

## 汉语桥《一分钟 中文创意挑战赛》邀请函

### 尊敬的贵校领导：

汉语桥《一分钟 中文创意挑战赛》是由教育部中外语言交流合作中心主办的系列挑战赛之一，我们诚挚地邀请贵校组织学生们参赛。本次挑战赛面向世界各国和地区的外国友人，通过“汉语桥”俱乐部 APP 这一学习、交流、互动平台，打破空间限制，跨越赛区界限，为中文爱好者们搭建一个展现自我、促进交流的“舞台”。

### 赛程设置：

作品征集期 1月19日 12:00-3月8日 20:00（北京时间）

作品投票期 3月1日 12:00-3月29日 20:00（北京时间）

专家评审期 3月30日-4月1日（北京时间）

获奖名单公布 4月2日 12:00（北京时间）

### 视频要求：

格式要求：竖屏拍摄，分辨率 720\*1280，MP4 格式，时长 60s 以内，视频大小 100M 以内；

内容要求：原创，创意不限、主题不限，可表达学习中文的成果和对中国语言文化的热爱，内容不限于诗词表演、中文歌曲、相声、戏曲、中文电影配音、生活小喜剧等（详情信

息见附件参赛须知)。

### 奖励办法:

- 一等奖 1 名: 授予“中文之星”称号, 获得中国语言文化体验游学一次(含往返机票、西安 3 天 2 晚食宿行费用)及比赛“获奖证书”;
- 二等奖 2 名: 有道翻译笔 2.0 一支及比赛“获奖证书”;
- 三等奖 3 名: 科大讯飞智能录音笔一支及比赛“获奖证书”;
- 单项奖: “最牛创意奖”、“最准发音奖”、“最高人气奖”各 1 名, 分别获得小米(MI)音箱 Pro 一台及比赛“获奖证书”;
- “入围奖” 30 名: 获得比赛“电子版荣誉证书”。

### 参赛方式

(方式一) 下载“汉语桥”俱乐部 APP, 点击活动页参赛;

(方式二) 发送邮件至 [chinesebridge2020@163.com](mailto:chinesebridge2020@163.com), 提交报名表、个人生活照、视频封面图片及参赛视频。

• 比赛期间如有任何疑议或需要帮助, 请发送相关材料至邮箱: [chinesebridge2020@163.com](mailto:chinesebridge2020@163.com) 联系人: 丁老师

