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How 'Game of Thrones' changed the game of television

《权力的游戏》如何改变了电视行业的游戏规则

No series has had more influence or created more industrywide envy than "Game of Thrones," which will begin its final season on HBO on April 14.

没有哪部电视剧比《权力的游戏》更有影响力，也没有哪部比它更能引起全行业的妒忌。4月14日，该剧将在HBO电视平台开播最后一季。

"We used to have a different experience for movies and the television business," said Gary Newman, the recently departed co-chairman of the Fox Television Group. "Now you can feel it melding. I give 'Thrones' a lot of credit for that."

“我们过去在电影和电视行业的工作体验和认知是不同的，”最近离任福克斯电视台的联合主席加里·纽曼说，“现在你可以感受到两者在结合。我认为，这归功于《权力的游戏》这部剧。”

And everyone, including newer outlets like Hulu and Apple, has been looking for the next

"Game of Thrones," a series that can define a network and help persuade people to hand over \$10 or \$15 a month for a subscription.

每家公司，包括像 Hulu 网和苹果公司这样比较新的门户，都在寻找下一部像《权力的游戏》一样可以定义一个电视联播网的剧。这部剧使得人们心甘情愿地每月交 10 美元或 15 美元的订阅费。

"Game of Thrones," which had a budget that started at \$5 million an episode but ballooned to as much as \$15 million an episode in the final season, helped create the current era of enormous spending.

《权力的游戏》的预算最开始只有每集 500 万美元，但最后一季已经飙升至每集 1500 万美元。它开创了如今电视制作巨额开销的时代。

Casey Bloys, president of programming at HBO may think that an emphasis on bigness—big budgets, big productions—is the wrong lesson to take from the success of "Game of Thrones," but he does allow that it was a significant part of the formula.

HBO 电视台的节目总裁凯西·布洛伊斯认为，（过分）强调大规模——大预算、大制作，可能不是从《权力的游戏》的成功中学到的最好经验。但同时，他确实承认这是这一成功模式中的一个重要部分。

"'Thrones' was the first show that demonstrated you could produce a show with real cinematic scope," Bloys said. "That you could think bigger—both in terms of character and drama and in special effects. That it would work, that taking shots and spending real money and putting it on the screen would pay off."

布洛伊斯说：“《权力的游戏》第一次表明了，电视人可以用真正的电影制作规模来制作电视作品的剧集。电视人可以更加大胆地去设想——无论是在角色、戏剧还是特效方面，只要你不断尝试、投入真金白银、再把它搬上荧幕，就会取得成功。”

Now all someone has to do is find the next "Game of Thrones."

现在，就等着一家公司来发掘出下一部“《权力的游戏》”了。

— THE NEW YORK TIMES: How 'Game of Thrones' changed the game of television

重点词汇

industrywide/'Indəstri,waid/: adj. 整个行业的

英文释义：throughout an industry

搭配短语：an industrywide crisis

例句：It is difficult for service industry to define reasonable industrywide standards.

depart/dɪ'pɑːrt/: v. 离（职）；出发，启程

例句：He departed his job last year.

搭配短语：depart from sth.（背离，偏离）

depart from 例句：I see no reason for us to depart from our usual practice.

meld/meld/: v. 使合并，使结合

例句：The designer attempts to meld two different cultures.

搭配短语：meld A with B

例句：The musician melds folk music with pop.

outlet/'aʊtlet/: n. 经销点，销路

英文释义：a shop/store or an organization that sells goods made by a particular company or of a particular type

搭配短语：a fast-food/retail outlet

subscription/səb'skrɪpʃn/: n. 订阅费；服务费

词性拓展：subscribe（v. 订阅，订购）

subscribe 例句：Please hit the button down below, and subscribe to my channel.

例句：I pay 10 RMB a month for a music subscription.

budget/'bʌdʒɪt/: n. 预算

搭配短语：an annual budget

搭配短语：draw up a budget

词性拓展：budget（adj. 低廉的）

budget（adj.）搭配短语：go on a budget holiday; check into a budget hotel

balloon/bə'luːn/: v.（在大小、重量或重要性上）激增

例句：The rumours soon ballooned into a full-blown scandal.

formula/'fɔːrmjələ/: n. 惯例，原则，配方

英文释义：a standard or accepted way of doing or making something

例句：There's no magic formula for success.

cinematic/ˌsɪnə'mætɪk/: adj. 电影的，影片的

搭配短语：cinematic effects

搭配短语：a cinematic journey

scope/skoʊp/: n. 范围，范畴

例句：It's not within the scope of my duties.

例句：It's beyond the scope of my duties.

pay off: 取得成功，得到好结果；还清

英文释义：to be successful and bring good results

例句：All her hard work paid off in the end, and she finally passed the exam.

搭配短语：to pay off the mortgage