ABSTRACT: This paper concerns the function of discourse connectives (commonly also called “discourse markers”) in text processing. Discourse connectives are lexical expressions whose primary function is to signal relations between discourse segments (e.g., Fraser, 1999). Assuming that one of the main concerns in text processing is to determine how the incoming segment relates to other discourse segments (Givón, 1995), discourse connectives seem crucial to the construction of a coherent mental representation of the text. In an experiment conducted via the Internet, we tested the cognitive salience of discourse connectives in cognitive text processing. In this paper, we discuss qualitative and quantitative data obtained in the analysis of já agora, a discourse connective similar to “by the way”.