



2024 年马来亚大学孔子学院 “我与中国和马来西亚的故事”短视频作品大赛

活动背景

为庆祝中马建交五十周年以及马来亚大学孔子学院成立十五周年，为促进中马两国友谊，鼓励中文学习者的学习热情。举办“我与中国和马来西亚的故事”中文短视频作品征集活动。

征集对象

1. 生活在马来西亚的中文学习者，HSK 考生，中国文化爱好者等群体。
2. 非中国国籍。无年龄限制。

征集内容

1. 主题一：中文学习故事
2. 主题二：HSK 考试带给我的机遇
3. 主题三：在故乡遇见中国元素（可以是马来西亚任何地区与中国相关的人、事、物等）
4. 主题四：我与马来亚大学孔子学院的故事（参与马大孔院及教学点任何中文课程、考试或文化活动的故事）

以上主题四选一

参赛方式

- 参赛者在 2024 年 11 月 22 日（星期五）下午 17:00 前提交参赛表及参赛作品链接。
- 参赛者在 2024 年 11 月 22 日上传视频到个人 Instagram，#kongzimu, #mystoryofchinamalaysia，截止 2024 年 11 月 29 日，点赞数最多且符合参赛要求的视频获得“最佳人气奖”。（视频不能提前上传）
- 参赛表链接：[点击报名](#)

活动日程

- 报名与视频征集：2024 年 11 月 1 日- 22 日（星期五 17:00 前）
- 作品评审：2024 年 11 月 22 日- 29 日（星期四）
- 网络投票：2024 年 11 月 22 日- 29 日（星期四）
- 比赛结果公布日期：2024 年 12 月 6 日（星期五）
- 证书及奖金发放：12 月 31 日前

作品要求与形式

1. 以个人名义投稿，每人限投稿一个作品。
2. 参赛者分为两组，报名时按实际情况选择组别，如发现谎报者视为放弃

参赛：

- A. 母语者组 —— 本人母语为中文或父母任意一方会说中文（包括中国方言如粤语、客家话、福建话、闽南语等）。
- B. 非母语组 —— 本人母语非中文，且父母双方均无中文背景（包括中国方言如粤语、客家话、福建话、闽南语等）。
3. 契合主题，表现形式为演讲、朗诵、脱口秀、表演等均可。
4. 视频配音、字幕为中文+英文，时长 1-3 分钟。
5. 视频格式为高清 MP4，清晰度不少于 360p，文件大小不超过 100MB。
6. 视频画面干净，不带角标、台标、水印或标识。
7. 手机录制须横幅拍摄，使用后置摄像头，拍摄时请保持手机稳定。
8. 请将视频作品上传到个人 google drive，视频命名格式为“参赛者姓名+组别.mp4”，将 google drive 权限设为“知道链接的任何人”均可查看，并将链接填到报名表中。
9. 所有参赛作品需为原创作品，且不能使用该视频参加其他比赛，一经发现，立即取消评选资格。

评选流程

1. 作品收集：2024 年 11 月 22 日 17:00 点前。
2. 奖项评审：马大孔院以及专家评出各个奖项。
3. “最佳人气奖”由 Instagram 点赞数量选出。
4. 获奖通知：最终获奖通知将在 2024 年 12 月 6 日发布在孔子学院脸书（facebook: Kong Zi Intitute UM），获奖者将通过邮件收到电子证书及奖金。
5. 评分标准：
 - 作品主题和内涵具有感染力，画面、手法、衔接流畅。
 - 发音标准，咬字清晰，音调准确，语速适当。
 - 视频创意（题材、服装、背景、妆容、道具、视频拍摄及制作等新颖且精美）
 - 选手风采（参赛者须正面出境，衣着得体，展现自信风采）

奖项设置

以下每个奖项各 2 人，母语组及非母语组各选 1 人：

- 一 等 奖：RM500 + 电子证书
- 二 等 奖：RM300 + 电子证书
- 三 等 奖：RM200 + 电子证书
- 最佳内容奖：RM200 + 电子证书
- 最佳服化道奖：RM200 + 电子证书
- 最佳风采奖：RM200 + 电子证书
- 最佳人气奖：RM200 + 电子证书
- 参与奖（若干）：电子证书

- ✧ 比赛秉持宁缺毋滥的原则开展评选工作，如参赛作品质量或数量达不到比赛要求，相关奖项可视具体情况，经评审委员会商定，允许空缺。

注意事项

- ✧ 作品须由作者本人完成，所涉及的版权、署名权、肖像权、隐私权等法律范畴的责任由作者自行承担，与主办方无关。
- ✧ 版权声明：投稿人保证所投作品系其个人创作完成，并享有完整版权。自向活动方投稿之日起，即视为投稿人将其所投稿作品的著作权（署名权除外）及链接权授予活动方。投稿人享有作品署名权，并承担所投作品因传播和出版所引起的境内外版权责任。
- ✧ 作品不得含有暴力、色情、宗教、种族歧视侵等，不得植入广告，不涉及政治，以传播正能量为最终诉求。
- ✧ 本次活动的解释权归主办方所有。参加此活动须遵守活动规则。请作者自觉遵纪守法，一经投稿，视为自愿承认上述活动规定。

联系方式：

马来亚大学孔子学院

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2024 Kong Zi Institute Universiti Malaya "My Story of Malaysia & China" ——Speak Up Short Video Contest

Background

To celebrate the 50th anniversary of diplomatic relations between Malaysia and China, as well as the 15th anniversary of Kong Zi Institute Universiti Malaya, we are hosting the "My Story of Malaysia & China" short video contest. The event aims to strengthen the friendship between both nations and inspire enthusiasm for Chinese language learning.

