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**IMMIGRANTS ON A THEORETICAL PATH OF NEW MEDIA AGENDA-
SETTING: WEBSITES COVERAGE AND ITS IMPACT ON THE
STRUCTURE OF SOCIETY TOWARDS IMMIGRANTS**

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ABSTRACT

This paper aims to clarify the impact of the agenda-setting of websites on the structure of societies towards immigration. Community structure and agenda-setting theories are the conceptual reflections of each other that are seldom considered side by side. Through this paper, we will provide modest evidence on the agenda-setting for immigrant issues in the new media, due to some studies and researches that have provided strong evidence of shifts in tone and

discourse indicating the influence of the media on a structured society. However, it did not clarify how it can influence the structure of a single, demographically diverse society.

This paper provides a conceptual presentation based on the arguments and academic evidence by providing an adequate explanation showing the mechanism of the media agenda's impact on the structure of societies towards the migration to Europe, as an establishment of a model that helps journalists and workers in the media field to understand how to utilize the new media impact on societies.

Introduction:

Agenda-setting theory and social organization (social structure) are central foundations of contemporary communications research that are seldom considered interconnected. It is considered as conceptual reflections of each other and not considered to be side by side (Funk & McCombs, 2017).

Agenda setting theory explains the influence of prominent media attention on the way the public thinks specifically and society in general {E.g (Shaw, 1979), (Trumbo & Trumbo, 1993), (Vliegthart&Boomgaarden, 2007), (M. McCombs & Funk, 2011), (Burscher et al., 2015)}.

In the sense of increasing and repeated coverage of any phenomenon or issue, it will increase the possibility of public thinking and awareness of it (Dunaway et al., 2010). This leads to frame-conceptual systems within the community (Damstra et al., 2019) because the media coverage will determine what the audience will talk about and what they think. It indicates the correlation of the media agenda with the structure of society (McKenzie et al., 2011).

The theoretical framework for the perspective of community structure is that media coverage of an issue is an expression of the local community {(M. E. McCombs & Shaw, 1976), (Funk & McCombs, 2017)}.

And concretely, as (Haynes et al., 2016) mentioned, the more media coverage on a particular subject (such as immigration), the easier it becomes to reach this issue in the public minds (M. McCombs & Funk, 2011). As a result, the public believes that these

issues, which are the ones that receive the majority of the media coverage, are the most important ones (Damstra et al., 2019).

The purpose of this study is to highlight the role of the media in structuring society toward a particular phenomenon, issue, or event such as (migration), by focusing on comprehensive literary reviews related to migration. It also clarifies the role of websites in structuring a diverse population demographically.

In a more specific sense, the aim of this paper is to combine the concepts of media agenda-setting and the website's coverage of migration issues and make community structuring as a major role source of media agenda.

1.Literature Review

According to Maxwell & Marcus (2011) in their paper, "Shaping Local Daily Newspaper Agenda" through which they examined a methodology that integrates the setting of the agenda and the social structure. There is a community structure approach developed by a group of scientists (M. McCombs & Funk, 2011) who follow Tichenor, Donohue, and Olien (1970) as there were direct references to concepts of community structure development in the studies by (M. E. McCombs & Shaw, 1976) and a volume edited by (Viswanath, 1999). It was also mentioned in the following studies and articles such as the importance of protest groups by (McLeod & Hertog, 1992), racial pluralism (Hendman, Little Field, Preston, Newman, 1999), urban diversity and pluralism (Jeffres, Cutietta, Sekerka, Lee, 2000), social movements (McCluskey, Stein, Boyle, and Macleod, 2009), and multi-layered models of societal pluralism (Armstrong, 2008) (M. McCombs & Funk, 2011).

Furthermore, the community structure perspective was developed by John Pollock (2007) and many university researchers at the University of New Jersey. It was explained in detail with the revelation of the relationship between public communication and society (McKenzie et al., 2011). The theory structure of the community is also related to the quality and characteristics of news coverage for specific topics (Funk & McCombs, 2017). Nonetheless, it goes from a very different point of view about the news sources for local daily newspapers by setting up a media agenda (Lee et al., 2014).

