

## 2021 大學新聞獎評選

### Campus News Awards 2021

#### 評審細則 Judging Details

#### 獎項類別 Award Category

	中文組	英文組
1	最佳新聞報道	Best in News Reporting
2	最佳新聞寫作	Best in News Writing
3	最佳新聞特寫	Best in Feature Writing
4	最佳標題	Best in Headline Writing
5	最佳經濟新聞報道	Best in Business News Reporting
6	最佳文化藝術新聞報道	Best in Arts and Culture News Reporting
7	最佳科技新聞報道	Best in Tech News Reporting
8	最佳新聞視頻	Best in News Video Reporting
9	最佳專題視頻	Best in Features Video Reporting
10	最佳版面設計	Best in News Page Design
11	最佳新媒體報道 (中英合併) Best in New-media Reporting	
12	最佳短視頻 (中英合併) Best in Short Video Reporting	
13	最佳新聞攝影圖片(中英合併) Best in News Photography	
14	最佳專題攝影圖片(中英合併) Best in Feature Photography	

#### 獎項等級 Cash Prizes

獎項等級及獎金:

等級 Grade	獎金 Award	Certificate 獎狀
分組冠軍 Winner	港幣\$ 1,500	嘉許狀
分組亞軍 First runner-up	港幣\$ 1,000	嘉許狀
分組季軍 Second runner-up	港幣\$ 500	嘉許狀

## 參賽規則及注意事項 Regulations and Guidelines

### 規定

- 比賽開放予中國內地及港澳台之大學新聞/傳播學院的學報、網站、官方微信公眾號、APP 等平台之作品。The competition is open to works published in newspapers, official website or WeChat official account etc. from the Chinese Mainland, Hong Kong, Macau and Taiwan.
- 各大學每個獎項可提交不多於 3 篇刊登於 9/2020-7/2021 學年內之作品作為參賽作品。Each university/college/institute can submit no more than three entries per category published between 9/2020-7/2021.
- 所有文字參賽作品都必須為電子版本原檔(PDF)，每個作品不能超過 10MB(視頻作品除外)。All article entries must be the original electronic version (PDF). Each entry must be within 10MB (except video).
- 每一個參賽作品須以獨立的 PDF 檔案遞交。為使評委能按照報道發表時的原貌評審，每篇作品必須以發表時的樣式為準，不能重新製作。Each entry must be submitted by separate PDF file. To allow the judges to view the original scripts, entries cannot be republished.
- 參賽者必須填妥參賽表格上的項目，否則將被取消資格。表格上的參賽作品名稱必須與作品原文一致。Incomplete forms will disqualify entrants from the competition. Entry name in entry forms must be the same as the original text.
- 同一作品若申請多於一個項目，請按規定分別提交（不得多於兩個類別）。Separate entry forms need to be submitted if an entry is to compete in more than one category (no more than 2 categories).
- 所有參賽作品必須去掉刊物名稱，學生姓名及大學名稱。Please blot out the name of the publication, the university/college/institute and the applicant in the entries.
- 提交作品時，作品文件名必須與作品名稱一致。File name must be the same with the entry name.
- “中英文組合併”是指此獎項同時接受中文作品及英文作品的報名。得獎作品將不分中英文組。“Chinese & English” group means that the award accepts entries in Chinese or English. Winning entries will not be divided into Chinese and English groups.
- 在報名系統上傳作品時請先按照上面的“獎項類別”表格中的“作品類型”在系統中選擇分類。When uploading entry in the registration system, please select the classification in the system according to the “Type of entry” in the “Award Category” table above.
- 在報名系統上傳作品時請將作品文件的大小盡可能壓縮至最小以保證作品能夠成功上傳。When uploading entry in the registration system, please minimize the size of the file to ensure that the work can be submitted.

