

「話我臺中」－華語文創意短文暨短片比賽

Huayu (Mandarin) Message Writing and Short Video Contest – “Fantastic Taichung City”

一、參賽資格 Qualifications

目前於中部地區大專院校修習華語文學分課程及註冊就讀華語文中心之外國學生。

International students who currently take Chinese Courses with credits in any university or enroll Huayu (Mandarin) courses at a Huayu (Mandarin/Chinese) center in Central Taiwan¹

二、比賽主題 Contest Theme

「話我臺中」 “Fantastic Taichung City”

三、重要日程 Important Dates

✧ 創意短文/短片 Message Writing / Short Video

徵稿日期 Call for Works : 5/15 (五) - 6/30 (二) May 15th (Fri.) to June 30th (Tue.)

公布結果 Result Announcement: : 7/8 (三) July 8th (Wed.)

四、比賽規定 Regulations

- 比賽分為 1. 創意短文(入門組 A Level-建議華測聽讀 355 分以上報名、進階組 B Level-建議華測聽讀 500 分以上報名)與 2. 創意短片(臺中組、亞太組)兩項目。

The contest contains two sections: 1. **Message Writing** (Basic Group-A Level, Intermediate Group-B Level). Students who got a TOCFL Reading & Listening score over 355 may join A Level while those who got TOCFL R&L score over 500 should join B Level and 2. **Short Video** (Taichung Category, Asia University Category).

- 每位外國學生可同時報名創意短文及短片兩種競試項目。

Each international student can register **BOTH** Message Writing and Video Shooting sections.

✧ 創意短文 Message Writing

- 短文寫作內容可根據學生對臺中任何景點的印象、感受、實際參訪情境，或者描述一段難忘的臺中旅行。

The content of message can be based on your impressions and feelings of any tourist spot in Taichung (City), describing an unique/a special visit or narrating a memorable trip to Taichung.

- 短文須以華文撰寫：100-120 字 (入門組 A Level) / 150-180 字 (進階組 B Level)，並以 **WORD** 或 **PDF** 檔案繳交。

The message should be written in Huayu (Mandarin/Chinese) and between 100-120 words (for Basic Group-A Level) / 150-180 words (for Intermediate Group-B Level) and it should be submitted as a **WORD** or a **PDF** file.

- 短文內須使用下列指定詞彙及語法，入門組 A Level — 的(表所有)、在、V 過、那/哪、數+量、V 到、(不)喜歡、很、帶、想 (共 10 個詞彙/語法須使用 5 個)；進階組 B Level — 多久、非常、覺得、還是、V 著、因為...所以、又...又、從...到、離、有(一)點 Vs、好/難+V、不但...還/也、一邊...一邊、地、附近、經過、特別、雖然 (共 18 個詞彙/語法須使用 10 個)。

The message must contain the following vocabulary and grammar usages, for Basic Group-A Level, please use 5 out of the following 10 usages (的(表所有)、在、V 過、那/哪、數+量、V 到、(不)喜歡、很、帶、想)；for Intermediate Group-B Level, please use 10 out of the following 18 usages (多久、非常、覺得、還是、V 著、因為...所以、又...又、從...到、離、有(一)點 Vs、好/難+V、不但...還/也、一邊...一邊、地、經過、特別、雖然).

- 短文內容需原創，請勿用生成式 AI。(如經主辦單位發現，將取消資格。)

The message's content **must be original** and the use of Gen AI is **NOT ALLOWED**. (**If the organizer finds the content is produced by Gen AI, the work will be disqualified.)

- 短文寫作採個人競賽，一人限報名一件作品。

Message Writing is an **individual contest**; each student can submit only **ONE** work.

- 比賽結果將於 7/8(三)於華語文中心網站公布。

The prize winners of message writing contest will be announced on July 8th(Wed.) at CLC's website.

¹ Central Taiwan includes Changhua County, Miaoli County, Nantou County, Taichung City, and Yunlin Country.

✧ 創意短片 Short Video

9. 短片主題分為臺中組及亞大組，參賽者須拍攝剪輯以中文介紹關於臺中知名景點或亞洲大學之影片(含中/英文字幕)，於截止期限前上傳至 YouTube 頻道及 google drive，標題為(組別_學校_姓名/隊伍名稱)。

The Short Video section is divided into two categories: Taichung Category and Asia University Category. The contestants should shoot a short video introducing a famous tourist spot in Taichung or Asia University in Huayu (Mandarin), highlighting its features and uniqueness, then edit and upload the video with both Huayu (Chinese) and English subtitles to YouTube channel and Google Drive, and Topic and file name.

