

They don't make television opening sequences like they used to

The opening sequences of television shows do several jobs at once. They must pay tribute to the stars and set the tone for the episode to follow. Above all, they must **entice** the viewer to commit to the show for the next 30 minutes or more. For decades, networks thought the best way to do this was to create complex and costly sequences.

entice 诱惑; 吸引

affront 冒犯; 侮辱; 相遇

No one watching the **ornate** map unfolding at the start of each episode of "Game of Thrones" in 2011, for example, would have doubted that it was a **lavish** production.

ornate 华丽的; 装饰的

lavish 浪费的; 丰富的

It was "Girls", which had its **premiere** on HBO in April 2012, which took a radically different approach. Lena Dunham's comedy of millennial manners thumbed its nose at the industry's **pretensions** with a sequence that consisted of a single title card on screen for precisely seven seconds.

premiere 首要的; 首映

pretension 自负; 主张

With the rise of streaming services, viewers started consuming several episodes back-to-back, and the **brevity** of those seven seconds gained additional **cachet**. In 2017 Netflix launched its "skip **intro**" function, enabling viewers to **dispense** with opening credits and get straight to the drama.

brevity 简洁

cachet 标记; 威望

intro 介绍; 简介

dispense 免除; 分配

The move was controversial. Purists saw it as an **affront** to the art and appreciation of television; others were happy they no longer had to press fast-forward.

Indeed, it may be that opening credits are no longer necessary. But if elaborate sequences go for good, the desire for something more luxurious and mysterious may reappear. When they are done well, they can be as compelling as short films.