

# 教育部司局函件

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教外司综〔2019〕8114号

## 关于组织参加“我与中国”（@China） 全球短视频大赛活动的通知

各省、自治区、直辖市教育厅（教委），新疆生产建设兵团教育局：

为庆祝新中国成立70周年，人民日报社发起“我与中国”（@China）全球短视频大赛，并面向相关高校师生征集作品。现将《“我与中国”全球短视频大赛活动公告》转去，请各厅（委、局）高度重视，积极组织本地高校、中外合作办学机构、外籍人员子女学校的外国学生和外籍教师积极参与此次大赛，具体参赛信息详见大赛官网（[hellochina.pdnews.cn](http://hellochina.pdnews.cn)）。

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附件：“我与中国”全球短视频大赛活动公告

教育部国际合作与交流司

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## 封面图 Cover image



# “我与中国”全球短视频大赛 活动公告

“@China” Global Short Video Contest Notice

由人民日报社主办的“我与中国”全球短视频大赛于6月17日正式启动。大赛面向海内外短视频创作者、爱好者，各大高校留学生，海外中国文化学习者，在华外企、海外中资企业等各类机构，海外华侨群体等征集作品，设有国内、北美、欧洲、非洲、澳洲及亚洲等多个赛区。



The People's Daily will officially launch the "@China" short video contest on June 17<sup>th</sup>. The contest is aimed at short video creators and enthusiasts from home and abroad, international students at universities, overseas Chinese culture students, foreign companies, Chinese-funded businesses, and overseas Chinese groups with domestic and North American, European, African, Australian, and Asian divisions.

即日起至 8 月 15 日，参赛者可通过以下征集渠道参赛：

By August 15<sup>th</sup>, candidates can participate through the following channels:

一、通过注册、登录大赛官方网站 [hellochina.pdnews.cn](http://hellochina.pdnews.cn) 上传参赛作品。

1. Upload entry videos after creating an account and then logging on to the contest's official website: [www.hellochina.pdnews.cn](http://www.hellochina.pdnews.cn).

进入抖音、快手、西瓜视频、视觉中国、来画视频等大赛合作单位 APP 的“我与中国”专区参与投稿。



2. Enter the “@China” section of the contest partners, such as Douyin, Kuaishou, Watermelon video, VCG, Laihua Video, and submit entries.

三、通过大赛合作的各大高校及特定合作渠道等报送作品。

3. Submit entries through universities and certain cooperative channels.

作品要求：

## Requirements

一、契合“我与中国”主题，不限体裁、不限语言，时长在3分钟以内；支持横、竖屏多种格式，视频格式为高清MP4，文件大小不超过200MB。

Entries shall conform to the theme of the event, and no limitation on style or language is set. Video submissions should be less than three minutes, in HD/MP4 format, and under 200 MB. Both vertical and horizontal videos are eligible.

二、为了方便优质作品的国际传播，建议提交的作品自配中英文双语字幕。

It is suggested that contestants add both Chinese and English subtitles to ensure broader circulation.



三、作品应无版权风险，为参赛者原创作品，不得使用无版权素材，不得侵犯第三方的著作权、商标权等一切合法权利，严禁抄袭，一经发现，将由参赛者承担全部责任。

• Entries should be original. Applicants shall not use material they do not own or have the rights to use. Applicants shall not infringe upon copyright and trademark rights and other legitimate rights of third parties. Applicants will assume all legal responsibilities if they violate this agreement.

四、作品内容不得涉及色情、暴力、宗教与种族歧视等，不得有反动、违法内容，不得植入广告等。

Entries shall not include contents featuring pornography, violence, religious, and racial discrimination, or anything considered reactionary or illegal. Entries shall not be embedded with advertisements.

奖项设置：

本次大赛设一等奖 3 名、二等奖 5 名、三等奖若干、优秀奖若干。



The contest has 3 first-place prizes, 5 second-place prizes, several third-place prizes and merit awards.

大赛另设单项奖 10 名，其中最佳创意奖 1 名；最佳摄影奖 1 名；最佳剪辑奖 1 名；最佳动画设计奖 1 名；最佳视觉效果奖 1 名；最佳人气奖 5 名。并设有优秀组织奖若干名。

There will be 10 individual awards including Most Creative, Best Photography, Best Editing, Best Animation Design, Best Visual Effects, 5 awards for Most Popular, along with awards for Outstanding Organization.

组委会将为一二三等奖及单项奖获得者颁发奖金和荣誉证书；对优秀奖及优秀组织奖颁发荣誉证书。优秀作品将在国内外众多媒体、互联网平台和户外广告屏、电影院贴片广告等线下渠道进行展播。（注：奖金均为税前金额，相关税费由主办方按国家税务规定代扣个人所得税。主办方对本活动保留最终解释权。）

The committee will award prizes, honorary bonuses and certificates to the winners of the 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> prizes and individual awards, and issue honorary certificates to the winners of the outstanding organization and merit awards. The top videos will be displayed on domestic, international, and media platforms, and will also be displayed on outdoor advertising screens, and with movie theater advertisements.



(Note: Bonus award money will be pre-tax figures, with relevant taxes and fees deducted by the organizer according to national tax regulations. The organizer reserves the right of final interpretation for this event.)

评审规则：

**Review Rules:**

活动将邀请国内外知名导演、影视领域学者、专业视频机构和媒体机构代表等组成评审委员会，在作品评选期间，秉承公平、公正、公开的原则，对作品进行专业评审。

The event will invite well-known domestic and foreign directors, film and television industry scholars, professional video agencies, and representatives from media organizations to form a judging committee. During the selection process, the committee will conduct professional evaluations of each entry in accordance with the principles of fairness, impartiality, and openness.

大赛评审分成四个阶段：

**The contest evaluation is divided into four stages:**

- 1, 初评阶段：凡通过官网报名参赛的作品将由组委会进行内容初审，初选后的作品与各合作方报送的作品将



陆续展示于大赛中、英文官网，由活动方选择优质作品进行多渠道推广展示。

**Primary evaluation stage:** All works submitted through the official website will be reviewed by the organizing committee. The works passing the primary evaluation and the work submitted by the partners will be displayed in the contest and on the official website's English version. The sponsor will promote the top videos on various channels.

- 2, 复评阶段: 8月中旬至8月底, 评审委员会将对初选作品进行二次评选, 最终优选出国内外赛区部分优质作品进入最终评选。

**Re-Evaluation stage:** Throughout the last half of August, the judging committee will make a second selection of the primary works, and select domestic and international high-quality videos to advance to the final selection.

- 3, 网络投票阶段: 9月初, 通过人民日报中、英文客户端, 对入围作品组织网络投票, 其中网友投票结果占评选结果的40%权重。



Online voting stage: Beginning in September, online voting for the finalists will be organized on the Chinese and English version of the People's Daily App where netizen voting results will account for 40 percent of the video selection results.

- 4, 专业评审阶段：评审委员会将针对最终入围作品进行最终评审，其中综合奖项的评选，专家评分占评选结果的 60%权重。

Professional evaluation: The judges will conduct a review of the finalist videos, where the expert scores will account for 60 percent of the comprehensive award figures.

大赛颁奖典礼计划于9月中下旬在北京举行，公布获奖名单，展播获奖作品，并邀请国内外获奖者到北京领奖。

An award ceremony will take place in Beijing in late September. The winners will be announced, the winning videos will be screened, and domestic and foreign winners will be invited to Beijing to receive their prizes.

“我与中国”全球短视频大赛，期待你的中国故事！快来参与吧！



From the “@China” global short video contest, we are looking forward to your China stories. Please join us!