The theoretical basis of the viewpoint of the civic system views the media as an organ of the local society and not as a copy of the national press agenda (Scherer, 2018). Instead of heterogeneity, the theory of community structure predicts there are common interests and denominators (Sjöberg et al., 2008). The concept of social structure and traditions of research that define the agenda has developed independently but on complementary perspectives, of factors that influence news coverage of general issues in traditional and electronic media (Seate&Mastro, 2017).

The Social Structure study examines the influence of a demographically diverse community and particular population groups in a society on the degree of focus received by specific public issues in the media and online websites (Geschke et al., 2010). In contrast to this internal source of influence, a long section of analysis to set the agenda and set the mass media agenda validates the effect of other news media (major newspaper and even regional media organizations) on news decisions from less widespread media outlets. The perspectives of setting the agenda, and the structure of society are two integrated sides of the same coin, and both must be viewed in tandem (Funk & McCombs, 2017).

Aim of this paper here to provide research design and a specified procedure for a comprehensive presentation of relevant literature with academic evidence that is based on the research methodology in the structure of society and is further enhanced by the methodology for preparing the media agenda. This study design can be used for new experiential research in the future that takes into the sources account of the level of influence between traditional media and electronic media on the structure of society. Robert Merton, one of the first communications science pioneers, pointed out that the research system would waver between experimental work and conceptual progress (Yan et al., 2016).

2.MATERIALS AND METHODS

The paper is a conceptual, comprehensive review of the literature on the subject of the study. This paper presents the methodological development of the conceptual framework of Agenda-Setting Theory and Community Structure Theory in the shadow of the new media represented by various social platforms and electronic websites that attach

significant importance to news and events related to societies or a specific group of people.

The theoretical concept of this research is based on the convergence and blending of theories, from communication theories to theories concerned with the structure of society. The integration of the basic principles of these theories' sheds light on how the image and views about immigrants can be drawn in a society that is demographically different and has a unified opinion on a particular phenomenon such as migration.

The main theoretical and practical assumptions of the approach (Agenda-setting Theory & Society Structure Theory) are highlighted and utilized continuously in the conceptual edifice.

This is a concept paper that the current theories are expanded upon while being employed in the study of social phenomena dealing with issues of migration and displacement. It is achieved by looking at how a demographically diverse community has understood these issues and how they deal with it.

3. RESULTS AND DISCUSSIONS

3.1. The Concept of Structuring Society

The definition and concept of social structure have been dealt with by many scholars and can be seen from different points of view; Table 1 shows some definitions of what scholars of jurisprudence, social, and communication have defined. There are many factors that affect the structure of the community, such as the level of disruption of issues within the community or events that occur through coincidence, as well as political, social, economic, and security instability. Each of these factors has a role in the stability and structure of society (Miskolc, 2017).

Table 1
Definitions of Community Structure

No	Author	The definition	Source
1	Blau, Peter M.	The social structure is defined as the population distributions between different social situations in a multi-dimensional space of situations that reflect and affect people's relationships with each other.	(Blau, 1977)
2	McMillan, David W	The social structure is the pattern of somewhat systematic social interactions between individuals in a particular society and it is also the specific social classes that make up the particular social group (or field of social life) and typical social relationships between members of a single community.	(McMillan & Chavis, 1986)
3	Gosfield	Gosfield's concept of community structure is based on two main uses of the term community. The first is a concept with regional and geographic dimensions of society represented (the neighborhood, the city, and the state. The second is "relational", and it means "the quality of the nature of the human relationship, without reference to the location"	(Gosfield, 2003)
4	Miskolc	The general structure of a society consists of a rural and urban community. As for the structure of a local community, the community occupies a permanent or changing regional region. Her emotion is the social cohesion that people instill within themselves. This feeling of belonging to housing is the true feeling of society.	(Miskolc, 2017)

5	Gruman	The structure of the community is a shared emotional connection between members of one community, which is determined by four elements which are (needs, fulfillment, membership, influence), and also through these four elements, the community can be developed and defined.	(Gruman et al., 2020)
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3.2Agenda-setting Theory

