

## 2018 校園學報新聞獎評選

(2018 Campus Newspaper Awards)

評審細則 Judging Details

### 獎項類別 Award Category

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

### 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\$ 4,000	嘉許狀
分組亞軍 First runner-up	港幣\$ 2,000	嘉許狀
分組季軍 Second runner-up	港幣\$ 1,000	嘉許狀

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

- 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、網站或學院官方微信公眾平台之作品。The competition is open to works published in newspapers, official website or official WeChat Public Platform account of School of Journalism or Communication in universities from the Chinese Mainland, Hong Kong, Macau and Taiwan.
- 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.
- 各大學每個獎項可提交不多於 3 篇刊登於 9/2017-6/2018 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 9/2017-6/2018.
- 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。Separate entry forms need to be submitted if an entry is to compete in 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 blot out the name of the newspaper, 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.
- 若以網盤形式提交作品，作品與電子版參賽表格需一起放入網盤，并把網盤鏈接發至學報負責人進行下載。For cloud/drive submission, please put all the entries and scanned entry forms into the cloud/drive and send the link to the organizer.
- 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.

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 in PDF file. Hard copy submissions are not accepted. Please make sure the name of the campus newspaper, 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

## 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**。視頻大小不可超過 100MB，長度不可超過 3 分鐘。News Video and URLs **MUST** be saved in CD-ROM. 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)

- 專題視頻作品須儲存於光盤中並附有效的 **URLs 連結**。視頻大小不可超過 200MB，視頻長度不可超過 10 分鐘。Features Video and URLs **MUST** be saved in CD-ROM. The size of each video **MUST NOT** exceed 200MB and length **MUST NOT** exceed 10 minutes.

## 最佳學報設計 Best in Overall Design

每個參賽作品請用一個完整的 PDF 文檔呈現，不可分開成獨立的頁面參賽。  
Each entry must be a full PDF file. Separate files are not acceptable.

## 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 submitted by **PDF and JPG** file along with the original. **Entries cannot be redesigned.** Please make sure the names of the student newspaper, 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.
- 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.

## 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, 2018.
- 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 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。  
**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:** 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.
- **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

- 2018年6月30日(六)下午六時正 6:00pm, June 30, 2018 (Saturday).
- 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

- 香港香港仔田灣海旁道七號興偉中心 1818 室  
Room 1818, Hing Wai Centre, 7 Tin Wan Praya Road, Aberdeen, HK
- Contact Person: Ms. Shirley Huang Tel: +852 3465 5417 Fax: +852 3543 0702
- Email: [Shirley@chinadailyhk.com](mailto:Shirley@chinadailyhk.com)
- Facebook: “Campus Newspaper Awards” or scan QR code:

