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**TEXTUAL IMPLEMENTATION OF THE NAME STRATEGY IN THE NOVEL  
*WHEN PUMPKINS BLOSSOMED* BY DRAGOSLAV MIHAILOVIĆ**

**Summary:** Dragoslav Mihailović, as a representative of the “prose of reality” or neorealism, turned to the social periphery, to the dirty and real, to the world of losers and outsiders. Rationalism, saturation of the text with jargon, dialectics, colloquial (street) language comes to the fore here. Mihailović skillfully describes the true, real life of a person using authentic language through a monologue “I”-narrative. This “I” bears the imprint of the worldview and artistic concept of the writer, the author emphasizes the problem of opposition between good and evil. He touches on situations that do not leave humanity alone: the coexistence of man and society, the choice between duty and desire. This is what makes Mikhailovich’s realism so modern and close to the current reader.

**Keywords:** Serbian literature, Dragoslav Mihailović, neorealism