Theory of Agenda-Setting falls within the framework of theories of influence (Coleman et al., 2009), and among these theories that are closest to this study, it is concerned in knowing the impact of new-media news coverage on the structure of society towards immigrant issues. This study chooses the theory of agenda-setting because it explains the news media's power to control the salience of the issues on the audience's agenda (Dunaway et al., 2010). If a news story is regularly and prominently reported, the public may find the matter more significant. The theory of agenda-setting was systematically formulated for a 1968 US Presidential Election study by Dr. Max McCombs & Dr. Donald Shaw. In the (1968) Chapel Hill study, McCombs and Shaw showed a high coefficient of correlation among what 100 residents of Chapel Hill, North Carolina felt it was the most important topic of the elections and what the local and national news media reported was the most important issue. By comparing the importance of news content issues with the views of the public about the most relevant election issue, McCombs and Shaw were to define the degree to which the media affects public opinion (Funk & McCombs, 2017). Since the research published in a 1972 edition of the Public Opinion Journal in 1968, there have been more than 400 studies on the agenda-setting role of the mass media, and the theory is still considered relevant (Bantimaroudis, 2018).

The literature on the agenda-setting shows the impact of popular media coverage on the public's weight of such issues {(Shaw, 1979), (Trumbo & Trumbo, 1993), (Roberts

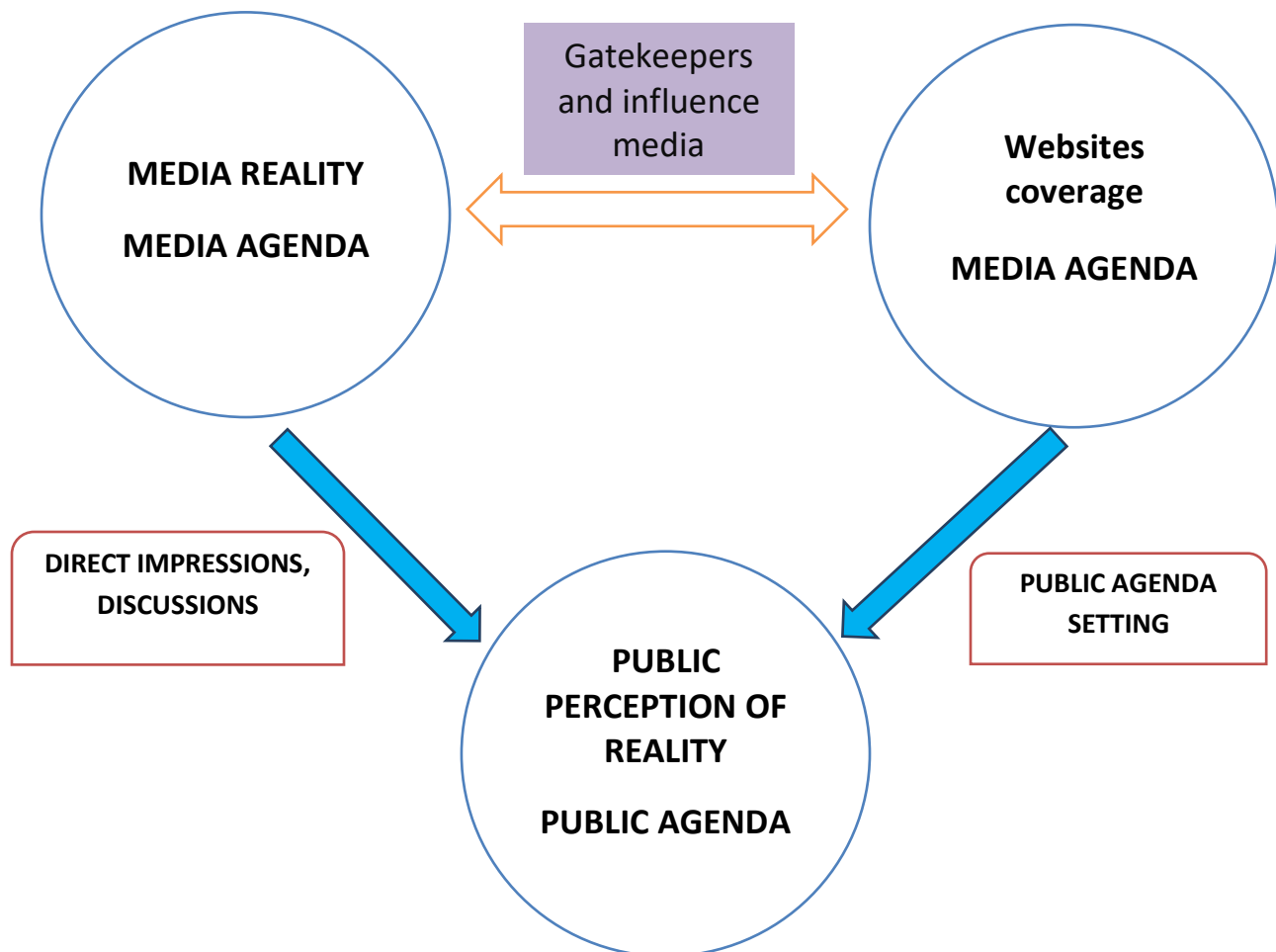
et al., 2002), (Valenzuela, 2011) (Bantimaroudis, 2018)}. Agenda-setting reflects the mechanism by which the news media informs the public what happens by paying more attention to some incidents and subjects than others. Different concerns are more common in the minds of people because of the growing media coverage. Consequently, the public perceives certain topics that earn the bulk of media attention as being of utmost importance (Damstra et al., 2019). This implies that increased coverage of any issue will increase the likelihood that this issue is perceived by the public as important. Work on the processing of information often indicates that media references to certain topics or events play a large part in what we find significant. Accessibility in the mind significantly affects how we determine issues (Dekker & Scholten, 2017). Since we are cognitively constrained, we arrange ideas thematically and can keep at the forefront of our minds only a limited number of important considerations. It is from these immediate collections of considerations that one's answer is created when asked about issues or opinions. Therefore, even though a problem does not affect us on a regular or immediate basis, continuous media exposure to a particular issue predominates our perception of the issue and our weight of the issue by making it more available to us or by increasing the importance by which we attach to the issue (Sani et al., 2012). The media are all omnipresent but not in particular convincing. The assertion summarizes the most important of the social facts and observations of the mass media widely accepted for study. Most importantly, that is before the theory has arisen that sets the agenda. Although Agenda-Setting critics accept "pervasive but not persuasive" as a truism of mass communication in modern democratic culture, they argue that in its own way the media are still very convincing. But not like the long-discredited hypodermic needle hypothesis that the media had a careful influence in informing and manipulating people's common perceptions; their preferences and dislikes, their pros and cons in political, economic, and social affairs (Triandafyllidou, 2016). Rather, the news media are influential in attracting public attention to particular events, concerns, and individuals and in determining the importance people attach to public matters. The agenda-setting theory suggests that the viewer is aware or unaware of the mass media, paying attention or neglect, playing up, or downgrading particular features of the public scene. People tend to

