else took land from Charlemagne's empire?

What did the vassals give to their lord and what did they get in return?

The decline of the city of Rome happened over a long period of time, but many assign the ending event to be the seizing of the throne by the Germanic soldier Odoacer in 476. The western empire had fallen. There were many reasons for this. One reason was that the west was hard to defend. The Danube River was a long boundary that needed men and supplies to protect. Many Roman citizens did not want to join the ranks of the army, so Rome needed to hire Germanic tribes to defend them (who were loyal to their generals more than Rome). Another reason was that large farm estates were making it difficult for small farmers to earn a living. Many went to Rome to find work, but there was not enough jobs. The government, in order to gain favor of the populace, would supply the people of Rome with free wheat and shows, or “Bread and Circuses”. Of course, providing the people with this cost money.

Since Rome was no longer conquering new lands, new gold was not being brought into the city (as you conquer new lands, you gain more money in taxes, that was no longer happening). They began to create more coins by including less gold and silver in them. By creating more money this way, inflation of prices began because their money was not worth as much as it once was.

Farmers who stayed on their small farms, were now selling less food and receiving money that was could not buy as much as it once did and also had to pay taxes. Slaves did not have to pay taxes, so some of these farmers that still lived in the lands away from Rome enslaved themselves to the large land owners who provided protection, a place to live, and food in exchange for their work, and thus the feudal system of medieval Europe began. Eventually nations emerged from this feudal system such as France and Spain, with Latin, the language of Rome, remaining as a major influence, known as the Romance languages.

The one institution left in Rome that was strong enough to maintain its authority past the fall of the western Roman empire was the Christian church under the authority of the Bishop of Rome, also known as the Pope. Later known as Roman Catholicism, the Church was able to preserve aspects of the Roman culture, including Latin.

Although many would take the fall of the city of Rome as the end of the empire, the emperors in the east did not. They continued to refer to the empire as the Roman empire and themselves as emperors of Rome. With Constantinople in the

east, and no longer having the Latin influence of the west, the Greek culture became its primary influence.

As the city of Rome fell along with the Western Roman Empire, Western Europe fell into what was known as the feudal age. Germanic tribes began to establish control of the region, and by the late 700's, one of them, the leader of the powerful Franks, took control of most of the region, the areas we call Germany, the Netherlands, and France. His name was **Charlemagne**. He was known to go throughout the countryside to meet with his subjects. In battle, he wore a bright colored robe to display his fearlessness to his men.

As a ruler, he ended the practice of physical tests to prove innocence and guilt known as trial by ordeal (such as placing a burning piece of metal in a suspect's hand and determining guilt or innocence by the blisters they leave). Charlemagne began trial by jury. He believed his nobles should be educated so brought in scholars to his castle in Aachen (today in Germany near the borders of Belgium and the Netherlands). It was during Charlemagne's education reforms that lower case letters and the question mark became established. He created the position of count to run large areas of his empire, and created a common coined currency for all the people of his empire.

Despite being a warrior, Charlemagne believed it was his job to promote his Christian faith. Priests were included in his court as advisors. He even defended the Pope in Italy from another Germanic group known as the Lombards. In return, the Pope crowned Charlemagne the Holy Roman Emperor.

After Charlemagne's death, as often happens when leaders hold a large amount of land, his kingdom was divided into three. One son basically held the area we know as France today, another the area of Germany, and the third, the land in between, where Belgium, the Netherlands, and Luxembourg are. Men from Scandinavia, known as the Vikings, would come down from the north and raid towns. It helped develop a system known as feudalism.

In feudalism, powerful lords controlled certain areas of land, known as fiefs, protected by knights who pledged loyalty to them. These lords could have other large land owners, or lesser lords, pledge loyalty to them, making a form of alliance for military protection. These lesser nobles were known as vassals. Most people were serfs, who worked the lord's lands in exchange for protection if an

attack occurred. Serfs were very close to slaves. The manor that the lord controlled was self-sufficient, it could supply most of what was needed to survive.

Feudalism created a social structure in Europe, as vassals pledged loyalty & armies in return for the land they were given by the lord. It gave a sense of control without a large central government such as the Roman Empire mandating their power through sending out governors. We don't only see feudalism in Europe, but Japan under the shoguns had a feudal system as well.

2.5. Roman Revival--Justinian

Vocabulary:

Justinian, Theodora, Nike Revolt, Hagia Sophia, Jurisprudence, Justinian's Code

Questions:

Why did the Nike Revolt occur?

What famous city did Justinian reconquer?

What problem did Justinian leave the Byzantine Empire and why did it occur?

