



**Media, Disinformation, and Public Ignorance:  
The Depiction of Post-Truth Society in Adam McKay's  
*Don't Look Up* (2021)**

**A THESIS**

**In Partial Fulfillment of the Requirements  
for S-1 Degree Majoring American Studies in the English  
Department Faculty of Humanities Diponegoro University**

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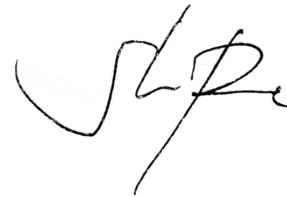
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DIPONEGORO UNIVERSITY  
SEMARANG**

**2026**

## PRONOUNCEMENT

The writer declares that she wrote this thesis, “Media, Disinformation, and Public Ignorance: The Depiction of Post-Truth Society in Adam McKay’s *Don’t Look Up* (2021)” herself and without taking or adopting any part of other researchers’ work for the S-1, S-2, S-3, or diploma at any university. Furthermore, the writer confirms that this thesis does not include any material from other publications, except for the references that have been properly mentioned.

Semarang, 13<sup>th</sup> May 2026

A handwritten signature in black ink, appearing to read 'Shania', written in a cursive style.

Shania Rahmatunnisa Eryan

## MOTTO AND DEDICATION

*“It is not allowable for the sun to reach the moon, nor does the night overtake the day, but each, in an orbit, is swimming.”*

**(QS. Ya-Sin: 40)**

*“So, surely with hardship comes ease. Surely with ‘that’ hardship comes ‘more’ ease.”*

**(QS. Al-Inshirah: 5-6)**

*“Di laut yang tenang, dan pikiran yang matang, dan semua umpatan kuredam, kan kutuai semua yang kutanam.”*

— **Perunggu**

*This thesis is dedicated to  
My parents, family, and everyone  
who kept me going throughout these years.*

**APPROVAL**

**Media, Disinformation, and Public Ignorance: The Depiction of Post-Truth  
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## VALIDATION

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I acknowledge that this thesis is still far from ideal, and I value any constructive criticism and suggestions. I anticipate that this thesis will contribute to the discipline and stimulate additional research and discussion on the subject.

Semarang, 13<sup>th</sup> May 2026



Shania Rahmatunnisa Eryan

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## ABSTRACT

Post-truth society describes a state of society in which public opinion is more often shaped by feelings, political interests and media influence than by facts and scientific evidence. This thesis investigates the depiction of media disinformation and public ignorance in the film *Don't Look Up* as the manifestations of post-truth society. The purpose of the analysis is to examine how the film uses media sensationalism, disinformation and public ignorance as a reflection of contemporary American society. This research is based on post-truth society theories, media sensationalism, disinformation and public ignorance. It employs an objective as well as a sociocultural approach. Data is based on library research, where the primary data used is film script and secondary data consisted of books, journal articles and electronic sources. The results indicate that the film depicts media organizations as systems heavily influenced by commercial and political motives, representing significant scientific issues mostly as entertainment rather than public knowledge regarding imminent topics. The study also concludes that the depiction of public ignorance on both sides of this issue in the film is a social condition produced by media systems, digital platforms, political identities and science denial as an established norm. Using its narrative and filmic elements, *Don't Look Up* demonstrates the struggle of keeping truth alive in a world dominated by sensationalism, political agendas and emotional content.

**Keywords:** post-truth society, media disinformation, public ignorance, media sensationalism, *Don't Look Up*, sociocultural analysis