10. 短片內容需原創且真人入鏡拍攝，敘述須為參賽者真人語音，請勿用生成式 AI。(如經主辦單位發現，將取消資格。)

The video's content **must be original with group member(s) being present in the video and its Huayu (Mandarin) narration is delivered by group member(s). The use of Gen AI is NOT ALLOWED.** (If the organizer finds the content is produced by Gen AI, the work will be disqualified.)

11. 短片長度限制為 1 分半鐘至 2 分鐘，長度不足或超出 20 秒者視為違規，無法獲獎。

The suggested length of short video is **between 90 to 120 seconds**; if your video does not reach 90 seconds or exceeds 20 seconds, the work would be considered disqualified and cannot compete for prizes.

12. 短片格式 mp4 檔案，尺寸為 1080x1920(直式)，影片檔案不得超過 300MB

Video format must be MP4 file, with a resolution of 1080x1920 (portrait/vertical format). The file size must not exceed 300MB

13. 短片拍攝可個人或團體參賽，每人限報名一組及一主題。

You may enroll the Video Shooting **as individuals or as groups**; each student can join only **ONE group** and enroll only **ONE theme**.

14. 比賽結果將於 7/8(三)於華語文中心網站公布。

The prize winners of short video contest will be announced on July. 8th(Wed.) at CLC's website.

五、網路報名 Online Registration

1. 由華語文中心網頁(<http://jclc.asia.edu.tw>)至線上報名連結填寫參賽資料(需 Google 帳戶登入)

Go to the registration link and fill in register information. (you need to log in with your Google account)

2. 為確認參賽者華語程度，請於報名時提供華測(或快篩)聽讀成績證明(PDF 或 JPG 檔)。

To verify the contestant's Huayu (Mandarin) proficiency, please upload a proof of TOCFL(or Speedy Screening) score (as a PDF or JPG file)

3. 創意短文組請於報名頁面雲端上傳檔案(檔名: 學校+姓名)、華測(含快篩)成績證明及填妥的報名表

Participants in the **Message Writing** are required to upload the following documents via the cloud link on the registration page: the file (named as: School + Name), the TOCFL certificate (including screening test results), and the completed registration form.



報名連結 Registration Link :

<https://reurl.cc/M2g294>

4. 創意短片組請於報名頁面雲端上傳華測(含快篩)成績證明及填妥的報名表、影片連結，影片一律上傳至 Youtube 及 Google Drive 雲端，標題及檔名為(組別+學校+姓名/隊伍名稱)，並開啟觀看和存取權限。

Participants in the **Short Video** are required to upload your **TOCFL certificate** (including Speedy Screening results), **the completed registration form**, and **the video links** via the cloud section on the registration page. All videos must be uploaded to both **YouTube** and **Google Drive**, with the title and file (name as: **Category+School+Name/Team Name**). Please ensure that **all viewing and access permissions** are fully enabled.



報名連結 Registration Link :

<https://reurl.cc/N2g275>

六、注意事項 Notification

1. 本比賽為 CFL 比賽，如為該國官方語言之一為華語且已學習華語超過 2 年的外國學生，則不符合參賽資格，無法參加比賽。

Since this is a CFL contest and the focus is to motivate students who live in countries where Huayu (Mandarin/Chinese) is a foreign language, if participants come from a country where one of the official languages is Chinese (or the participant has a passport from a country where Chinese is an official language) and had learned Huayu over 2 years, that student cannot participate in the contest.

2. 參賽者報名此競賽時，即同意接受上述各項規範，本活動辦法若有未盡事宜，主辦單位保有隨時修改、變更之權利並公告於中心網站上。若遇爭議，經本活動評審團會議決議，逕由主辦單位公告實施。

If there is any dispute regarding the regulations, the judges will have a meeting for resolution, and the decisions and revised regulations will be announced by the organizer online.

3. 如於審查期間，發現短文/短片抄襲他人作品，即取消比賽資格。

If the judges find the message writing or the short video's content is plagiarized, the work will be disqualified.

4. 若得獎者經主辦單位發現有抄襲之嫌，即取消得獎資格並收回獎金。

If the organizer finds any winning work is plagiarized, participants' award will be canceled and prizes will be recovered.