Participants

1. Chinese language learners living in Malaysia, HSK exam candidates, Chinese culture enthusiasts, etc.
2. Non-Chinese nationals. No age limit.

Themes

1. Theme 1: My Journey of Learning Chinese
2. Theme 2: Opportunities Brought by the HSK Exam
3. Theme 3: Discovering Chinese Elements in My Hometown (Any China-related people, events, or things in Malaysia)
4. Theme 4: My Story with Kong Zi Institute Universiti Malaya (Experiences with any Chinese language courses, exams, or cultural activities hosted by Kong Zi Institute Universiti Malaya and its teaching sites)

Participants can choose any one of these four themes.

How to Participate

- Fill out and submit the application form with video link by 5:00 PM, Friday, November 22, 2024.
- Upload your video to Instagram on November 22, 2024, with the hashtag #kongzium and #mystoryofchinamalaysia. By the deadline of November 29th, 2024, the video with the most likes and that meets the competition requirements will win the Most Popular Award.(Videos cannot be

uploaded in advance.)

- Application Link: [click to register](#)

Timeline

- Registration & Video Submission: November 1 – 22, 2024
- Judging Period: November 22-29
- Online Voting: November 22-29
- Results Announcement: December 6, 2024 (Friday)
- Certificates & Prizes Distribution: before December 31st, 2024

Submission Guidelines

1. Each participant may submit only one video.
2. Participants are divided into two groups based on their language background (false reporting will result in disqualification):
 - A. Native Speaker Group – Participants who are Chinese native speaker or have one parent who speaks Chinese (including dialects of Chinese such as Cantonese, Hakka, Hokkien, etc.).
 - B. Non-Native Speaker Group – Participants whose mother tongue is not Chinese, and neither parent speaks Chinese or any Chinese dialect.
3. Videos must align with the selected theme and can be in formats such as speeches, recitations, talk shows, performances, etc.
4. Videos should include both Chinese and English subtitles, with a length of 1-3 minutes.
5. Submit videos in MP4 format, with at least 360p resolution, and a maximum file size of 100MB.
6. Videos must be free of logos, station marks, watermarks, or any branding.
7. For phone recordings, please use landscape mode and the rear camera, ensuring the phone remains stable during filming.
8. Upload the video to your personal Google Drive, named in the format "Participant Name + Native/Non-native.mp4", and set the link to "Anyone with the link can view.". Include the link in the application form.
9. All entries must be original and cannot be used in other competitions. Any violations will result in immediate disqualification.

Judging Process

1. Submission Deadline: Before 5:00 PM on November 22, 2024.
2. Award Evaluation: A panel of experts and Kong Zi Institute representatives will evaluate the entries.
3. The 'Most Popular Award' will be determined by the number of likes on Instagram.
4. Award Announcement: Results will be announced on December 6, 2024, via the Kong Zi Institute's Facebook page (@Kong Zi Intitute UM). Winners will receive electronic certificates and prizes via email.
5. Judging Criteria:
 - Thematic relevance and emotional impact; smooth transitions and storytelling.
 - Clear pronunciation, correct tone, and appropriate pacing.
 - Creativity (originality in subject, attire, background, props, filming, and production).

- Confidence and poise (appropriate attire, confident presentation on camera).
- The Popularity Award will be based on the number of likes on social media platforms.

Prizes

For each of the following categories, one winner will be selected from both the Native and Non-Native Speaker groups:

- First Prize: RM500 + E-Certificate
 - Second Prize: RM300 + E-Certificate
 - Third Prize: RM200 + E-Certificate
 - Best Content Award: RM200 + E-Certificate
 - Best Costume & Props Award: RM200 + E-Certificate
 - Best Performance Award: RM200 + E-Certificate
 - Most Popular Award: RM200 + E-Certificate
 - Participation Award (multiple recipients): E-Certificate
- ✧ The competition prioritizes quality over the number of entries when evaluating submissions. If the entries submitted do not meet the established quality or quantity criteria, the judging committee may decide not to give out some awards, based on their thorough assessment.

Notes

1. Participants are responsible for any legal liabilities related to copyright, authorship, portrait rights, and privacy rights. The organizer is not responsible for these matters.
2. Copyright Declaration: By submitting a video, the participant grants the organizer the rights to the work (except for attribution rights). Participants retain the right to be credited but bear responsibility for any copyright issues arising from the dissemination or publication of their work.
3. Entries must not contain violence, pornography, religious or racial discrimination, or political content and should promote positive values.
4. The organizer reserves the right of final interpretation. Participation in the competition indicates acceptance of the above rules and adherence to applicable laws.

Contact Information

Kong Zi Institute Universiti Malaya
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Kong Zi Institute Universiti Malaya reserves all the rights of final interpretation of the above-mention plan.