ABSTRACT: This paper intends to analyse the presence of the theoretical discourses in the text genre *cartoon*. Following the socio-discursive interactionism (ISD) we assume the relationship between types of discourse and texts. This article is organised as follows: first we will approach some theoretical considerations on the constitution of discursive worlds; second, we will apply text analysis, as defined in ISD in order to point out the occurrence of segments of as a strategic recourse, allowing the recognition of the identity of this particular genre and its textual realization.