include or exclude from their cognitions what the media adds, or removes from their content. People also seem to attach importance to what they see, which closely resembles the emphasis the mass media places on incidents, issues, and individuals (Coleman et al., 2009).

The setting of the agenda assumes a clear, but not necessarily immediate effect of the media on its viewers (Bantimaroudis, 2018). However, this also states that the effect is not on people's perceptions but their awareness, and attributes. These cognitive adjustments to the media are in Western democracies as gatekeepers or source (M. McCombs & Funk, 2011). In their mass media model, Bruce Wesley and Malcolm Maclean Jr. differentiate between three roles: advocacy news sources, channel (gatekeepers mass media), and behavioral (social media audiences). The mass media may have all of these positions in a particular telecommunication situation in which they are implicated (Shipilov et al., 2019).

Studies do not claim that the media seeks to persuade them not to take on a prescriptive role or advocacy role in society (Yanovitzky & Stryker, 2001a). No, media impact on people is seen as the key consequence of the everyday work of the press in educating its readers about the possibilities and advising them of the threats in their society and the rest of the world, actual or imagined (Song, 2007). The media provide the audience with a rundown of what to think about and talk about, by explaining and detailing what is out there. Agenda-setting acknowledges the importance of interpersonal interactions in assessing the ultimate effect of media content on individuals (Roberts et al., 2002). It uses interpersonal considerations to help clarify the requirements for more pronounced agenda-setting effects. Figure 1 below shows the Agenda Setting Theory Model as follows:

Figure 1. Agenda Setting Theory Model



3.3. Media Agenda-setting and Social Structure Agenda

Our center of attention here is on the daily selection of news media and topics covered by the media on public issues, and the structure of community links two sources of influence; the first is related to the radix of the mass media agenda, and the second is the determination of the mass media agenda.

