ABSTRACT: Texts are a result of human being activities and, as such, its organization and its functioning will depend on parameters as the situational context, structure, rules of the language system, particular decisions of the producer among others. Starting from this consideration, Bronckart (1999) developed a model of discursive production to explain the psychological operations carried through by an agent at the moment of the literal production. In this paper, we will look for, in first place, to approach some theoretical consideration on constitution of the discursive worlds. In the second part of the article, we consider to apply the model of the Socio-Discursive Interacionism with the purpose to point out the presence of the interactive discourses in the genre cartoon.