

## 2017 校園學報新聞獎評選

(2017 Campus Newspaper Awards)

評審細則 Judging Details

### 獎項類別 Sections and Categories

獎項類別:

類別	組別
最佳新聞報道 Best in News Reporting	(分中、英文組)
最佳新聞寫作 Best in News Writing	(分中、英文組)
最佳新聞特寫 Best in Feature Writing	(分中、英文組)
最佳標題 Best in Headline Writing	(分中、英文組)
最佳經濟新聞報道 Best in Business News Reporting	(分中、英文組)
最佳校園新聞報道 Best in Campus News Reporting	(分中、英文組)
最佳文化藝術新聞報道 Best in Arts and Culture News Reporting	(分中、英文組)
最佳科技新聞報道 Best in Tech News Reporting - New ★	(分中、英文組)
最佳新聞視頻 Best in News Video Reporting	(分中、英文組)
最佳專題視頻 Best in Features Video Reporting	(分中、英文組)
最佳學報設計 Best in Overall Design	(分中、英文組)
最佳版面設計 Best in News Page Design #	(分中、英文組)
最佳新聞攝影圖片 Best in News Photography #	(中英文組合併)
最佳特寫攝影圖片 Best in Feature Photography#	(中英文組合併)

# Remarks: For Best in News Page Design and Best in Photography, there will be two separate awards for each category - one chosen by professional judges and the other by online voting. 有關最佳版面設計及最佳攝影圖片的獎項，每個獎項獨立分成兩組，分別由專業評審團及網上公開投票選出。

### 獎項等級 Cash Prizes

獎項等級及獎金:

等級 Grade	獎學金 Award	獎狀
分組冠軍 (30 個) Winner	港幣\$ 4,000	嘉許狀
分組亞軍 (30 個) First runner-up	港幣\$ 2,000	嘉許狀
分組季軍 (30 個) Second runner-up	港幣\$ 1,000	嘉許狀

### 參賽規則及特別注意事項 Regulations and Guidelines

- 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)並燒錄至光盤上，亦可上載至雲端。注：如參賽作品包括最佳新聞/專題視頻或最佳學報設計，則只能通過光碟刻錄方式提交作品。All entries must be the original electronic version (PDF). Each entry must be within 10MB (except video) and stored on CD-ROM or uploaded to cloud service or drive. If the entries include videos or are for Best in Overall Design, the entries must be stored in 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 PFD file. To allow the judges to view the original scripts, entries cannot be republished.
- 此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 The competition is open to

newspapers published in School of Journalism or Communication in universities from the Chinese Mainland, Hong Kong, Macau and Taiwan.

- 各大學新聞系學報根據每個獎項提交不多於 3 篇曾於 9/2016-6/2017 學年內學報曾刊登之作品作為參賽作品。All entries must have been published in a campus newspaper between 9/2016-6/2017. Each applicant can submit no more than three entries per category.
- 每份參賽表格必須具備參賽者及新聞系或學院教授簽署作實。All entries must be signed by the Head of the Department/or anyone authorized by the institute/college/university.
- 參賽者必須填妥參賽表格上的項目，否則將被取消資格。表格上參賽作品名稱必須與作品原文一致。Entry forms must be completed by applicants. Incomplete forms will disqualify entrants from the competition. Name of works 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。Separate entries need to be submitted if a participant wishes to enter more than one category.
- 所有參賽作品必須去掉學報名稱，學生姓名及大學名稱。Please ensure the name of the student newspaper, the university/college/institute and the applicant are blotted out to avoid disqualification.
- 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。All the entries could be burned into one CD-ROM and posted with the application forms to China Daily Hong Kong Limited.

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)

最佳校園新聞報道 Best in Campus 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)

凡參與以上七個獎項的比賽皆須遵守以下規則

- 每份參賽作品都必須以 PDF 檔案遞交，不接受印刷/列印稿，須刪去學報名稱，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 by PDF file. No hard copy submissions will be accepted. Please make sure the name of the campus newspaper, the university/college/institute and the applicant are removed from the works to avoid disqualification.
- 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，並且不能刪改原文以符合規定字數。No entry should be of more than 3,000 words/characters (including punctuation, headlines and sub-headings). Series of articles or original articles that have been rewritten will not be accepted to ensure that the word/character limit is adhered to.

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，須刪去學報名稱，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 student newspaper, the university/college/institute and the applicant are blotted out on entry forms to avoid disqualification.

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

- 新聞視頻作品須儲存於光盤中並附有效的 **URLs 連結**，視頻長度不可超過 3 分鐘。  
News Video and URLs **MUST** be saved in CD-ROM. The length of News Video **MUST NOT** exceed 3 minutes.

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

- 專題視頻作品須儲存於光盤中並附有效的 **URLs 連結**，視頻長度不可超過 10 分鐘。  
Features Video and URLs **MUST** be saved in CD-ROM. The length of Features Video **MUST NOT** exceed 10 minutes.

### 最佳學報設計 Best in Overall Design

- 每間大學推介全年最好的三份學報以便作出評審。作品須儲存於光盤中。  
The best three student newspapers will act as adjudicators. The entry should be stored in CD-ROM.

