BEHIND THE MEDIA IN AMERICA: NEWS COVERAGE AND MEDIA BIAS; AS REFLECTED IN NIGHTCRAWLER

A THESIS
In Partial Fulfillment of the Requirements for
the Sarjana Degree Majoring in American Studies of English Department
Faculty of Humanities Diponegoro University

By
ADHE RIZKI MULKIANA
13020112140036

FACULTY OF HUMANITIES
DIPONEGORO UNIVERSITY
SEMARANG
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PRONOUNCEMENT

The writer honestly confirms that she compiled this thesis entitled “Behind the Media in America: News Coverage and Media Bias; as Reflected in Nightcrawler” by herself without taking any results from other researchers in S-1, S-2, S-3, and in diploma degree of any university. The writer ascertains that she did not quote any material from other publications or someone else’s paper, except from the references mentioned.

Semarang, July 27, 2016

Adhe Rizki Mulkiana
MOTTO AND DEDICATION

Life is just a bowl of cherries,
Sometimes it's afraid filled with worries
Don't be afraid, when things go wrong, just be strong.
Don't you give up, keep your chin up,
And be happy!

- Mocca –

I proudly dedicate this thesis to my beloved family and to everyone who supported
and helped me accomplished this thesis.
APPROVAL

Approved by,
Thesis Advisor

Sukarni Suryaningsih, S.S., M.Hum
NIP. 197212231998022001
VALIDATION

Approved by
Strata 1 Thesis Examination Committee
Faculty of Humanities Diponegoro University
On May 2016

Chair Person
Prof. Dr. Nurdien H. Kistanto, M.A.
NIP. 195211031980121001

First Member
Arya Jati, S.S., M.A.
NIP. 197802282005021001

Second Member
Reno Wulandari, S.S., M.A.
NIP. 197405252005012002

Third Member
Dwi Wulandari, S.S., M.A.
NIP. 197610042001122001
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I realize that this thesis is still far from being perfect. Therefore, I will be glad
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Semarang, July 27, 2016

Adhe Rizki Mulkiana
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ABSTRACT

*Nightcrawler* is a movie which is written and directed by Don Gilroy shows how media works. This movie tells about a freelancer cameraman named Louis Bloom who looks for footage of a news, records it and sell it to a news station. The aims of this thesis are to describe the intrinsic and extrinsic aspects of the movie. The intrinsic aspects cover the narrative elements (theme, characters, setting, plot and conflict) and cinematic elements (camera distance, mise-en-scene and sound) while the extrinsic aspects cover how media works based on agenda setting theory, the news coverage and media bias in *Nightcrawler*. The writer used library research to support the data analysis obtained from some references, such as some related books, journals and articles. The result of this thesis is in the process of how the news produced, there are some modifications of information so the news will be more suitable with the value of where the company comes from. The process itself contains some editing process of how media covers an issue, which can lead into media bias.

Keywords: *media, agenda setting, news coverage, media bias*
CHAPTER I
INTRODUCTION

1.1 Background of the Study

In modern era, the existence of media industry cannot be separated from social life. Media become the part of modern society not only to deliver any important message, but it also has the power in creating public opinion. Long time ago, traditional people used smoke as the media to deliver the information to each other. However as the development of technology, people start to use better tools in delivering information.

The development of mass media in America has begun since 1780s with the appearance of American first daily newspapers, Pennsylvania Evening and Daily Advertiser. As the development of technology, mass media then becomes various, not only printed media such as newspaper or magazine but also electronic media such as television or internet.

As a country which is known with its freedom, America has the written rule to protect the freedom of press as appear in Bill of Rights in the first amendment:

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances (U.S. Const. Amend. I).

Among all of mass media, television became the most influential media to human life. Based on survey done by BLS American Time Use Survey, A.C. Nielsen
Co in February 18th, 2016, about 99% of American have television in their home and spend average 5 hours 11 minutes a day watching television (Statistic Brain (2016) *Television Watching Statistic*). Television becomes more popular than other media because of the way it presents the information is equivalent with the effectiveness of how a media delivers the information, like Brent D. Ruben mention in his book, *Communication and Human Behaviour* (1992): whether message are presented via print or illustration, gesture or dress, film or microfiche, radio broadcast or the spoken words of a friend, can have a direct, and in some cases obvious, influence (1992:145).

However, the written rule in American amendments which show the freedom of speech somehow makes media industry becomes too free in delivering the news. Media industry which is usually also close related with political things somehow also creates media bias effect. Media biased effect is the bias of journalist or newsmaker in mass media when selecting the events or information reported and how the information are covered. In this thesis, the writer uses *Nightcrawler* movie as the object because this movie shows how television as part of mass media delivers its news.

*Nightcrawler* is a movie written and directed by Don Gilroy. This movie shows the life of a freelancer cameraman who looks for a footage of a news, records it and sells it to a news station. From this movie, the writer founds that news station or press has the power in shaping the news by the choice of stories and words to influence the audience (Liaugminas, 2002). Therefore the writer decided to use
Nightcrawler movie and entitled the thesis: Behind the Media in America: News Coverage and Media Bias; as Reflected in Nightcrawler.

1.2 The Scope of the Study

The scope of the study is the parameters which the study will be done. The parameter will help the writer to gives the limitation of the problem which will be discussed in order to make the explanation more focus and clearer. In this thesis, the writer limits the object of research into intrinsic aspects and extrinsic aspects. The intrinsic aspects consist of the explanation of narrative and cinematic elements of the movie, meanwhile the extrinsic aspect explains behind the scene how media creates news coverage in America and how the news tends to be bias of media interest.

1.3 The Aims of the Study

After watching the Nightcrawler movie, the writer finally could determine the aims of the study for this thesis. The aims of the study are presented as follows:

1. To describe the intrinsic aspects in Nightcrawler movie;

2. To explain the extrinsic aspects of behind the scene of how media creates news coverage in America and how the news tends to be bias of media interest.

1.4 Method of the Study
Method of the study is methodology which is used by the writer in analyzing the object of the thesis in order to find the answer of the research problem. Method of study helps the writer to explain how the information sources needed come from and how to collect the data needed to analyze the thesis. To analyze the problem of the thesis, the writer differ two methods which are method of research and method of approach.

1.4.1 Method of Research

Method of research is the process used in collecting the data and information in purpose of making a decision and support the analysis of the thesis. In method of research, the writer watches the movie and uses it as the main reference. Besides watching the movie, the writer also uses library research which is collecting the data by books to get the related information needed to support the analysis of the thesis.

1.4.2 Method of Approach

Method of approach is the methodology used to analyze the data obtained before. In method of approach, the writer uses objective approach to analyze the intrinsic aspects and agenda setting approach to analyze the extrinsic aspects. The objective approach is an approach which interprets a work purely based on the work itself. The objective approach here means the writer analyze the movie pure as literary work, without adding the writer own point of view.
The theory of agenda setting was basically first introduced by Walter Lippmann in his book, *Public Opinion* (1922). Agenda setting is an approach which describes the ability of media to "press" the topic of public agenda and make the audience believe that the agenda is really an important agenda. So in other words, in agenda setting theory, every issue media makes to look important, society will also think that it is an important issue. In this case, media is assumed to have a strong effect to society, relate to media ability in delivering any important information.