## 細則

最佳新聞報道 Best in News Reporting (中、英文組)

最佳新聞寫作 Best in News Writing (中、英文組)

最佳新聞特寫 Best in Feature Writing (中、英文組)

最佳經濟新聞報道 Best in Business News Reporting (中、英文組)

最佳文化藝術新聞報道 Best in Arts and Culture News Reporting (中、英文組)

最佳科技新聞報道 Best in Tech News Reporting (中、英文組)

凡參與以上六個獎項評選皆須遵守以下規則： Entries for the above award categories should follow the rules below:

- 參賽作品必須以 PDF 檔案遞交，不接受印刷/列印稿，須刪去刊物名稱、大學名稱及參賽者名稱(內容除外)，否則將被取消資格。 Each entry must be submitted in PDF file. Hard copy submissions are not accepted. Please make sure the name of the publication, the university/college/institute and applicants are removed from the entries.
- 參賽作品字數不可超過 3,000 字(包括標點符號，標題及副題)，不接受系列作品，不能刪改原文以符合規定字數。 Each entry must be of no more than 3,000 characters (including punctuation, headlines and sub-headings). Article series or re-edited articles will not be accepted.

最佳標題 Best in Headline Writing (中、英文組)

- 作品標題不可超過 30 字，標題需連同文章一併遞交，須刪去刊物名稱，大學名稱及參賽者名稱，否則將被取消資格。 Each title MUST NOT exceed 30 words. Please make sure the names of the publication, the university/college/institute and the applicant are blotted out on entry forms

最佳新聞視頻 Best in News Video Reporting (中、英文組)

- 新聞視頻作品只能以 MP4 格式上傳。視頻大小不可超過 200MB，時長不可超過 10 分鐘。 News Videos can only be uploaded with "MP4" file. The size of each video MUST NOT exceed 200MB and length MUST NOT exceed 10 minutes.

最佳專題視頻 Best in Features Video Reporting (中、英文組)

- 專題視頻作品只能以 MP4 格式上傳。視頻大小不可超過 200MB，時長不可超過 10 分鐘。 Features Videos can only be uploaded with "MP4" file. The size of each video MUST NOT exceed 200MB and length MUST NOT exceed 10 minutes.

最佳版面設計 Best in News Page Design (中、英文組)

- 參賽作品必須同時遞交 PDF 及 JPG 兩個格式，作品須按照版面發表時的原貌呈現，不能重新設計，須刪去刊物名稱，大學名稱及參賽者名稱，否則將被取消資格。 Each entry should be submitted by PDF and JPG file along with the original. Entries cannot be redesigned. Please make sure the names of the publication, the university/college/institute and the applicant are blotted out.
- 此獎項分兩個，分別由專業評審團及網上公開投票選出。 There are two separate awards for each category - one chosen by judges and the other by online voting.

最佳新媒體報道 Best in New-media Reporting (中、英文組合併)

- 指在移動端發佈的新聞作品界面(包括但不限於 H5 手機網站、微信公眾號、小程序、APP 等)。 Refer to news work published on Mobile terminal (including but not limited to HTML5 Mobile

Website, WeChat Official Account, Mini Programs, App, etc.)

- 參賽作品必須是 **PDF 或 JPG** 格式，作品須按照版面發表時的原貌呈現，**不能重新設計**，須刪去發佈賬號名稱，大學名稱及參賽者名稱，否則將被取消資格。Each entry should be submitted by **PDF or JPG** file along with the original. **Entries cannot be redesigned.** Please make sure the names of the account, the university/college/institute and the applicant are blotted out.

最佳短視頻 Best in Short Video Reporting (中、英文組合併)

- 短視頻作品只能以 **MP4** 格式上傳。視頻大小不可超過 **100 MB**，時長不可超過 **3 分鐘**。Short Videos can only be uploaded with "MP4" file. The size of each video **MUST NOT** exceed 100 MB and length **MUST NOT** exceed 3 minutes.

最佳新聞攝影圖片 Best in News Photography (中、英文組合併)

最佳專題攝影圖片 Best in Feature Photography (中、英文組合併)

- 參賽作品檔案格式須為 **JPG**，檔案大小須限制在 **10MB** 內，作品必須為攝影作品，不能為合成圖，照片內不可有任何文字。Each entry should be in **JPG** format within 10MB. The entry must be a photograph without being edited. No word contents can be added on the photograph.
- 每間學校於每個攝影獎項的參賽作品**不能超過三張圖片**。Each university/college/institute can submit **no more than three pictures** per category.
- 圖片若有文字說明，請單獨用 word 文檔顯示文字說明。Captions to the pictures must be put in a Word document separately.

