

*Abstract: This study aims to identify and analyze lexical structural strategies of foregrounding in David Lodge's campus novel Small World. We have considered as strategies of foregrounding through salience, frequency, rarely through unusualness caused by breaking of linguistic rules of any kind, lexical structures of different sizes and combinations which consist of concentrating as much and as varied information as possible in either short, condensed lexical structures (binary and ternary) or, most of the times, in long, exhaustive enumerations (multiple and mixed structures). The language used alternates terms belonging to different stylistic registers: informal, everyday speech with formal language (the register of humanities). As a consequence of Lodge's choices in terms of structures and lexis, the stylistic effects vary from ensuring a comfortable reading experience to making reading sometimes toilsome.*