In 1963, Bernard Cohen follows Lippmann in observing the press role and gets the same result like Lippmann's theory which is:

> Press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about. The world will look different to different people depending on the map that is drawn for them by the writers, editors and publishers of the paper they read. (Cohen, 1963 : 13)

Max McCombs and his college, Donald Shaw in 1972 then completed agenda setting theory through their observation in presidential election in 1968. From their observation, McCombs and Shaw find that there are two basic reasons which lead to the theory. First, the media does not deliver the real fact of an issue but construct the reality. Second, media prepare some issues and "press" them and shape the public to make their judgment about which issues is more important than the other.

Previous study about *Nightcrawler* movie has been conducted by Ricky Nugraha Kusuma from English Department of Undip. However, the study focuses on hierarchy of needs in Don Gilroy’s *Nightcrawler*. This study focuses on other aspect
of the movie, which is behind the media in America: News Coverage and Media Bias; as reflected in *Nightcrawler* movie. Through this study, how media creates news coverage and how the news tends to be bias will be discussed. This study is expected to enrich the information regarding media in America.

1.5 Organization of the Study

The organization of this thesis consists of five chapters as follows:

**CHAPTER I**  
**INTRODUCTION**

This chapter consists of five sub chapters. They are background of the study, scope of the study, aim of the study, method of the study and organization of the study.

**CHAPTER II**  
**SYNOPSIS OF *NIGHTCRAWLER* MOVIE**

In this chapter, the writer gives the synopsis of *Nightcrawler* movie, which is written and directed by Don Gilroy.

**CHAPTER III**  
**THEORETICAL BACKGROUND**

This chapter contains the literary review used by the writer. Theoretical background consists of intrinsic and extrinsic aspects. In the intrinsic aspects, the writer will analyze the narrative elements which are theme, characters, setting and plot and cinematography elements.
which are camera movement, distance and sound effect of the *Nightcrawler* movie. While in the extrinsic aspects, the writer will focus on the theme of the thesis which is behind the scene how media creates news coverage in America and how the news tends to be bias of media interest.

**CHAPTER IV**  
**BEHIND THE MEDIA IN AMERICA: NEWS COVERAGE AND MEDIA BIAS; AS REFLECTED IN *NIGHTCRAWLER***

In this chapter, the writer will analyze the intrinsic and extrinsic aspects proposed.

**CHAPTER V**  
**CONCLUSION**

This chapter contains the conclusion of the thesis which contains the result and summary of the previous chapters.
CHAPTER II

SYNOPSIS OF NIGHTCRAWLER MOVIE

Nightcrawler (2014) is a movie written and directed by Don Gilroy. This movie tells about Louis Bloom, a jobless who is desperate for a job. One day he was caught by the security guard because of stealing in a construction site. Because of the recessive situation, Bloom attacks the security guard and steals his watch. Bloom leaves the location with the stolen materials, sell it to a scrap yard foreman and ask for a job. However the foreman says he does not hire a thief.

On the way driving home, Bloom sees a car crash and he finds it interesting. In the location, he meets a freelance cameraman who is shooting the crash, named Joe Loder. Bloom who is standing next to the freelancer's car sees there are cameras and radio police scanners and he decides to start his own freelance cameramen business. At night, Bloom sees another carjacking accident and starts to record his own video. However, because of too close with the location, Bloom was kicked off the crime scene. Bloom then eavesdrops his rival's phone conversation about selling the footage to a news station. After knowing the news station, Bloom then goes to the same station to sell his footage.

In the news station, Bloom meets Nina Romina, the morning news director who said that Bloom's footage is better than the other footage because Bloom's footage shows the condition of the victim, which is bloody, clearer than the other
footage. Finally, they deal about the selling. After dealing with the footage, Nina told Bloom that news station is most interested in footage of violent incident. Hearing the information, Bloom starts to record footage only about violent incident using his new camera. Bloom also hires an assistant, Rick, a young man desperate for money to help him in shooting the incidents. As his business getting better, Bloom starts to buy better camera and car to support his job. Bloom and Nina relationship also get better and Bloom starts to fall for Nina. However Nina said that she can not be with Bloom and their relationship is only business relationship.

The next day Joe Loder beats Bloom on an important plane crash footage and makes Nina explodes in anger and said Bloom to get the better footage. Bloom then sabotages Loder's car and causing car crash which makes Loder suffer severe injury. Bloom then comes and pretends that he just arrives to record the scene.

One day Bloom and Rick arrive at the site of home invasion before the police arrive. Bloom starts to record the situation around the home, the murder victim, even the gunmen who is leaving the location. Bloom sends his footage to Nina but he keeps the footage about the gunmen identity. Since it is a big issue about neighborhood, Bloom demands public credit and more money and Nina agrees with it. The next day, the police visit Bloom, ask him about the robbery and ask for the copy of footage. Bloom gives them the edited tape and keeps the complete video tape with the identity of the gunmen. At night, Bloom and Rick trail the gunmen. Rick who is scared with the gunmen asks for half of the money and threaten Bloom he will tell the
police if Bloom refuses it and Bloom agrees.

When the gunmen stop at the restaurant, Bloom phones the police informing about the location of the gunmen. The police arrive and there is shootout between the police and the gunmen. One of the gunmen is killed while the other manages to escape. Following the police who are chasing the suspect, Bloom and Rick witness how the suspect's car involve into crash and makes the car flip over. Bloom asks Rick to film the gunmen in the car and claiming that the suspect is dead. However, when Rick gets closer into the flipped car, the gunmen, who is actually wounded, shoots Rick through the glass and tries to escape but then was shot by the police. On the other hand, Bloom films the whole scene and tells the dying Rick that he cannot work with someone he does not trust.

The next day, Bloom shows his footage to Nina and makes her awed by the footage. In addition, the news team discovers that the home invasion is actually a drug deal gone wrong. However, Nina insists to keep the information and end the news as home invasion news to maximize the story's impact. In the end, Bloom hires a team and buys a new van to expand his freelance news cameramen business.
CHAPTER III
THEORETICAL BACKGROUND

3.1 Intrinsic Aspect

Intrinsic aspect is one of the essential elements in analyzing literary work. Movie can also be categorized as literary work because it consists of intrinsic and extrinsic aspect to construct the whole story. Therefore, intrinsic aspects help us to understand the movie well because it depicts the situation and condition of the movie. Intrinsic aspect in the movie can be divided into two major elements, which are narrative element and cinematic element.

3.1.1 Narrative Element

Narrative element is one of the elements in intrinsic aspect. Narrative elements include theme, characters, setting and plot (Fulton et. al., 2006:1). Narrative element contains the meaningful information which is hidden in the theme, character, setting and plot to be delivered to audience. Therefore, it can be concluded that narrative element is an essential element in literary work such as movie.

3.1.1.1 Theme

Theme is the central or dominating idea in a literary work (Thrall and Hibbard, 1960 : 486). In the movie, theme can be seen when watching the dominating idea from the whole story of the movie itself. The dominating idea here means the general
idea or the main topic of the movie itself.

3.1.1.2 Character

Character is "a brief descriptive sketch of a personage who typifies some definite quality. The person is described not as an individualized personality but as an example of some vice or virtue of type..." (Thrall and Hibbard, 1960 : 79). Characters in movie play an important role in delivering the message through their act to the audiences. That is why in a movie, there are so many characters appear in order to strengthen and make the story "alive". In general, character is divided into major character and minor character.

3.1.1.2.1 Major Character

Major character or also known as main character is the character who has the largest portion of role and gives the biggest influences to the whole story. According to Thrall and Hibbard in their book, A Handbook to Literature, major character need three-dimensional treatment which means that the major character "may present us with so convincing a congeries of personality traits that a complex rather than a simple character emerges" (Thrall and Hibbard, 1960 : 81).

3.1.1.2.2 Minor Character

Minor character or also known as supporting character is character who plays
small portion of the story. According to Thrall and Hibbard in their book *A Handbook of Literature*, minor characters are handled two dimensionally which means they are "striking and interesting but lack depth" (Thrall and Hibbard, 1960: 81). Even though the portion of minor character is not as much as major character, minor character also has big role in softening the whole story of the movie. Minor character can be protagonist or antagonist.

### 3.1.1.3 Setting

According to Thrall and Hibbard, setting is the physical, and sometimes spiritual, background against which the action of a narrative takes place (Thrall and Hibbard, 1960: 453). Setting element is really important because it gives the deep feeling about the movie itself. When we are talking about setting, actually we are not only talking about the place of the movie but also about the situation, the time when the activities happen and social environment situation.

Thrall and Hibbard (1960: 453) in their book *A Handbook to Literature* divide setting into four elements which are (1) setting of actual geographic location, its topography, scenery, and such physical arrangements; (2) setting of the daily manner of the character; (3) setting of time or period where the action takes place which is not only about the date or the year when the action takes place, but also about the natural condition such as night, morning, rain season, etc; and (4) setting of general environment of the character; which helps the director build the emotion of the movie.
because it contains the mental, moral and social emotional where the characters in the narrative move.

3.1.1.4 Plot

Plot is a planned series of interrelated actions progressing, because of the interplay of one force another, through a struggle of opposing forces to a climax and a denouement (Thrall and Hibbard, 1960: 356). Plot is also known as the pattern of the story which has causal-effect role in the story. Plot has big rule to help the audience in understanding the whole story of the movie. Thrall and Hibbard describe the function of plot "is to translate character into action" (Thrall and Hibbard, 1960: 358).

Thrall and Hibbard in their book, A Handbook to Literature, also explain there are three main part of plot, which are (1) Planned; the author must arrange and select the incidents according to a plot purpose; (2) a series of actions which consist of beginning, a middle and an end. These incidents will grow one upon another to create the whole stories; and (3) conflict. Conflict is like the struggle which grows out and makes the characters opposing each other. The conflict may appear from physical (external) or may be spiritual (internal). Conflicts provide the interesting element into the movie because the existence of conflict will create the climatic episode. The climatic episode is the situation when the rising action comes to end and the falling action begins as the result of the problem finished (Thrall and Hibbard, 1960: 357).
3.1.1.5 Conflict

Based on Thrall and Hibbard in their book, *A Handbook to Literature*, conflict is the struggle which grows out of the interplay of the two opposing forces in plot (Thrall and Hibbard, 1960 : 357). Conflict and plot can not be separated from each other because they are connected to build the story. Conflict is the raw material needed to construct the plot.

The conflict may appear from physical (external) or may be spiritual (internal). In a story, there are four basic kinds of external conflict which may appear in the story, which are (1) the struggle against the nature; (2) the struggle against another character, usually protagonist against antagonist; (3) the struggle against the society; and (4) the struggle against the mastery (Thrall and Hibbard, 1960 : 105). However, based on Thrall and Hibbard, the term of conflict does not always refer to the struggle of the main character against someone or something. Conflict also refers to the existence of motivation for the conflict or some goal to be achieved by it. This conflict is also known as internal conflict.

3.1.2 Cinematic Element

Cinematic elements are the elements which related to the camera and movie. Cinematic element shows the action in front of the camera and starts to work if the condition in front of the camera is ready to be shot. Cinematic elements consist of camera distance, mise-en-scene, and sound.
3.1.2.1 Camera Distance (Shots)

Camera distance is the distance between the camera placement and the taken scene when taking scene of the movie. Camera distance also affects camera angle. The right camera movement and camera angle will produce the balance and flow image. Camera distance and angle is important because it will help the audience to feel what they watch is makes sense (Ablan, 2002 : 87).

In general, there are six kinds of camera distance which are:

a. Extreme Long Shot

![Picture 1](Vineyard, 1977 : 10)

Extreme long shot help establish a character in a specific location page (Ablan, 2002 : 94). In extreme long shot, we can see the background or the location where the scene was take place because the camera takes the scene from far away distance.

b. Long Shot

![Picture 2](Vineyard, 1977 : 10)

Long shot or full shot is taken in nearer distance than extreme long shot. Long shot usually taken to show body language, nervousness, and even anticipation (Ablan,
2002 : 93). Long shot also use to show the actor's tapping foot and awkward hand movements, emphasizing the nervousness (Ablan, 2002 : 93).

c. Medium Long Shot

![Picture 3](Vineyard, 1977 : 10)

In medium long shot, we can see the character expression and also the surrounding of the character. Medium shot or also known as wide shot helps identify both the character and his environment to establish the single character's position in the frame and his relationship to his surroundings (Ablan, 2002 : 94).

d. Medium Shot

![Picture 4](Vineyard, 1977 : 10)

Medium shots are used for dialogue sequence, and they allow the viewer to pick up on the character's movements and gestures (Ablan, 2002 : 93). Medium shot is also categorized as the safest shot because camera did not need many movements to capture the moment in the scene. Medium shot usually use to take a conversation between
characters or conversation in small group. In medium shot, the camera remains close enough to capture the emotion allowing the viewer to still be a part of a character's emotion (Ablan, 2002 : 93).

e. Close Up

![Close Up Image](Vineyard, 1977 : 10)

Close-up shot can be used for dialogue, also referred to as a "talking head" (Ablan, 2002 : 92). In close up shot, the focus of the camera is on the expression of the character because it only captures little bit of the environment situation. Close up shot allows the audience to see the emotion of the character, which is important to telling the story (Ablan, 2002 : 92). Dan Ablan, in his book, *Digital Cinematography and Directing*, said that

using a close-up shot on a dialogue sequence serves more than one purpose. First, it brings the viewer into the action. Second, it saves you, or your staff, time and effort because the shot is full with a single subject (Ablan, 2002 : 92).

f. Extreme Close Up

![Extreme Close Up Image](Vineyard, 1977 : 10)
Extreme close up usually use to capture the emotion of the characters through their expression in the face. Extreme close up usually takes the expression in the eye, mouth or hand of the character closely.

