ABSTRACT: A number of recent works that establishes relationships between language aspects and action has shown the importance of the studies of procedural texts/discourses in the Language Science. Therefore, the main goal of this paper is to study how the deontic modalizations in procedural texts can be influenced by the social activity and generic aspects. In order to achieve this, the study has adopted mainly the theoretical and methodological framework of the social-discoursive interactionism (ISD) and was based on the analysis of two documents: one ethic code of the employees from an airline and a “letter” that is distributed to the volunteers in a non-governmental Portuguese institution.