## 評審團 Panel of Judges

評審團的成員包括媒體同業及專業人士、大學新聞系教授及政府官員。The panel of judges will comprise media professionals, professors of journalism and government officials.

## 評分標準 Grading Criteria

	文章結構 Structure	文字修飾 Writing Skills	報道全面 Comprehensiveness	專業水平 Professional Standards
最佳新聞報道 Best in News Reporting	15%	15%	25%	45%
最佳新聞寫作 Best in News Writing	20%	40%	20%	20%
最佳新聞特寫 Best in Feature Writing	20%	35%	30%	15%
最佳經濟新聞報道 Best in Business News Reporting	10%	15%	30%	45%
最佳文化藝術新聞報道 Best in Arts and Culture News Reporting	10%	15%	30%	45%

最佳科技新聞報道 Best in Tech News Reporting	10%	15%	30%	45%
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- 文章結構:** 文章結構清楚, 內容有序。  
**Structure:** Neatly-structured and logically sequenced content.
- 文字修飾:** 造句流暢通順。  
**Writing skills:** Ability to construct clear, concise and lucidly woven sentences, and project a story.
- 報道全面:** 報道事件詳盡及完整, 包含不同觀點, 從不同角度解釋新觀點。  
**Comprehensiveness:** Emphasis on detail, factual correctness, different viewpoints and new perspectives.
- 專業水平:** 新聞時間性、重要性及影響力度, 分析文章題材, 內容重點以及消息來源的可靠。  
**Professional standards:** Timing of news, importance and impact, subject, analysis and source.

	拍攝 Shooting	剪接 Editing	新聞價值 News Value	專業水平 Professional standards
最佳新聞視頻 Best in News Video Reporting	20%	25%	35%	20%
	拍攝 Shooting	剪接 Editing	專題價值 Features Value	專業水平 Professional standards
最佳專題視頻 Best in Features Video Reporting	20%	25%	40%	15%
	拍攝 Shooting	剪接 Editing	內容價值 Content Value	專業水平 Professional standards
最佳短視頻 Best in Short Video Reporting	20%	25%	40%	15%

- 拍攝:** 拍攝手法包括畫面、角度、構圖等拍攝新聞視頻的技巧。  
**Shooting:** The video should reflect shooting skills such as different shots, scenes and composition.
- 剪接:** 包括基本的短片剪接技巧及音效運用。  
**Editing and Dubbing:** Basic skills of video and audio editing.
- 新聞價值:** 短片內容所牽涉的新聞價值包括時間性、重要性、接近性、顯著性及趣味性。  
**News value:** The news clip should be of time value, with impact, proximity, prominence and of human interest.
- 專題價值:** 短片內容主題可以是人物、事情或現象等專題, 發掘出大眾會感興趣的話題。  
**Features value:** The topic should cater to viewers' interest, covering personal or current activities.
- 內容價值:** 短片內容所牽涉的內容價值包括時間性、重要性、接近性、顯著性及趣味性。  
**Content value:** The topic should cater to viewers' interest, covering personal or current activities
- 專業水平:** 新聞時間性、重要性及影響力度, 分析題材, 內容重點以及消息來源的可靠性。  
**Professional standards:** Accuracy, time value, topical, impact, sharp analysis and reliability of source/sources.

	攝影角度 Camera Angle	表現力 Expressive ability	新聞價值 News Value	專業水平 Professional standards
最佳新聞攝影圖片 Best in News Photography	25%	25%	30%	20%
	攝影角度 Camera Angle	表現力 Expressive ability	專題價值 Features Value	專業水平 Professional standards
最佳專題攝影圖片 Best in Feature Photography	25%	25%	30%	20%

## 作品提交截止日期 **ENTRY SUBMIT DEADLINE**

- 2021年7月31日(六) 31 July, 2021 (Saturday).
- 逾時遞交者，恕不接納。Any entries received after deadline will be deemed as invalid.

## 查詢 **Enquiries//**

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