

2020 大學新聞獎評選

2020 Campus News Awards

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

- 比賽開放予中國大陸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 9/2019-7/2020 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 9/2019-7/2020.
- 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)。作品可燒錄至光盤上，亦可上載至網盤雲端。注：如參賽作品包括最佳新聞/專題視頻，則只能通過光碟刻錄方式提交作品。All article entries must be the original electronic version (PDF). Each entry must be within 10MB (except video) and stored in CD-ROM or uploaded to cloud service or drive. If the entries include videos, the entries must be submitted via CD-ROM.
- 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.
- 每份參賽表格必須具備參賽者及學院教授簽署作實。All entries forms must be signed by the applicant(s) and a authorized person of the university/college/institute.
- 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。若參賽作品包括團隊作品，請用一張參賽表格填齊所有參賽者信息。Incomplete forms will disqualify entrants from the competition. Entry name in entry forms must be the same as the original text. For group works, please use one entry form to fill in all the team member information.
- 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.
- 若以光盤方式提交作品，作品可刻錄進同一張光盤，不需每份作品獨立刻錄。光盤須連同填妥好的報名表格一同郵寄至中國日報香港有限公司。For CD-ROM submission, please burn all the entries into ONE CD-ROM and post with the application forms to China Daily Hong Kong Limited.
- 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.

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 100MB，時長不可超過 3 分鐘。 News Videos can only be uploaded with "MP4" file. The size of each video MUST NOT exceed 100MB and length MUST NOT exceed 3 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 **50 MB**，時長不可超過 **1 分鐘**。Short Videos can only be uploaded with "MP4" file. The size of each video **MUST NOT** exceed 50MB and length **MUST NOT** exceed 1 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.
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評審方法 Judging

- 評委將由五人一小組，為進行各個獎項評審。結果將於 9 月中宣佈。A panel of five judges will review the entries for each category. Winners will be announced on Mid-September, 2020.
- 每個參賽作品由小組評委給予最低零分至最高一百分，再利用標尺計分法將每個分數按比例統一到 0-1 的標尺範圍內，最低分的將轉為 0，最高分的將轉為 1，使評委都能盡用其評審權，而且權重相等。The judges will rate the entries on a scale ranging from zero to 100 marks. The actual scoring of the entries will then be converted into percentages within a scope of 0 to 1 in terms of the Normalized range voting system. Under the system, the lowest score will be turned into 0 while the highest score turned into 1. Within each set of range, the judges will use their discretion and all the scores will be equally-weighted.

(標尺計分法由趙心樹教授提供。Normalized Range Voting System provided by Professor ZHAO, Xinshu, HKBU)

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% |

- 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

- 2020年7月31日(五)下午六時正 6:00pm, 31 July, 2020 (Friday).
- 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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