3.1.2.2 Mise-en-scene

According to Thrall and Hibbard, mise-en-scene is the stage setting of a play, including the use of scenery, properties, etc., and the general arrangement of the piece (Thrall and Hibbard, 1960 :291). Mise-en-scene includes costumes and make-up and lighting.

Costumes are the dress worn by the characters in the movie. Costumes are "a quick signal for characterization and how we feel about characters often comes simply from the way they are dressed" (John Golden). Make-up in the other hand is can not be separated from costumes. Make-up supports the character role by adding some effect on their appearance. Lighting is used to create moods, feelings, or dramatic effects (Ablan, 2002 : 57).

3.1.2.3 Sound

Sound plays important role in movie because it delivers the emotion of the movie. Sound also create the tension depends on the situation in the scene. Sound effect is not only about the voice of the character or the background music but it also about the room tones or natural sound. For the music editor, their job will be
categorized as success if the audience did not notice their work, which means the sound effect is fit perfectly with the scene of the movie.

Sound effect also helps the movie to be more alive. Dan Ablan in his book *Digital Cinematography and Directing* (2002: 167) wrote that

> Without sound, even just a single note extended over time, animation is not living up to its full potential. Audio is every thing. You can make your pictures come alive with the right audio. The most appropriate sounds and special audio effects often can make or break your animation work. (Ablan, 2002: 167).

### 3.2 Extrinsic Aspect

Extrinsic aspect is an important element to understand the movie. Extrinsic aspect in this research will be behind the media in America: news coverage and media bias; as reflected in *Nightcrawler* movie. The writer chooses those main extrinsic elements because the writer found that in *Nightcrawler* movie, the main concerns of the movie are about behind the media in America: news coverage and media bias. In the extrinsic aspects, the writer chooses to focus on the agenda setting theory, shaping the public opinion and the bias effect of media.

#### 3.2.1 Agenda Setting

In analyzing behind the media in America: news coverage and media bias; the writer uses agenda setting theory. Agenda setting theory is first introduced by Walter Lippmann in his book *Public Opinion*. Without using the term "agenda-setting," Walter Lippmann was writing about what we today call as "agenda-setting" theory.
Agenda setting theory said that every minds of public issue in the world are shaped by the media. In his book, *Public Opinion*, Lippmann said that

The analyst of public opinion must begin then, by recognizing the triangular relationship between the scene of action, the human picture of that scene, and the human response to that picture working itself out upon the scene of action (Lippmann, 1922 : 17).

Lippmann theory describes that every issue or action can be big issue according to how our mind response and how society react to the issue. According to Lippmann in his introduction of his book, *Public Opinion*, "freedom of thought and speech present itself in a new light and raises new problems because of the discovery that opinion can be manufactured" (Lippmann, 1922 : xiv). Just like any rule which always have both good and bad side, freedom of speech also brings bad effect because it "blocks" the truth. People can speak every thought in their head without thinking about the real fact. Lippmann also said that "news stories also dominate by the emotions and hopes of the men and women who comprised the news organization rather than by the fact" (Lippmann, 1922 : xiv). Here we can see that the truth has no any effect to public opinion as long as the public likes the story, then fact will be in number second. According to Lippmann, news depends on stereotypes, standardization, routine judgment and a disregard for subtlety (Lippmann, 1922 : xviii).

Because of the ambiguity between the border between the truth and news in media industry, Lippmann distinguished truth and news.
The function of news is to signal an event; the function of truth is to bring to light the hidden facts, to set them into relation with each other, and to make picture of reality on which people can act. what one normally gets is not truth but fact, and that fact is circumscribe by a variety of reporters, fear of libel, and that which is superficial (Lippmann, 1922 : xviii)

Walter Lippmann is not the only one who known with his agenda setting theory. In 1963, Bernard Cohen follows Lippmann in observing the press role and gets the same result like Lippmann's theory which is:

Press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about. The world will look different to different people depending on the map that is drawn for them by the writers, editors and publishers of the paper they read. (Cohen, 1963 : 13)

However in 1972, Max McCombs and his college, Donald Shaw finally completes this theory and officially named it as "agenda-setting" theory. Max McCombs and his college, Donald Shaw in 1972 then complete agenda setting theory through their observation in presidential election in 1968. According to McComb and Shaw in their book, The Public Opinion Quarterly:

Readers learn not only about a given issue, but also how much importance to attach to that issue from the amount of information in a news story and its position. In reflecting what candidates are saying during the campaign, the mass media may well determine the important issues-that is, the media may set the "agenda" of the campaign (McComb and Shaw, 1972 : 176)

3.2.2 Media in Creating News Coverage

Media is a source of information for the public. In its function of giving information, media has ambiguity. The ambiguity comes as the media is trapped
within its purpose and its operational purpose. In operational purpose, media is an organization which runs as a business. Media needs to get benefits both material profit and prestige profit. However, based on its purpose, media is a message conveyor to public. In conveying the message, media has its ideal purpose to deliver the objective message without looking for profit.

As an organization, media has a purpose to gain profit. Media needs to get benefits both material profit and prestige profit. In this case, some mass media organizations, especially the big one, give more attention to prestige profit than material profit. The prestige profit also includes the interest of having influence or power to society. The more prestigious media is the respectable it is and it can even spread its power towards society. Not only the big scale media but also the small scale media needs prestige profit to spread their power, even though the power is also in the smaller scale.

On the other side, media is a message conveyor organization. The purpose of media as a message conveyor media has to deliver the news based on the fact and free from any business purposes. However in the practice, media is trapped in different situation. The news released by media as an organization produce the fact which is designed so the audiences follow and agree with the flow of the news. Even though media wants to be objective in delivering the news, the fact is in the process itself the message should pass some bureaucratic system which resulting a news with certain interest purpose.
3.2.3 Media Bias

Based on Liaugminas in her book *Media Bias is Serious Problem* (2002 : 21) media bias is the stance of journalist and the people behind the media in making and selecting the events and stories which will be reported or aired and how the news are covered. Media bias appears because of the different perception between the audience and the news maker. Media is judged to be biased only if the content of the news does not suitable with the society expectation. However, media bias is not entirely bad because when the media is bias, it only means it serves the news from different point of view.

Basically, even though most people said that they prefer good news rather than bad news, but the fact is people mind gives better response and more attention to bad news rather than good news. This cause the mass media prefers controversial news because mass media is also an organization which needs profit. This causes media to produce the news which is not purely objective because it is shadowed by the interest of media to gain profit.

For example in reporting about the case of WTC in November 9, 2001, most of mass media more focus on the theme of Islam phobia, in the form of report that state the suspect of the bombing are Moslem. Unconsciously that kind of news coverage is the one preferable by society. It is very rarely that the media choose to reveal the real suspect and the real situation behind the case because the news is believed to be less engaging. This causes the emergence of media bias for those who
do not believe in Islam phobia.
CHAPTER IV

BEHIND THE MEDIA IN AMERICA: NEWS COVERAGE AND MEDIA BIAS; AS REFLECTED IN NIGHTCRAWLER MOVIE

4.1 Intrinsic Aspect

4.1.1 Theme

Nightcrawler is an American movie written and directed by Don Gilroy. Nightcrawler depicts the life of a footage freelancer named Louis Bloom. This movie shows many criminal, accident and bloody scene, that is why the theme of the movie is about crime. In the movie we can see many criminal thing, not only the crime that happen for the news, but the main character, Louis Bloom, also commits in crime such as when he sabotages his rival’s car and when he tries to get a good news by victimize her partner, Rick.

![Picture 7](Nightcrawler, 2014 : 00:58:06)  ![Picture 8](Nightcrawler, 2014 : 01:00:50)

Rick : What the hell happened?
Bloom : According to witnesses, they were driving at a high rate of speed, probably toward Griffith Park, when, apparently, they ran head-on into this light pole. No other car. Single vehicle.
Rick : How did they just run into pole?
Hey, don't film that, man. He's one of us.
Bloom : Not anymore, Rick. We're professionals.
(Nightcrawler, 2014 : 00:59:53 - 01:00:19)

In conclusion, the theme of the movie, which is crime related with news coverage and media bias. It is because Bloom, as the representative of mass media covers the crime accident into the footage news for society consumption. It also can be seen how the news turns into media bias in the movie because of how Bloom covers the footage for KWLA. Bloom makes the coverage based on the demand of news in the market.

4.1.2 Character

4.1.2.1 Major Character

In this movie, the major characters are Louis Bloom and Nina Romina. Both of them become the major character because they have important role and give big influence to the story in the movie.

4.1.2.1.1 Louis Bloom
Louis Bloom is the major character of *Nightcrawler* movie because he has big role which affect the whole story. From the picture above, it can be see that Louis Bloom is a man in about late 20 or 30s years old with wavy hair and blue eyes. The character of Louis Bloom rarely shows his emotion. Bloom described as a man who can manage his emotion very well. Bloom has behavior that he will smile weirdly when he hide or get interested about something.

In the movie, Louis Bloom is described as a calm man with soft voice and intimidating aura. Louis Bloom also a confident man, just like when he was talking to the foreman for a job, he can promote himself very well. Bloom also known as the character who will get angry easily if other people beat him. It can be seen when Bloom got angry when his rival beat his footage.

### 4.1.2.2.1 Nina Romina

Nina Romina also can be categorized as major character because together with Bloom, she has quite big role for the story of the movie. Nina Romina is a woman in about 40s years old, or maybe older. In scene minutes 00:43:48 Nina said to Bloom
that her age maybe twice of Bloom's age.

Nina : I have a rule, Lou. I don't date people I work with. And I'm twice your age.
Bloom : I like older women. Besides, I don't work with you. You're someone I sell to.
(Nightcrawler, 2014 : 00:43:48 - 00:43:56)

Nina is a director in news station who has big role in choosing which news will be aired. Nina Romina can be described as a hard worker which not only loves her job but also knows how to attract the audience's attention using the news. Nina is also a passionate woman who will do everything to get the best news. It can be seen in the scene when Nina tries to get the footage of home invasion, even though the price Bloom said is very high.

Bloom : I just gave you two.
Nina : $3,000
Bloom : I got $3,000 for the food truck stabbings
Nina : There were more dead
Bloom : Those were poor Mexican people in a roach coach. Two of them were illegals. These are three wealthy white people, shot and killed in their mansion including a suburban housewife shotgunned in her head. I know you Nina. I know your interest and excitement in this product is greater than the amount you're offering.

In short, Bloom and Nina are called as the main characters because as already explained in the chapter 3, the function of main character is as the center of the story. In this movie, the character of Bloom and Nina are the center who play the role as them who cover the news and create the media bias in the KWLA news.
4.1.2.2 Minor Character

4.1.2.2.1 Rick

Rick is Bloom's employee. From the picture above, it can be predicted that Rick is a young man in about late 20s years old. From his dialogue with Bloom, it is known that Rick comes from not very educated level. He is also a homeless with unsettled job. In the movie, Rick is described as a silent young boy who can not speak well. When Bloom talks to him, he usually answers it fluttery.

Rick: My old jobs? I did landscaping for a couple months. Mow, blow and go.
Bloom: (writing his answer in the pad)
Rick: I learned I had hay-fever so I quit.
Bloom: Other jobs?
Rick: I don’t know, week here, week there.
Rick: Okay. Well, I'm Rick, of course. I took three buses to get here. I finished high school. I need a job. I’ll do just about anything. That’s me. Hire Rick.
Bloom: What’s your address?
Rick: I don’t have one. Not permanent I mean.
Bloom: You’re homeless.
(Nightcrawler, 2014: 00:24:32 - 00:25:23)

4.1.2.2.2 Joe Loder

Joe Loder is Louis Bloom rival in news freelancing. He is described as a man in his late 30s years old or maybe in the beginning of his 40s. He is showed as a man who did not want to lose to anyone. In his first meeting with Bloom, he said that he did not want to work with Bloom, but when Bloom finally becomes more success than him, he asks Bloom so they can work together.

Loder: I want you running my second van. Two crews. Half the area to cover.
Now, I know what you’re thinking. Half of the money, right? You should be thinking, twice the sales. Because we’re going to be the first at every scene. Why compete when we can work together? You can share my press card. Puppy dog off my police connections. This is the
big move, the next level. We can corner this whole thing. I'm talking about putting some heavy digits in our pocket, brah.

Bloom : Thank you for offering me the position but working for myself is more in line with my skills and career goals.

Loder : Take a few days to think about it

Bloom : No. You'll need to hire someone else, and I don't want to hold up the process.

Loder : You want to be on the inside of this, man because I'm going to be tag-teaming every call.

Bloom : You keep talking like it's something that I may be interested in, but I'm not

(Nightcrawler, 2014 : 00:45:36 - 00:46:23)

It is concluded that Rick and Loder are called as the minor characters because their role in this movie is to help the main characters to build the whole story of the news. It can be seen in the movie how the character of Rick helps Bloom in collecting the footage for KWLA and witnessing how Bloom turns the footage into bias footage.

As for Loder, he helps to strengthen the feel of character Louis Bloom and turn him into the part of mass media agent we know in the movie.

4.1.3 Setting

4.1.3.1 Setting of Geographic Location

(Nightcrawler, 2014 : 00:24:58)

(Nightcrawler, 2014 : 00:44:16)
From picture 12, it can be seen that the setting of geographic location or setting of place in *Nightcrawler* movie is in Los Angeles. This can be seen in the dialogue of Bloom and Rick below:

Bloom: Do you know L.A.?
Rick: I grew up all around here.

