Subjectmatter: Irish Toasts as Type of Oratorical Art.
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In the time of the Irish chieftains, from the first through the twelfth centuries, poets were revered as highly as the kings themselves. Each king had his own poet. With the arrival of Saint Patrick and his monks in the fifth century, the written word began to complement the oral traditions. Thanks to Patrick’s lasting influence, the Irish were one of the few literate people in Europe throughout the dark Ages. Their reverence for the spoken and written word has remained unswerving. Most of the Irish get their first practice at storytelling, blarney, and other verbal arts in the pubs. These are not just places to raise a glass, but a place to gather with other people, friends, family, even strangers. The verse is as rich and flowing as the Guinness. As the glasses fill and empty, patrons tell and retell their tales, polishing and refining their noble art. Is it any wonder the Irish have become masters of the gab?

Topical Importance: this paper provides a complex study of Irish toasts as a subdivision of oratorical style. The most obvious purpose of oratory is persuasion, and it requires eloquence. The sphere of application of toasts is confined to appeal to an audience on some specific occasions.

Goals: To examine Irish toasts as a linguistic and cultural phenomenon, analyze peculiarities of their function.

Tasks: Direct contact with the listeners permits the combination of the syntactical, lexical and phonetic peculiarities of both the written and spoken varieties of language. Our task is to investigate these peculiarities.

Theoretical value and practical applicability: this research paper contains informative theoretical and practical material about various stylistic devices employed in the oratorical style. They may be determined by the conditions of communication. If the desire of the speaker is to rouse the audience and to keep it in suspense, he will use various traditional stylistic devices. Stylistic devices are...
closely interwoven and mutually complementary thus building up an intricate pattern. The results of the investigation can be used in the learning process of students in classes of stylistics, lexicology, and sociolinguistics.