

CHAPTER FOUR

CONCLUSION

In this chapter, I would like to draw a conclusion based on the findings I have in Chapter Three concerning the semiotic elements found in the film posters The Mummy and The Mummy Tomb of the Dragon Emperor and the myth applied in the film posters.

The semiotic elements found in the film posters can be divided into two parts, namely text and image. Both of the data I use have the text in the form of the titles of the films, The Mummy and The Mummy Tomb of the Dragon Emperor. These titles are illustrated in a similar way in the posters. They are placed at the top and in the central position. They are also capitalized, which means that the text is very important in those film posters. Moreover, the letter “M” in the middle of the word Mummy in both posters is glowing, which creates a stronger impression of the mummy figures. This also gives me the clue that the mummy figures are important characters in both films. Seeing that both titles are similar in shape, I am of the opinion that the two films are sequels.

Another semiotic element in the film posters is the image. When I analyze the data in Chapter Three, I find that both of the data I use have the same elements. They have the Western people, the mummy and the setting, which I think have some similarities as well.

The position of the Western people in both the data is the same; they are placed on the left, which means that they are the context of the story and they are also the important characters in these films. On the other hand, the figures of the mummies in both film posters are always placed on the top and in the central position, which is the focus of attention. This shows that the mummies are the important characters in the two films. It is also supported by the fact that the pictures of the mummies refer to the characters who have considerable power to fight against the Western people. If we see the image of how those mummies are illustrated, I think it can be concluded that the mummies are the bad or the virulent figures.

I think the portrayal of the evilness of the mummy in the second data is more obvious than that in the first data. It can be seen from the fact that the number of signifiers of the second data referring to the portrayal of the evilness of the mummy is greater than in the first data. The signifiers in the second data referring to the portrayal of the evilness of the mummy are the cracking nose, the cheek, the lower jaw and the teeth. So, there are four elements of the signifiers which show the portrayal of the evil mummy in the second data. On the other hand, the portrayal of the evilness of the mummy in the first data is just shown from two signifiers, the eyes and the mouth.

The last image found in the posters is the setting. Both posters suggest that the battle is the main story of both films because both the film posters have the setting which shows the battlefield of the Western people and the mummies. When I compare the signifiers of the two battlefields, I find that they have the same signifiers which support the battlefield situation. Those are the soldiers, the fire blasts, and the smoke. Based on the explanation in Chapter Three, the signifiers give a clear impression of the condition in the battlefield.

However, I also find the differences between the two battlefields. It is clear that in the first data the location is in Egypt and it can be seen from the signifiers of the pyramids and the desert. In the second data the location is not so obvious. It may be in China and it may be in other places because I cannot find the Chinese-style buildings or other Chinese-related elements which can support the interpretation that the setting in the second data is in China. The opinion that the setting is in China is concluded from the interpretation of other signifiers, such as the title and the Eastern man in a dragon emperor armor. Therefore, I think the location of the first data is clearer than the second data.

The image of the Eastern man only appears in the second data and the Eastern man is actually a Chinese dragon emperor. The position is on the right-hand side, which means that he is the main character of the story. I think his figure is also important in this film poster. The figure of the Eastern man in the second data helps me to find the relationship between the Eastern man and the mummy. This signifier is also important to figure out the myth applied in this film poster. Thus, I think it is easier to find the myth applied in the second data than the first one.

The next concluding point concerns the myth applied in the film posters. After I have analyzed the signifiers and the signifieds in the first and second orders, I find the same myth, which is *the West is always superior to the East*. In my opinion, this is due to the fact that the two films are produced by the same producers. It suggests that these films have the same Western mindset.

In my opinion, the myth in the second data is clearer. Here the Chinese mummy is a royal person, not just a common person. He is illustrated as the Great Dragon Emperor, but he is made and illustrated as a bad person with great power. Moreover, this emperor can be defeated by a common Western man who is actually weaker and less powerful than him. Hence, this condition clearly shows the myth that *the West is superior to the East*.

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