Starting in the early 1980s, scientists and researchers have asked, "If the mass media has set the agenda for the public, then who determines the mass media agenda?". They agreed to establish the news standards and the effect of other mass media on the day-to-day application of these news standards (Funk & McCombs, 2017) as the main determinants of the daily news agenda for any media organization (Ahmed & Veronis, 2019).

The strength of the influence of a media, this high degree of homogeneity has been demonstrated in newspaper reports, television news broadcasts, and other newspapers that have been duplicated widely (Dunaway et al., 2010). A classic overview from Dearing and Rogers (1996) on the process of setting the agenda incorporates the concept of setting the mediator's agenda as an important element in the process of setting the agenda (Dunaway et al., 2010).

The setting of the Intermediate Agenda details the major external effects on the news agenda (Valenzuela, 2011). On the other hand, the structure of the community perspective has repeated the impact of group and society features on news media agendas for newspapers and other media (M. McCombs & Funk, 2011). This paper describes the important influence of a demographically diversified community on the media news agenda. Early evidence for determining the media agenda comes from the analysis by Chapel Hill (Dunaway et al., 2010).

McCombs and Shaw (1972) reported that the mediating relationship between the interests of agendas of five newspapers and two television networks, a mixture of local and regional media has recently revealed the high degree of variability in both print and web reporting in Buenos Aires (Funk & McCombs, 2017). In 2005 they found major overlaps in story selection; for both newspaper and online reporting, 47 percent. Noting also the similarity between the news agendas from 1995 to 2005, particularly between newspaper printed versions and other mass media (Takeshita, 2006).

This is sufficient as evidence that the community structure is close to the news media agendas (Nkundabanyanga&Okwee, 2011). The theoretical context of the perspective of the structure of the community considers the media expression of society and not a copy of the media institution agenda. Most mainstream communication theories, including setting the agenda, underlined a high degree of correlation between the media and society agenda (Scherer, 2018), which was called the agenda preparation function. Politician Bernard Cohen said briefly, "The press may not succeed most of the time in telling people how to think, but it is amazingly successful in making its readers what they think" (Trumbo & Trumbo, 1993), which has been called the agenda-setting function (Chiu & Huang, 2015).

And now, thanks to the possibility of a fusion of technology with the Internet, the spread of news websites has become a space, confidence, and great social acceptance (Scammell & Scammell, 2018).

With regard to both the structure of society and the perspectives of determining the agenda between the media, the dependent variable is news coverage pattern on general issues and topics, and this depends mainly on the pattern and type of information, so the formulation and presentation of information through the media are either "What the public thinks" or according to in-line with "How the audience thinks" (Scammell & Scammell, 2018). The effects of setting the agenda between traditional media and electronic media occur between news sites for major news agencies, and here the concept of the gatekeeper overlaps (Elijido-Ten, 2011). Studies have shown the ideological coherence among media producers, and the public increases the acceptance of the media identity agenda (McLaren et al., 2018). The perspectives on setting the agenda and the

structure of society are two faces of the same coin, and they must be looked at in parallel (McKenzie et al., 2011).

Research design and citation of specific findings and conclusions from the literature, which includes simultaneously examining the effect of the cultural structure and setting the media agenda is a new direction of research that can provide a detailed overview of the balance between society's impact on the media agenda and media influence on the structure of society.

Taking into consideration the above discussion, it is proposed that:

P1: The influence of electronic media on the community agenda.

3.4. Websites Coverage Agenda on Immigration Issues in the Structuring of Community

Agenda-setting theory explains the power of news media to impact topics on the public agenda (M. McCombs & Funk, 2011). What if a news story is regularly and prominently reported, will the viewer find the matter more relevant? Dr. Max McCombs and Dr. Donald Shaw consider the Agenda-setting theory in the U.S. presidential election in 1968. Refer to Everett M. Rogers, "Mass Media and Interpersonal Communication" for a critical review of this model, in Ithiel de Sola Pool and Wilbur Schramm, eds., *Communication Handbook*. Rand McNally, Chicago, 1973 (Funk & McCombs, 2017).

