

Media Discourse Within the Framework of The Theory of Priority Order (Setting the Agenda).

- **Author(s):** Umneah Raad Mohammed Jawad ,Dr. Shukria Kawkaz Al-Saraj
- **Abstract:** The research discusses the nature of the relationship between the media discourse and the theory of prioritization "setting the agenda" by presenting a theoretical framework that includes a proposed model that can be applied in various media in determining the order of their priorities and agenda in their media discourse, concerning the issues and topics on which they focus and give priority, and thus determine the relationship of the media discourse in the order of the public priorities.
- **Keywords:** media discourse, theory of prioritization, theoretical framework, priorities and agenda