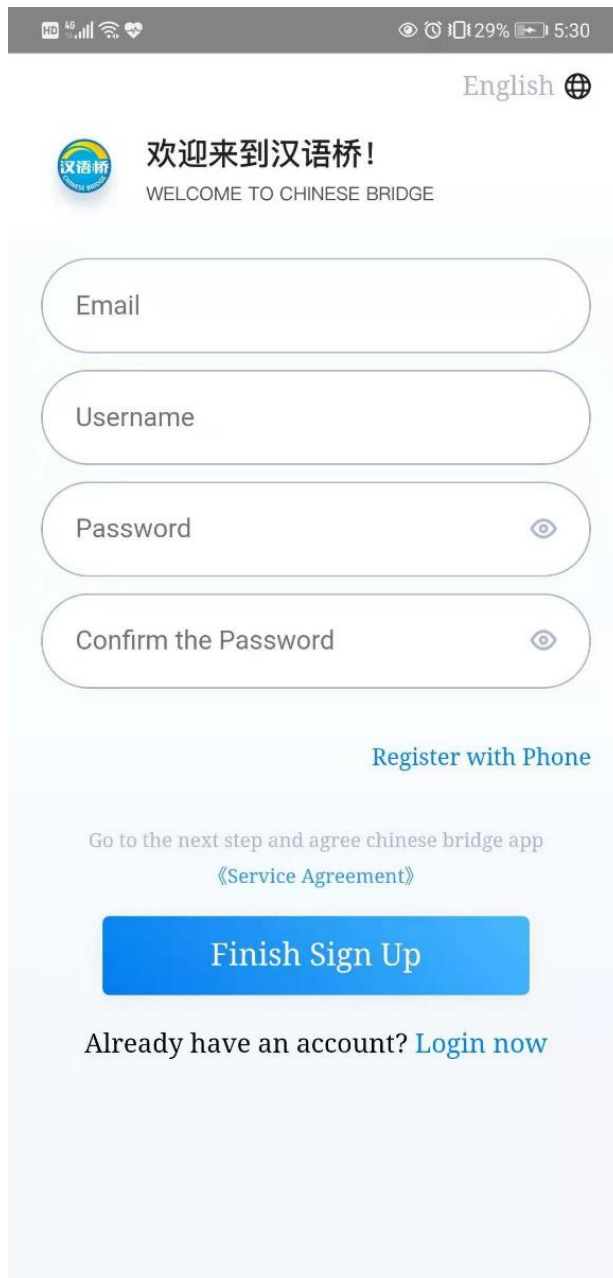
## 作品提交操作指引

### (方式一) 下载 APP 报名参赛流程

1、扫码下载“汉语桥”俱乐部 APP，或者应用市场搜索“汉语桥俱乐部”



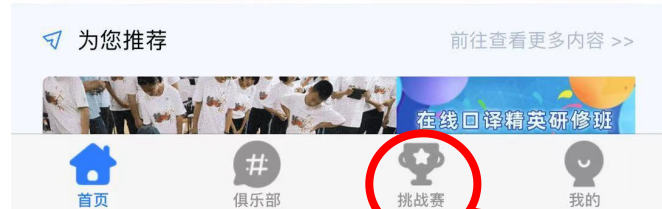
2、注册 APP 并登录

A screenshot of the Chinese Bridge Club app registration interface. At the top, there's a status bar with signal strength, Wi-Fi, and battery icons. Below it, the language is set to "English" with a globe icon. The app logo and the text "欢迎来到汉语桥! WELCOME TO CHINESE BRIDGE" are displayed. The registration form consists of four rounded rectangular input fields: "Email", "Username", "Password", and "Confirm the Password". Each field has a small eye icon to the right, indicating a toggle for visibility. Below the form, there's a link "Register with Phone". A message says "Go to the next step and agree chinese bridge app 《Service Agreement》". A large blue button labeled "Finish Sign Up" is centered. At the bottom, it says "Already have an account? [Login now](#)".