5. 如經審查發現短文/短片內容涉及侵害他人名譽，或包含色情、暴力或有礙社會風氣之圖文，主辦單位有權終止該作品參賽權。

If the judges find the message writing or the short video's content harms another's reputation or contains any disturbing images and terms (about violence, nudity, or sexual content), the work will be disqualified.

6. 請參賽者注意比賽規定，如在比賽期間繳交之作品不符規定，將無法進入評選。

Contestant please be careful with the contest regulations. If the work does not follow the regulations, the work won't be accepted.

7. 參賽作品之著作權需無償讓與主辦單位。主辦單位（亞洲大學國際事務處華語文中心）擁有限時間、地域、次數及方式之利用權利，包含但不限於公開傳輸、公開播送、重製及改作，並得公開發佈於社群媒體平台及本校官方網站，不另支付稿酬。

The copyright of the submitted work shall be transferred to the organizer (ASIA University Chinese Language Center) free of charge. The organizer reserves the permanent, worldwide right to use the work in any manner, including but not limited to public transmission, broadcasting, reproduction, and modification, and may publish the work on social media platforms and the university's official website without further compensation.

七、評分標準 Criteria

◇ 創意短文 Message Writing

項目 Item	內容 Description	占比 Percentage
華語表達及知能 Huayu (Mandarin) grammar and vocabulary proficiency	內容之華語語法正確度以及單字使用準確率 Accuracy of Huayu (Mandarin) grammar usages and vocabularies	40%
句子與短文組織 Overall organization	句子與短文的完整度 Completeness of sentences and the message as a whole	30%
創意度 Creativity	內容是否展現創意 Creativity shown in the message	30%

◇ 創意短片 Short Video

項目 Item	內容 Description	占比 Percentage
華語基礎能力 Huayu (Mandarin) abilities	華語發音正確度以及聲調準確率 Accuracy of Huayu (Mandarin) pronunciation and tone	40%
影片主題 Video theme	影片主題及內容是否合宜 Correct video theme and content	15%
華語聲情 Expression abilities	敘述語氣/語調/節奏是否轉換 Showing obvious changes of intonation, tone or tempo	20%
影片整體呈現與創意度	影片整體呈現(含畫質、配樂、字幕)與創意度	25%

項目 Item	內容 Description	占比 Percentage
Overall video presentation & Creativity	Overall presentation (including video quality, background music, subtitles) and creativity	

八、獎勵辦法 Prizes

◇ 創意短文 Message Writing

分入門組及進階組評選，下列獎項每組各取前三名及佳作三名：

The entries will be judged under two separate categories: Basic Group-A Level, Intermediate Group-B Level. For each category, the following awards include 1st, 2nd, 3rd prize and 3 outstanding awards.

第一名：獎金 2,700 元，獎狀乙紙。First prize: NT\$ 2,700 & certificate.

第二名：獎金 1,800 元，獎狀乙紙。Second prize: NT\$ 1,800 & certificate.

第三名：獎金 1,200 元，獎狀乙紙。Third prize: NT\$ 1,200 & certificate.

佳作(三名)：獎金 600 元，獎狀乙紙。Outstanding awards (3 people): NT\$600 & certificate

◇ 創意短片 Short Video

分臺中組及亞太組評選，下列獎項每組各取前三名及佳作三名：

The entries will be judged under two separate categories: Taichung and Asia University. For each category, the following awards include 1st, 2nd, 3rd prize and 3 outstanding awards.

第一名：獎金 4,000 元，獎狀乙紙。First prize: NT\$ 4,000 & certificate.

第二名：獎金 3,000 元，獎狀乙紙。Second prize: NT\$ 3,000 & certificate.

第三名：獎金 2,000 元，獎狀乙紙。Third prize: NT\$ 2,000 & certificate.

佳作(三名)：獎金 1,000 元，獎狀乙紙。Outstanding awards (3 groups): NT\$1,000 & certificate.

詳情請見亞洲大學華語文中心網頁 <http://jclc.asia.edu.tw> 或至 L105 國際事務處洽詢。

More details are available on AU CLC website (<http://jclc.asia.edu.tw>). If there are questions, ask OIA staff at L105 in person.

主辦單位：亞洲大學國際事務處華語文中心

Organizer: Chinese Language Center, Office of International Affairs, Asia University.

協辦單位：教育部深耕計畫辦公室、外國學生華語文能力精進計畫

Co-organizer: MOE Office of Higher Education Sprout Project, The Huayu(Mandarin) Proficiency Enhancement Program for International Students.