In the years following the major study of Chapel Hill (McCombs & Shaw, 1972), the preparation of the agenda has developed from a highly focused study of mass-media influences on the importance of the public case to a broader theory of media theories covering five distinct areas (Geschke et al., 2010). The agenda-setting theory has built ties repeatedly and other Mass Media ideas and viewpoints in this evolutionary cycle (Dekker & Scholten, 2017). They include Status Grants, Stereotypes, Framing, and Image Building (Shipilov et al., 2019). These links also represent the integrity and maturity of our field. Among this area of agenda-setting theory, there is one that claimed that the radix of the media agenda has a variety of connections in all fields and sciences, including the sociology that is responsible for community framing (Sigal, 1973) (Tuchman, 1978) (Gans, 1979) (Garcia et al., 1993) (Sjöberg et al., 2008) (Funk &

McCombs, 2017) (Damstra et al., 2019). Based on the above, it is possible to ask a question for this purpose.

The study problem here dealt with the relative degree of control that has been applied to the website agenda through two sources of influence. Numerous research has indicated that press releases, electronic media, and website coverage that relied on a large number of religious, secular, and political outlets make up a major part of everyday news material that directly involved with immigration issues (Sigal, 1973) (Kanervo, 1989) (Yanovitzky & Stryker, 2001b) (Hayes, 2008) (Dunn, 2009) (Wirth et al., 2010) (Yan et al., 2016) (Shipilov et al., 2019). In the end, all these tools need to be combined to get a full picture of how to set the media agenda. Through this paper, we will combine the concepts of setting the media agenda and the structure of the community as the main sources of the mass media agenda. Berry (2015) conducted wide and comprehensive research between the press coverage of immigration issues in five European countries. The first sample examined a wide-cross-section of the reports published in the media and reported by the websites through the year 2014 and early 2015, while the second sample focused on the cases that it contained. In the weekly reports, the results of the study revealed the countries that paid more interest in media coverage (Germany and Sweden) than other countries (Spain, Italy, and Britain). This interest came from the fact that Germany and Sweden agreed to accept the largest number of immigrants (Berry, 2015), and this indicates the impact of the media coverage interest in community acceptance for immigrants to be within the general framework of the society's structure.

Taking into consideration the above discussion, it is proposed that:

P2: Both the media agenda and the coverage of websites will affect the structure of society's immigration issue.

3.5. The Media Agenda (Websites) on Immigration Issues in Demographically Diverse Societies

The growing theoretical framework for planning an agenda (for the structure of society) integrates framing and setting the agenda as a way to illustrate the influence of

news content (What and who is affected by news content?) (Funk & McCombs, 2017). By providing evidence on the features that have been emphasized in news coverage of the media in general and electronic media in particular, it has become more prominent in the minds of the public and more significant in terms of the influence of realism on perceptions and attitudes (Yan et al., 2016). The theoretical context of the perspective of group structure considers that the media is an artifact of culture and not a copy of the journalistic agenda (Dunaway et al., 2010).

Research in the structure of society usually confronts the coverage of a particular case through a group of websites that address all classes of society with different characteristics and diversity of its population (demographic diversity) (McLaren et al., 2018). For example, media that represent fewer pluralist societies appear to be more critical of social movements like immigration than those that represent more pluralistic societies (McCluskey et al., 2016), and the local media in less pluralistic societies less likely to manage cash coverage (Benesch et al., 2019), but their coverage via websites on immigration issues is comprehensive and part of a national plan to which the media is subject to, in line with state media policy (Perez, 2015).

Local media serve areas with a high proportion of foreign-born citizens who come from another country as refugees with less positive coverage of immigration problems than local media without those demographics (Branton & Dunaway, 2009), and other examples abound (Griffin and Dunwoody 1995; (M. McCombs & Funk, 2011); (Funk & McCombs, 2017).