### 3、比赛入口



点击进入比赛说明界面



4、页面往下滑动，找到报名入口，点击



## 5、填写个人信息(\*处为必填项)

挑战赛报名

勾选此处表示您已阅读并同意遵循《[参赛须知](#)》

\*项为必填项

上传照片\*  
注意：请上传真实照片更容易通过审核

中文名\*  
请输入

护照用名  
名 请输入 姓 请输入

出生日期  
年 月 日

出生地  
所属洲 请选择 国家地区 请选择

城市名  
请输入

学校  
请输入

## 6、上传视频

挑战赛报名

请点击下方加号，上传您的参赛视频

上传视频

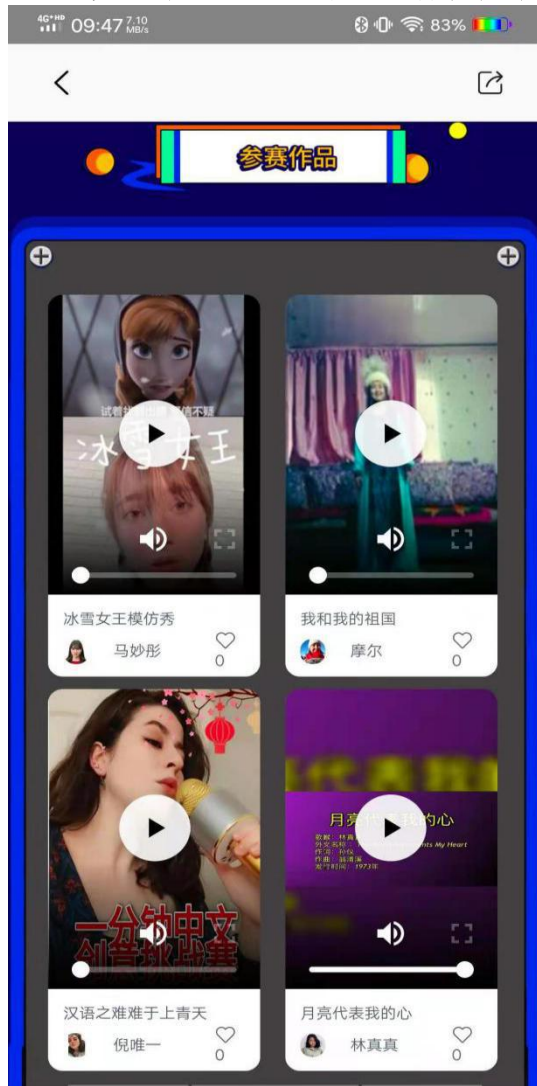
为了作品呈现统一性与传播的完整性，请参赛者使用本次大赛要求进行作品上传，并保留好源文件。  
视频细则：参赛视频要求为竖屏拍摄，时长60s以内，视频大小100M以内，MP4格式，分辨率720\*1280

上传视频封面  
上传和视频内容相关的高清图，更容易通过审核哦!

视频标题  
请为您的视频起一个标题

视频简介  
请写一段话介绍您的视频（200字内）

## 7、组委会审核通过的作品，将在赛事主页展示



## (方式二) 邮件报名参赛流程

- 1、按照视频拍摄要求拍摄视频；
- 2、填写附件一参赛报名表；
- 3、选择一张符合视频内容的封面，竖版，尺寸为 266\*348；
- 4、选择一张自己喜欢的生活照作为上传 app 的头像；
- 5、将以上材料发送至汉语桥官方邮箱 chinesebridge2020@163.com 报名参赛；
- 6、视频通过审核后，组委会将发送邮件通知参赛者报名成功；若视频未过审，组委会会及时与参赛者沟通未过审原因并建议参赛者做出调整后重新上传。

**\*参赛报名表及参赛须知见附件**



附件一

## 汉语桥《一分钟 中文创意挑战赛》参赛报名表

中文名 (4字以内)		性别		照片
大洲		国家		
电子邮箱				
手机/电话				
通信地址及邮编				
个人简介 (100字以内)				
作品名称 (10字以内)				
作品简介 (800字以内)				

**\*邮件报名上传作品的同时，请上传 266\*348 的视频封面，及个人照片。**

## 参赛须知

### Instructions for Participants

- 参赛者在提交作品前请确保已经阅读并且愿意遵守相关比赛规则，任何违反比赛规则的作品，主办方有权取消其参赛资格。
- Participants shall make sure that they have read and are willing to abide by the relevant rules of the Competition before submitting their entries. CLEC reserves the right to disqualify those whose entries violate the rules of the Competition.
- 参赛对象面向全球学习中文、热爱中文的外国友人。参赛者年龄须满 10 周岁，母语非中文，非中国国籍，未成年人参赛必须取得监护人同意。
- We welcome Chinese learners and lovers from all over the world to participate. Participants shall be at least 10 years old (born before January 19, 2011) and not of Chinese nationality. Their native language shall not be Chinese. Minors shall obtain and demonstrate the consent of their guardians or parents.
- 参赛视频创意不限、主题不限，可表达学习中文的成果和对中国语言文化的热爱，内容不限于诗词表演、中文歌曲、相声、戏曲、中文电影配音、生活小喜剧.....可以模仿，可以创新。
- There are no restrictions on ideas and themes that express the achievements of learning the Chinese language and the love for the Chinese language and culture. The entries are not limited to poetry, Chinese songs, comic dialogues, operas, Chinese film dubbing and life comedies..
- 为了作品呈现统一性与传播的完整性，请参赛者按照本次大赛要求进行作品上传，并保留好源文件。参赛视频要求为**竖屏**拍摄，时长**60s**以内，视频大小**100M**以内，**MP4**格式，分辨率**720\*1280**；不得发表违法、恶搞、冒名等不符合参赛要求的作品；同一用户名只能上传一个参赛作品，报名资料按要求填写，其中标\*项为必填项；
- The participants are requested to upload their entries according to the requirements of this Competition and keep the source files properly. The length of

videos is within **60 seconds**, the video size is within **100Mb**, the video format is **MP4 (portrait)**, and the resolution ratio is **720\*1280**. It is not allowed to upload illegal, spoof or fraudulent entries that do not meet the requirements of the Competition. Only one entry can be uploaded under the same user name. And the registration information shall be provided as required; the items marked with \* are mandatory.

