

*The Toast: A (Traditional?) Genre and Contemporary Contexts*

*Summary*

Starting from the corpus of toasts recorded during the field research conducted as part of the project Guardians of Non-Material Heritage of the Timok Subdialects, the paper aims to identify the fundamental problem areas in the study of toasts as an element of the contemporary folklore's generic system. The field corpus is therefore viewed from two perspectives: considering its place in the synchronic view of the string of contextual frames within which this genre is realized today and considering the structural-stylistic, thematic-motif, and pragmatic features of texts. We point to the problems of a theoretical conceptualization of the genre in the contemporary frameworks and suggest possible directions and perspectives of future research.

*Keywords:* toast, rouse, folklore, post-folklore, folklore, naive creativity, Timok Subdialects.