The dependent variable is the trend of major public concerns in news coverage and subjects for both the cultural context and the viewpoint of the inter-media agenda. Considering that the person studies a variety of media coverage, this analysis will be limited if he does not recognize the diversity of the agenda in traditional and electronic news media (Lori, Prozana, and Mackie 2008). However, on a practical level, the term "electronic journalism" refers mostly to either major newspapers or websites. In a study by McKenzie (2011) in which he stated that more pluralistic societies are likely to require sophisticated interaction across the media (McKenzie et al., 2011). The power structure paradigm suggests that news managers react by implementing collaborative network

techniques that make this interaction easier (Benesch et al., 2019). Indeed, structural pluralism of societies has been found to predict the presence of news site features that facilitate interaction with audiences (Eberl et al., 2018).

While other studies have been conducted on, news managers and employees are increasingly monitoring and responding to website responses from online audiences (Gadarian& Albertson, 2014). Comments about audience data traffic provide an instant quantification of audience behavior, and computer programs facilitate the analysis of this data easily and quickly. In a British newspaper case study, MacGregor (2007) found that journalists check their “intuition versus statistical data,” and manipulate data and adapt content; “When doing this, editorial priorities are re-assessed, and as a result, the fundamental practice of newsroom judgment in a newsroom is affected by internet (Damstra et al., 2019).

Nearly two-thirds of them said they track data traffic statistics on the internet regularly. In a 2009 survey of U.S. news managers, more than half mentioned discussing these statistics in news meetings at least to some degree (Yan et al., 2016). On the one hand, data traffic on the internet offers a full image of consumer activity at any given time, and also shows that online news consumers appear to be wealthier and more informed (Bakić-Mirić, 2018). Taking into consideration of the above discussion, it is proposed that:

P3: The media agenda (websites) is affected by the demographic diversity within society.

3.6. Discussions

The conceptual model to this paper is based on a review of academic research and studies in the fields of media coverage of immigrant issues, community structure, agenda-setting theory, electronic media, and community structure agenda.

The new media, represented by websites, has changed the media power structures, and new concepts emerged in the type and manner of influence. Through this paper, we focused on the ability of new media to influence or frame the common agenda of demographically diverse societies. We found that the media contribution to how and what

the public thinks when they get news and information through new media has changed. Because of this reason, the new media are responsible, directly or indirectly, in structuring and framing society's ideas towards issues. It made the agenda of the new media expanding into the cognitive aspects of the society structure function and becomes the agenda of the public by influencing how people perceive or feel this issue.

Furthermore, we can call this process framing and priming; more precisely, when a particular subject or phenomenon is primed and framed by the new media, this phenomenon will be visible to the public as significant, and it affects how the audience agrees or harmonizes with what to think and talk about by identifying and detailing what is out there.

The agenda-setting approach aligns itself with the concept of group organization by rejecting suggestions of attitudinal consequences for the media. That model underlines the influence of the website coverage on changing human behavior. Agenda-setting acknowledges the importance of interpersonal interactions in deciding how media content eventually affects individuals. It uses interpersonal considerations to help understand the circumstances under which the effects of setting the agenda are more pronounced. Figure 2 below shows a conceptual model of the Agenda-Setting Theory for this study. The theory to agenda-setting and the structure of society against each other, through electronic coverage of migrant issues, measures migrant acceptance within the general framework of a community structure. It may lead to a better theoretical understanding of the role of setting the inter-media agenda in traditional and electronic media relations. It also provides a useful standard for measuring electronic media, which will result in the significant theoretical development of the social structure. The focus shifts from preparing the traditional agenda to the electronic media agenda. To determine whether these features are consistent between the media such as clarifying multimedia, the effects of setting the agenda on a community agenda, or diversity in multimedia science that indicates the effects of societal structure.