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

- 請於申請表上標明作品名稱，參賽作品都必須同時遞交 **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**，須刪去學報名稱，大學名稱及參賽者名稱，否則將被取消資格。Each entry should be named on application form and submitted by **PDF and JPG** file along with the original. **Entry cannot be redesigned.** Please make sure the names of the student newspaper, the university/college/institute and the applicant are blotted out on entry forms to avoid disqualification.
- 此獎項分兩個，分別由專業評審團及網上公開投票選出。There will be two awards -- one chosen by professional judges and the other by online voting.

### 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，須刪去學報名稱，大學名稱及參賽者名稱。Each photo should be the **JPG** format within **10MB**. Please make sure the names of the student newspaper, the university/college/institute and the applicant are blotted out on entry forms to avoid disqualification.
- 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 can submit **no more than three pictures** per category.
- 參賽作品標題旁邊應有文字說明。Each entry should have a caption.
- 此獎項分兩個，分別由專業評審團及網上公開投票選出。There will be two awards -- one chosen by professional judges and the other by online voting.

## 評審方法 Judging

- 評委將由五人一小組，為進行各個獎項評審包中/英文，於九月中前有結果。A panel of five judges will pick the winners. Their decisions are final.
- 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统一到 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 Marking Criteria

	文章結構 Organization	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%
最佳校園新聞報道 Best in Campus News Reporting	30%	20%	10%	40%
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。

### Organization:

*What we look for:* Neatly-structured and logically sequenced content.

- **文字修飾:** 造句流暢通順。

**Writing skills:**

*What we look for:* 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:**

*What we look for:* 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性。

**Professional standards:**

*What we look for:* Timing of news, importance and impact, subject, analysis, and reliability of source/sources.

	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	新聞價值 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:** 拍攝手法包括畫面、角度、構圖等拍攝新聞視頻的技巧。

**Shooting:**

*What we look for:* 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:**

*What we look for:* 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:**

*What we look for:* 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:**

*What we look for:* 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:**

*What we look for:* 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 <b>Best in News Photography</b>	25%	25%	30%	20%
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	攝影角度 Camera Angle	表現力 Expressive ability	新聞價值 Features Value	專業水平 Professional standards
最佳新聞攝影圖片 <b>Best in News Photography</b>	25%	25%	30%	20%

- 最佳標題:** 以簡潔鮮明、富有創意的標題帶出文章主題。

**Best in Headline Writing:**  
*What we look for:* Ability to introduce the topic in a concise and creative way.
- 最佳校園新聞報道:** 以報道校園新聞為主，包含不同觀點、角度以及重要性。

**Best in Campus News Reporting:**  
*What we look for:* Reporting the news from different viewpoints and perspective, plus impact.
- 最佳新聞視頻:** 新聞透過影像、文字及音頻以視頻形式在網站發佈。

**Best in News Video Reporting:**  
*What we look for:* Producing the news using image, text and sound as video format on website.
- 最佳專題視頻:** 發掘深入事件、趨勢或人物等重大議題並且透過影像、文字及音頻以視頻形式在網站發佈。

**Best in Feature Video Reporting:**  
*What we look for:* Producing the feature by describing an idea, trend or personality using image, text and sound as video format on website.
- 最佳學報設計:** 使讀者有深刻的第一印象，並能技巧地整合空間排位、色彩控制及靈活運用相片、圖像等使學報能包含所有概念並整合之。

**Best in Overall Design:**  
*What we look for:* Well conceptualized pages combined to create a like-at-first sight impression on readers, space management, color scheming, smart use of visuals like photographs, illustrations, graphics, motifs, icons, etc.
- 最佳版面設計:** 設計出巧妙排版，配合圖片、圖畫及文字，突出版面主題。

**Best in News Page Design:**  
*What we look for:* A page laid out with intelligent use of photographs, graphics and texts that complement the theme of a news report or feature article.
- 最佳新聞攝影圖片:** 以新聞角度拍攝所得的最佳圖片。

**Best in News Photography:**  
*What we look for:* Approach from a different perspective, imagination and/or an element of drama.
- 最佳專題攝影圖片:** 以專題角度拍攝所得的最佳圖片。

**Best in Feature Photography:**  
*What we look for:* Approach from a different perspective, imagination and/or an element of drama.

## 作品提交截止日期 ENTRY SUBMIT DEADLINE

- 2017年6月30日(五)下午六時正 6:00pm, June 30, 2017 (Friday).
- 逾時遞交者，恕不接納。Any entries received after deadline will be deemed as invalid.
- 郵遞地址：香港香港仔田灣海旁道七號興偉中心 1818 室，收件人：Ms. Shirley Huang。  
Mailing Address: Room 1818, Hing Wai Centre, 7 Tin Wan Praya Road, Aberdeen, HK.  
Attn: Ms. Shirley Huang

## 查詢 Enquiries

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Facebook: <https://www.facebook.com/Campus-Newspaper-Awards-1188935077890510/> or scan QR code:

