**ABSTRACT**: In the framework of text theory the notion ‘esquematização discursiva’ (discourse schematization, in English) has revealed to be a useful device to account for textual production and reception. In fact, as far as texts should be considered complex objects, their interpretation cannot be taken as a plain and steady process, regarding the following: on the one hand, the compositional structure of a text is able to work as a guide for the establishment of its interpretative process; on the other hand, one has to bear in mind the fact that each text is necessarily related to a (text) genre and, therefore, the generic dimension plays a decisive role in the formation of the discourse schematizations associated to different texts.