* (Nightcrawler, 2014: 00:25:36 - 00:25:39)

From picture 13, it can be seen that the setting of the movie also taken in TV station where Nina Romina works. From picture 14 the setting is taken in Mexican restaurant. In the picture we can see Bloom and Nina are having dinner in Mexican restaurant. This scene shows the relationship between Bloom and Nina, and is used to show the audience about the other side of Bloom who likes Nina.

In picture 15, the setting is taken in the location of accident where Bloom takes the footage. Most of the setting of place in this movie is taken in the location of crimes or location of accident.
4.1.3.2 Setting of Daily Manner

The setting of daily manner of the movie shows the manner of Louis Bloom and Nina as the main characters. In the movie, the character of Louis Bloom is a calm man who always calculates everything he does. It can be seen when the police come to Bloom's house to ask for the copy of the footage for home invasion. Bloom already know that the police will come to his house to ask for the footage, that is why she edited the footage and give the edited one to the police.

Police : I'd like a copy of that footage  
Bloom : Do I have to give it to you? (CHUCKLES)  
Police : Is there any reason why you wouldn't?  
Bloom : No, no, I made you a copy. I expected someone to come  
(CHUCKLES)  
(Nightcrawler, 2014 : 01:20:57 - 01:21:05)

Nina, in the other hand, is a passionate woman, especially when she finds the news she likes. It can be seen every time Bloom shows her his best footage. The reaction of Nina shows that she is a passionate woman. She will do everything as long as she can get the footage she wants.

Nina : Oh, for Christ's sake. Are we breaking the law by showing this?  
Linda : Block the faces, don't give out the exact address. Do that, I guess... I don't know. I wouldn't think so, no.  
Frank : Journalistically and ethnically?  
Nina : This isn't Hatford  
Frank : We are beyond all broadcast standards.  
Nina : Have you seen this the overnights? I'll risk the fine  
(Nightcrawler, 2014 : 01:09:31 - 01: 09: 45)

4.1.3.3 Setting of Time
Just like the title of the movie itself, the setting of *Nightcrawler* is dominantly taken in the night. This is to emphasize the crime theme of the movie itself, because commonly crimes happen at night. In picture 17, based on the dialogue of Bloom and Loder, it can be seen that the movie is taken with setting of time in about 2010. Loder is asking about Canon 305 to Bloom, and Canon 305 is first introduced in 2010. So there is high probability that the setting of this movie is in around 2010.

### 4.1.3.4 Setting of General Environment

The setting of social environment of this movie shows the atmosphere of media industry. It is shown in the picture 18 there is TV station where Nina works, or in picture 20 which is taken in the location of accident where Bloom takes his footage.
Almost all of the scenes show the atmosphere of media industry from how the news is taken, how they select which news will be aired until how it is aired.

In conclusion, the setting of the movie dominantly happen around the location of the accident in the news station and usually it happen at night. The setting of time which dominantly happens at night gives the strong impact about the situation in the location of accident. Both of the locations are the important setting to deliver the meaning behind news coverage and media bias. The location of the accident is the first potential place of news coverage happen. It can be seen how Bloom records the footage and sometimes change the position of the dying victim to get better shot. However the KWLA news station is the place where all of the footage are edited and added some effect to strengthen the impact of the news.

4.1.4 Plot

The beginning of the movie is started with the view of night in America which is calm and silent. Bloom appears in construction site, stealing some materials and caught by security guard. In the first scene, the audience is introduced with the character of Louis Bloom who is jobless and did bad things to get money. The raising action of the movie is started when Bloom finally knows the job called footage freelancer for news. He begins to get footage for the news and involves in many criminal things.

The climax of this movie is started when Bloom and his partner, Rick,
suddenly eyedrop big case which is a house of rich man was being attack by some gunmen. Bloom and his journalist feeling start to record the situation in the house. The case being bigger in society and Bloom decides to trail the gunmen to get more material for his footage. When the gunman was shot by the police and their car was flipped over, the movie comes to its falling action. In the end of the movie, as the resolution, the police and people in news station know that the gunmen attack the house because of they fail in drug deal, not a home invasion like the news they aired. However, Nina decides to close the news as home invasion news.

In short, it can be seen from the movie the beginning of the plot story starts when Bloom records the footage of the home invasion case for KWLA. The footage then aired and become big issue around neighborhood. However it turns out that the news is bias because it shows the dramatization of condition inside the home and aired without waiting the legal confirmation from the police about the case.

4.1.5 Conflict

4.1.5.1 Internal Conflict

Louis Bloom is described as a calm character who rarely shows his true emotion. In this movie, in almost scene it can be seen how Bloom maintains his emotion and expression very well. Even thought it is quite hard to find the internal conflict of the character, but in minute 01:02:23 until 01:07:14 the internal conflict in Louis Bloom. Bloom was having internal conflict whether he decides to come in to
the house after seeing the gunmen or just shot it from far away. When he finally decides to come in and shot the situation inside the house, Bloom also has internal conflict fighting his nervousness and his fear.

4.1.5.2 External Conflict

In Nightcrawler movie, there are many external conflicts shown. In the beginning of the movie, the internal conflict is between Bloom and the police officer. As the movie goes by, Bloom also has external conflict with Joe Lader who is trying to recruit Bloom into his team. However, the major external conflict in this movie happens when Bloom involves in home invasion case. The police start to dig information from him and start to oversee him. In the other hand, Rick, his partner also involves a conflict with him. Rick asks for more money because of the big case they face, which turn into Bloom's anger and he use Rick as a trail to get closer to the dying gunmen to get a nice footage which turn into Rick's death.

Rick : Okay I want more money. A lot more
Bloom : What makes a job desirable, Rick, isn't just the dollar amount attached to it. You're at the ground floor of a growing business. Your reward is a career.
Rick : Fuck that. You're talking about some seriously messed-up shit. You're just expecting me to just go along with it. I want more.
Bloom : I can't make people do things, Rick. You have a choice if you wanna do this. And I have a choice if you don't.
Rick : Are you threatening to fire me? Hey, I... I got something, too. How about not calling in criminals, waiting for them to start some shit so you can film it? That's against the fucking law. Yeah, cops would be majorly interested in that, no doubt. Okay? So, I... I want more money.
Bloom : We can re-open negotiations, Rick. But, remember, when it comes to your work reputation, you can't un-ring the bell.
Rick : I want half of whatever we make tonight.
Bloom : how did you arrive at that number?
Rick : There's two of us out here. So, 50-50
Bloom : I'll counter at $10,000
Rick : You don't set the numbers on this. I want half. I want half.
Bloom : If you're saying I can't negotiate, then I guess I'm... I'm just gonna have to give it to you.
(Nightcrawler, 2014 : 01:26:51 - 01:28:29)

From the movie, it can be conclude that the internal conflict affect the external conflict. It can be seen how the internal conflict in Bloom when he record the footage of home invasion case, he was so scared but intrigue. This affected the external conflict that is related to the relation of Bloom and Rick, because at that time Rick saw Bloom recording the whole case and editing it. Bloom edits the footage because he wanted to satisfy the demand of the news.

