**ABSTRACT:** In this paper we study structures formed by V + SE + SN, commonly found in pieces of advertisement. Based on the linguistic functionalism theory, in which linguistic structures are studied in their real context of usage, we have tried to carry out a study of these structures within the textual genre they occur. The paper takes as point of departure the hypothesis that the structure V (singular) + SE is connected to a fixed construction that constitutes to a communicative model of such genre. Besides this we have taken into account the Construction Grammar’s perspective emphasizing the existence of a compositional meaning which is related to the structure V + SE + SN. This meaning would be present in users’ subjective knowledge which relies on acquired experience through social interaction.