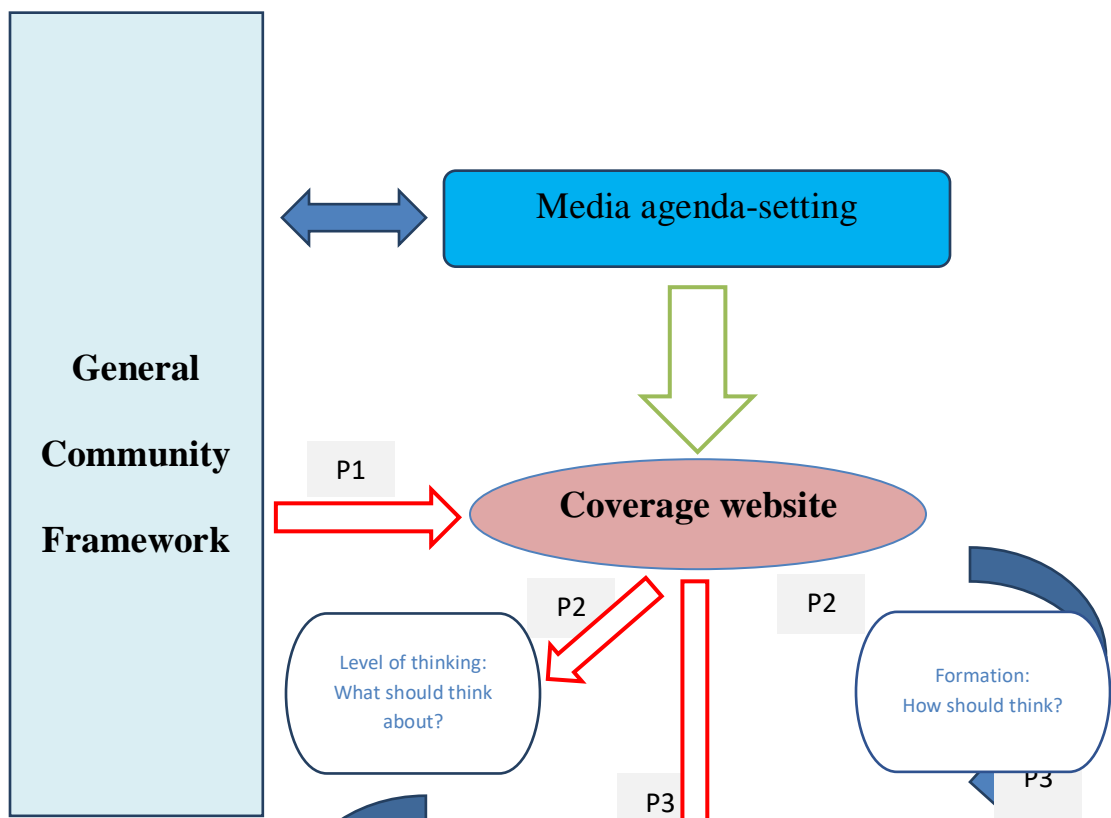
It will be done through the proposals that came out of this paper:

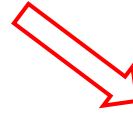
P1: The influence of electronic media on the community agenda.

P2: Both the media agenda and the coverage of websites will affect the structure of society's immigration issue.

P3: The media agenda (websites) is affected by the demographic diversity within society.

Figure 2. A Conceptual Model of Agenda-Setting Theory for This Study





4. CONCLUSION

Agenda-setting explains the method by which the news media reveals what is relevant to the public by giving some events and topics more attention to others. According to the theory of agendas, the public perceives topics that generate the most media coverage as being of paramount importance (Song, 2007). It implies that enhanced immigration coverage will also increase public perception of its' importance. Studies on information processing often show that media references to certain topics or incidents play a major role in what we see as important. Accessibility through the mind had greatly influenced how we perceive problems (Haynes et al., 2016). Since we are cognitively restricted, we thematically arrange ideas and can only hold a finite number of concerns at the forefront of our minds. When asked about considerations or views, this immediate set of considerations provides the answer (Dunaway et al., 2010).

This method, known as priming, does not openly alter the opinions and beliefs of individuals, but it does have the potential to influence the issues that immigrants find most relevant. So, even if a subject is not a daily or imminent issue, continuous media coverage brings exposure by making it more visible to the mind or by increasing the

perceived significance of the issue (Shaw, 1979). The high volume of media attention to immigration will influence the structure of the issue (Gadarian & Albertson, 2014).

The conceptual model in hiring Agenda-setting theory is used to motivate the proposals that came out of this paper about how website coverage of immigration influences public perceptions for the audience and on its structure of the community. Studies have shown that the amount of news consumed affects individuals' attitudes and also affects the structure of the community. Therefore, in this research, we have explored the electronic news topic selection in the context of the current wave of migration and the effects of news by websites.

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