4.2 Extrinsic Aspect

4.2.1 Agenda Setting

Television is one of the most effective media in shaping public opinion. Television is easy to access and many people watch television everyday. In Nightcrawler movie, TV news station also has a big role in shaping society mindset, just like Nina and Louis conversation:

Nina : I want you to contact me when you have something.
Bloom : Something like this?
Nina : That's right
Bloom : Bloody
Nina : Well, that's only part of it. We like crime. Not all crime. Carjacking in Compton, for example. That isn't news, now is it?
We find our viewers are more interested in urban crime creeping into suburbs. What that means is a victim, or victims, preferably well-off and white, injured at the hands of the poor or a minority.

Bloom : Just crime
Bloom : But bloody
Nina : Well, graphic. The best and clearest way that I can phrase it to you, Lou, to capture the spirit of what we air is think of our newscast as a screaming woman running down the street with her throat cut.
Bloom : I understand
(Nightcrawler, 2014 : 00:20:12 - 00:20:58)

From the conversation it is shown that Nina taught Bloom about which news people prefer as the news. Nina said that their viewer like something bloody. However, this can not be separated from the role of the news itself. News always aired crimes and bloody things which makes the viewers, whether they like it or not, watch the news. News makes the viewer believe that crimes are something important and can be experienced by every people in every situation.

Nina chooses Bloom's footage instead of the other footage because she thinks people will like to see the crime from the closer side. People like to see bloody things. In minute 00:19:21 Nina said that they should air criminal-bloody news every day. Nina as the actor behind the scene of the news makes the decision based on her company motto to be shared to the viewer. Nina also said that their viewer show more interest in criminal news. However, that is happens because the news always air crime news and makes the viewer believe that crime news is the headline of the news. This scene shows Lippmann theory that news depends on stereotypes, standardization, routine judgment and a disregard for subtlety (Lippmann, 1922 : xviii).
Another example of agenda setting can be seen in the home invasion case. In that case, the news crews put big interest to the news because the victims of the case are white people and they are rich family.

Nina: Well, that's only part of it. We like crime. Not all crime. Carjacking in Compton, for example. That isn't news, now is it? We find our viewers are more interested in urban crime creeping into suburbs. What that means is a victim, or victims, preferably well-off and white, injured at the hands of the poor or a minority.

(Nightcrawler, 2014 : 00:20:12)

This is really different with Nina’s reaction when Bloom gives her a footage about what she think as unimportant case because it does not has sale value.

Nina: A car crash. Well, none of this is gonna knock anybody out. I can’t use any of this in my rundown. Is this it?
Bloom: No, I have a stabbing in Corona.
Nina: Where’s the plane crash at Foothill?
Bloom: I don’t mind saying that I’m trying to bring you storie that happen here on the ground.
Nina: Two has it. It’ll be their lead.
Bloom: Well, I hope that works well for them. Now, let me show you the stabbing in Corona
Nina: I don’t give a goddamn about fucking Corona! You know how important this week is. This shit is fucking death to me!
Bloom: I understand your frustration. I was just trying not to be too hard on myself.
Nina: I sold you upstairs as some kind of fucking a sweeps savior. And I’m leading with a goddamn stabbing. In Corona!
Bloom: So, you want that, then?
Nina: I want you to get in the goddamn game! I want something people can’t turn away from.

(Nightcrawler, 2014 : 00:56:10 - 00:56:57)

Even though the movie did not really show the result of the news to the
society, but from some scene we can predict that the reaction of society must be good. Good here means that society pay big attention to every news aired, because they believe that the news aired is important. In picture 21 it is predictable that the society response to the news from Bloom and Nina conversation

Nina: I can't spend a month's budget on a single story
Bloom: What if the story's not over? The people who did this escaped. They're still out there, walking around with the rest of us. If I had family and I lived in a home, that might make me nervous. I'd want updates on what was going on. With this footage, people would turn your channel for the story.


From the dialogue above, it can be seen that Bloom shows the perspective of people who do not know anything, suddenly become panic because of the home invasion case. Knowing that the home which should protect you now is not a safe place for you because of the gunmen who can attack you and your family, even in your home.

4.2.2 News Coverage

News coverage is about how media cover the news, or in other word what happen behind the screen until the news is aired. In Nightcrawler movie, it can be seen that the news footage should pass some editing session before aired. This editing session makes the news cannot purely objective because the director put some “extra feeling” to strengthen the feel about the news.
Male editor: Right here
Nina: okay. Put the neighbor here, and the kids with their mother by the door. You can get it back from 2:16.
Male editor: yeah.
Nina: Then I want to lay in some nat-sound. Let’s loop the neighbor’s dog barking. And then try taking the crying kid from B-roll and dropping that in the background.
Male editor: got it.
*(Nightcrawler, 2014: 00:17:18 - 00:17:32)*

Ben: A young woman, I’m guessing from this angle. A young woman on a sofa, there. All the faces, though, have been blurred out.
Nina: (on microphone) They’ve escaped. They’re on the loose.
Lisa: That is the first of what we understand are three bodies in the home in Granada Hills and this was committed by a suspect, or suspects who are still out there…. thought.
Nina: (on microphone) repeat that
Ben: yes, scary, and very concerning, particularly given what we’re looking at here, the savagery of what these pictures show, and now, look, there on the floor. Lisa, what is that? A bloodied article of clothing?
Lisa: it looks like a silk shirt. Maybe a woman’s silk blouse
Ben: it’s just so sad.
Director: stand to dissolve, two
Ben: obviously, there is the second body.
Nina: (on microphone) they’ve escaped. Repeat it
Ben: the person or people who committed all of this brutal home invasion robbery, they’re presently unidentified and at large, still on the streets.
Nina: (on microphone) hit it again. Harder.
Ben: this has got to be a huge worry not only to the resident in this neighborhood, Granada Hills area as well
....
Nina: (on microphone) build it
Lisa: yeah, you’re just praying that that crib is empty because this is definitely a child’s room
*(Nightcrawler, 2014: 01:14:57 – 01:16:29)*

From both of the dialogues above, it shows Nina and the male editor are editing the footage video which will be aired in the news. They also arrange how the
announcers deliver the news such as which point should be repeated or emphasized. From dialogue, it shows Nina add and subtract some effects which are supposed to give deeper impression which support the coverage of the news. This proves that the news is selected and packed based on the wish of the journalist for certain aim and purpose.

According to the theory in the previous chapter, media has big role in shaping an issue to society. In Nightcrawler movie, how an issue is shaped by the people behind TV station can be seen clearly. In minute 00:19:08 - 00:19:37, it shows how Nina makes decision which footage will be aired according to the most interesting one.