The last Byzantine emperor to speak Latin was perhaps its greatest, Justinian. Beginning his reign in 527, Justinian retook North Africa from a tribe known as the Vandals. However the biggest prize was when he regained the Italian Peninsula including the city of Rome. Once again, the lands around the Mediterranean world were in the hands of Rome.

Imagine you were at a baseball game. Everyday the same two teams played, maybe different players, but the same team. One team is the Republicans and the other the Democrats, and the President was often in attendance. In between innings, members of the opposing political party to the president would yell complaints and ideas at him while members of the president's party would yell back statements of support. As you get the picture, you now understand what occurred to start the Nike Revolt.

In Constantinople, they had chariot races and the teams were different colors. The Blues and the Greens were the two most important teams and represented different political points of views (Justinian was a Blue). In between races at the Hippodrome, they would shout to Justinian their views and what he should decide. It was early in Justinian's reign, and many did not believe he deserved to be emperor (he had come from a peasant family, an ambitious uncle adopted him and they worked together to make his uncle the emperor, which was then passed to him). He also raised taxes. So one day, the Blues and the Greens instead of opposing each other, cried out the Greek word for victory "Nike" and rioted in an attempt to overthrow the emperor.

Many places in Constantinople were burned including the main church. Justinian was planning on fleeing Constantinople, it was his wife Theodora whose refusal to do likewise, led to a change of mind and defeat of the rebels. Justinian was helped in rule by his wife Theodora. She was very influential, convincing him to allow women to own land. The revolt ended where it started, in the Hippodrome where the rioters were going to crown a new emperor. Justinian sent in a representative unarmed to remind the Blues that Justinian sided with them and they were about to crown a Green. He bribed them with money also and they left. As the Greens sat stunned, one of Justinian's generals marched in with forces and attacked those that remained. Although Justinian wanted leniency on the man who was to be crowned emperor (he was not one of the organizers, but was selected since he was related to the emperor before Justinian's uncle), Theodora convinced him to execute him.

Many architectural achievements were also built in Constantinople during his reign. The most famous of these was the Hagia Sophia. Built on the site of the large church that was destroyed during the Nike riots, it was the most impressive church of its time. It included two smaller domes and one large dome over the center. A loft was built overlooking the sanctuary so Theodora could overlook the religious ceremonies below.

Another achievement of Justinian's reign was his giving an orderly structure, or codifying, Roman laws. This was a major event in jurisprudence in the western world as his law book was not only passed down from generation to generation, but eventually spread throughout Europe as well.

The military victories and building projects did not come without a price. Justinian drained the treasury of its money and went into debt. Another dilemma that Justinian had to face was a plague that stuck Constantinople, many died including his wife Theodora. The Persians took advantage of the situation in the east, while the Slavs, a group from northern Europe, took control of the northern Balkan Peninsula.

2.6 The Byzantine Greeks and the Roman Latins

Vocabulary:

Heraclius, Battle of Nineveh

Questions:

What institution help preserve Latin in the Western Empire?

How did Constantinople become wealthy?

What happened to the Persians under Heraclius?

Although the Byzantines saw themselves as the continuation of the great Roman Empire, a cultural divide began to occur. The Greek culture was always seen as the better of the two cultures as can be seen by the Romans replicating it often. Think about the Romans gods as they reflect the Greek gods. Also, as the Roman established control around the Mediterranean Sea just before the beginning of the years A.D., the international trading language of the area remained a form of Greek. The court in Constantinople embraced the Greek culture more and more, while the Barbarian forces that had began to take control in the old Western Roman Empire took on the Latin culture (as the Romans had looked up to the Greek culture, the Barbarian forces did the same to the Roman, which is why they didn't destroy it, but made it their own). As this was happening, the church in the west under the Bishop of Rome (the Pope) helped to preserve Latin as the church service, the mass, was performed in Latin.

The Byzantine economy was so strong, that people around the Mediterranean accepted the Byzantine gold coin, the nomisma, as payment. The emperor had a monopoly on silk, purple dye, and gold embroidery. All these were used in the clothing of both political and religious leaders bringing money into the royal treasuries. Also, taxes from the people under their control that helped Constantinople become one of the most beautiful cities the world had ever seen.

In 628, Emperor Heraclius marched four elephants into Constantinople, through the Golden Gate, there the crowds saw what was reported to them to be the true cross that Jesus was crucified on, taken by the Persians when they took over Jerusalem, now won by the Byzantines in their victory at the Battle of Nineveh. As the crowds cheered the vanquishing of their long time enemies, the Persians, another threat was looming to the east, one that would ultimately end the Roman Empire once and for all. The victory was costly, and the forces from the Arabian peninsula took full advantage.