ABSTRACT: This work is framed by Text Theory studies. My purpose is to reflect on the notion of coherence through the relationship between language activity, text production and verbal and non verbal units, in particular how the latter may contribute to the definition of text genre. To achieve my purpose, I will analyze two advertisements (one about wine and another about olives) and a literary text (visual poem) that have in common the presence of musical elements. The starting theoretical points of view are concepts such as micro and macro structures, coherence and linearity. The composition of the argumentative global orientation of these texts is based on a different type of sequentiality (when compared to a regular written text), accepted and promoted by language activity(ies): their argumentative global orientation is achieved through movements or passages between verbal textual units and non verbal textual units.