Nina : That's the lead. I want to break it up and do a wrap-around from the scene. I want a walking stand-up, teaser at five, repeat on the half and I want the copy to start with a warning.
Frank : You're going to show this?
Nina : With a warning
Frank : It's excessive
Nina : We should have packages like this every day
Frank : People are eating breakfast
Nina : And they'll talk about it at work. Tie it in with the carjacking last month in Glendale. And the other one, the van in Palms. When was that? In March?
Man : March, yeah.
Nina : It's a carjacking crime wave. That's the banner. Call the victim's family, get a quote, mic it. You know what to do
Frank : Yeah
(Nightcrawler, 2014 : 00:19:08 - 00:19:37)

Another news coverage in the movie is when Nina wants to air a news footage about home invasion with terrifying scene. Even though Nina knows that the news
station is under the broadcast standard, but she decides to air the footage because she knows that it is a good issues. This shows that broadcast standard is only kind of formality because in the end, the station TV is the one will decide the content of the news itself.

Nina : Home invasion in Granada. He got there before the cops. We have 10 minutes to airtime. How much of this can we show?
Linda : You mean, legally?
Nina : No, morally. Of course, legally.
Linda : Have they been identified?
Frank : It just happened, so you have to assume no, and that's just one of the issues.
Linda : We can't broadcast their identities without notifying the next of kin.
Nina : We're not identifying them
Linda : You are by proxy, by showing their faces
Nina : We pixelate the face
Linda : Where did you get this?
Nina : Stringer

Both of dialogues above show the part of news coverage inside the news station industry. Nina is trying to wrap a horror excessive footage as if it is a normal crime happen every day. Even though the footage should be covered with some violence warning about the content of the news, Nina insists to air the news, no matter how. This scene shows that Nina insists to air the news not only because it is an important issue, but also because Nina knows that that kind of news will be big hit for her news station.

\subsection*{4.2.3. Media Bias}
In the movie, the media bias happen when Bloom and Rick get the footage about home invasion. In the real video, Bloom accidentally shoots the face of the gunmen, but in minute 01:07:04 Bloom cut the video and keep the real one for himself. Bloom then hand and sale the edited video to the news station with the high price and take the chance to promote his company. Here, it shows that the news station choose to focus on the frame “home invasion” instead of digging on what is the fact behind the case because they know that the frame “home invasion” will be more profitable for them.
Even though the reaction of the society can be seen clearly in the movie, but it is predictable about the reaction of the society about the news. It can be seen in the scene in minute 01:18:31 when in a peaceful morning, your television suddenly full of home invasion news with the free gunmen who can be everywhere, it can be predicted how panic and chaos the society is. People will be panic and worried all the time. The other result to public can be seen in the scene when the police come to Bloom's apartment because of his footage in home invasion case. Bloom spreads the footage without waiting for the legal confirmation from the police about the case. Bloom spreads the footage and makes the chaos to society since the news of home invasion becomes bigger than no one can imagine. Here, the news station decides to buy the footage without waiting the legal confirmation about the case and create their own story, makes the news become bias.

Nina  : Home invasion in Granada. He got there before the cops. We have 10 minutes to airtime. How much of this can we show?
Linda : You mean, legally?
Nina  : No, morally. Of course, legally.
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Linda: Where did you get this?
Nina: Stringer


Director: Twenty seconds to back. Ben and Lisa, 20 seconds to back. Set up a sting dig. Camera two and a two-shot.
Nina: Where's the banner?
Director: Did we decide on one?
Nina: Horror House. What did we talk about?


Announcer man: Hello everybody. This is KWLA with breaking news. Over the last half-hour or so, we've now received word of an apparent home invasion triple homicide in the Granada Hills area of the San Fernando Valley. Now, at present, the number of those dead...

(Nightcrawler, 2014: 01:13:52)

Media bias can be seen from how KWLA like in the dialogues above, the news station where Nina works, deliver the news about home invasion case. KWLA more focus on the situation inside the home and the condition of the victim after the case and also the dangerous environment around the place which should be the safe neighborhood instead of focus on revealing the identity of the gunmen and their motive. Because of too focus on delivering the news only from one sided, KWLA seems like they create their own story based on their interpretation of the case and
they forgets to be objective about an issue. As finally the case appear as the case of
drug dealer gone wrong, KWLA insists to end the case with the “proper ending for
their story” as the home invasion case.

In the picture 28 when the news is aired, Nina gives some instruction to
emphasize that the news they aired is very important issue which everybody should
know. The news announcers, through Nina instruction, makes people believe that the
gunmen in home invasion case can be sit next to you without looking for or waiting
for the right information from the police. When finally this issue becomes bigger, it
becomes difficult for TV news to fix their mistaken information about the home
invasion case. In picture 28, it shows that in the end, when they know that the fact
behind home invasion case is a failed drug dealing, they decide to wrap the case as
home invasion case, for the sake of their news rating.

Frank : Joel has got a source on the taskforce who says they found drugs at the
Granada Hills house. Cocaine in wrapped package hidden in
crawlspaces. Over 50 pounds. And he confirmed it with an
investigator at the scene. It wasn't a home invasion. It was a drug
robbery.
Nina : Give it to the noon crew
Frank : This is news
Nina: It detracts from the story
Frank: It is the story
Nina: The story is urban crime creeping into the suburbs. That's the story.

Overall, the agenda setting theory can be seen from the movie from how the media cover the news. In this movie, Bloom, as the representative of media, manipulates the news by setting up the condition of the crime scene to get the better shoot. He also edits and cuts some part of the footage before hands it to KWLA and the police. In the other hand, KWLA, as the news station which buy the footage from Bloom also implements editing process before it is aired. KWLA also air a footage it gets from Bloom before waiting from the legal confirmation from the police, which then lead into media bias to the society.
CHAPTER V
CONCLUSION

In this thesis, “Behind the Media in America: News Coverage and Media Bias; as Reflected in Nightcrawler” the writer analyzes the intrinsic aspects and extrinsic aspects of the movie Nightcrawler. In analyzing the extrinsic aspect of the movie, the writer uses agenda setting theory. Agenda setting is part of communication theory. Agenda setting theory explains about every minds of public issue in the world are shaped by the media. There are three focuses on discussion in this thesis which are agenda setting theory, how media creates news coverage in America and how the news tend to be bias of media interest. Those focuses are based on Nightcrawler movie.

From the analysis, it can be concluded that there are many factors behind a news before it is published. Agenda setting tells us about how an issue is used to create public opinion by the hand of reporters and TV news crews. The news we watch every day is not pure fact as we think before. When an issue or event is caught by media, it will be processed by the reporters and crews to create an issue which is suitable with the value of the company itself. In the process, it contains some editing and adding some extra opinions from the crews or reporters which can make ambiguity of the truth itself. This is why the theory of agenda setting which explains about behind the scene of media cannot be separated with how media cover an issue.

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which can lead into media bias.

However, even though media has the power to create public opinion or to spread some issues, the fact is we create the issues by ourselves unconsciously. People tend to be more interesting in bad news than good news, which makes media aired more bad news than good news. However, news coverage and bias media can not be separated. They affected each other. The way media creates news coverage somehow creates media bias. This happen because media can not be purely objective in delivering the news. An issue or topic need to pass some stage before aired which makes the issue direct the news maker’s opinion.
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