

**GEORGE GOTSIRIDZE**

**SOCIAL SEMANTICS OF ELOQUENCE IN GEORGIAN FEAST TRADI-  
TIONS (TOASTS)**

A toast is one of the necessary components of a traditional Georgian feast. Its origin relate to earlier stage of social development and is considered to be a specific form of a “blessing” – an outstanding function of a magic word.

Many ancient toast samples are preserved in everyday life, their religious semantics depict sacred meaning of cult activity towards toast objects, similar to phrases of glory and entreaty conducted at religious holidays (icon festivities).