- 如多人合作，需征得所有合作者同意并标明所有合作者姓名；同一选手仅可上传一个参赛作品，评选结果以作品为单位，同一选手可获得多个奖项。
- If an entry is produced more than one author, it is necessary to obtain the consent of all authors of the entry and indicate their names; each participant can only upload one entry, and the selection results are based on the entries, so the same participant may receive more than one award.
- 为保证本次赛事活动的公平公正，本次赛事高度重视作品原创性，作品需保证完整性且符合相关国家法律法规的要求，创作时请勿抄袭盗用他人作品，不得侵犯第三方著作权，且无在先使用行为，活动作品不得添加任何与本次大赛无关的第三方 LOGO；（如作品中含有素材元素<非原创部分>，作者需拥有该素材版权的使用授权许可）。若在比赛或商业应用过程中发生版权纠纷，其法律责任由参赛者本人承担。活动主办方享有参赛作品更改权益。参赛作品不能有争议、敏感、使人不适的内容；不能出现违反公序良俗、社会价值观的相关元素，主办方（或其指定的公司）享有其作品在线上线下宣传活动衍生运用中的使用权。
- To ensure the fairness and justice of the Competition, great importance is attached to originality. The entries shall be complete and meet the requirements of laws and regulations of relevant countries. When creating entries, participants shall not plagiarize or misappropriate works of others or infringe the copyright of third parties; there shall be no prior use of the entries; the entries shall not contain any third-party LOGO unrelated to this Competition; (if an entry contains source materials <non-original part>, the participant shall have the license to use the copyright of such materials). If a copyright dispute occurs during the Competition or during commercial use, the legal responsibility shall be borne by the

participant. The organizer of the Competition has the right to modify the entries. The entries shall neither contain controversial, sensitive or uncomfortable content, nor include relevant elements that violate public order, customs, ethics and social values. The organizer (or its designated companies) has the right to use the entries for online and offline promotional activities and derivative use.

- 作品投票期间，活动设有防刷票机制，对以不正当手段（包括但不限于作弊、网络攻击等）刷量影响活动真实性的用户及行为，一经发现，主办方有权禁止其参与活动，并取消以不正当手段获取的数据；
- During the voting period for the entries, a mechanism to prevent fraudulent voting is provided. For users who are discovered attempting to affect the authenticity of the event by illegal means (including but not limited to cheating and cyber attacks), the organizer has the right to prohibit them from participating in the event and cancel any data obtained by improper means.
- “汉语桥”俱乐部 APP 为唯一报名参赛渠道，请参赛者按照赛事规定报名参赛，并上传参赛作品（其他渠道报名及提交作品均视为参赛无效）；
- The “Chinese Bridge Club” APP is the only registration channel of the Competition. Participants are requested to register according to the rules of the Competition and upload their entries according to the rules of the competition (registration and submission of entries through other channels will be considered invalid).
- 因赛事中后期作品上传量较大，请参赛者合理安排参赛时间，及时上传作品，避免重复上传或上传失败，作品提交需同时附上说明简述；
- As a large number of entries will be uploaded in the middle and late stages of the Competition, participants are requested to arrange their time reasonably and upload their entries early to avoid repeated upload attempts or upload failures. The entries must be accompanied by a brief description at the time of submission.
- 作品一经提交，将视为参赛作者同意并遵守比赛相关规定，主办方自动享有参赛者肖像使用权，且有权利根据需要对于带有参赛者肖像的作品进行技术处理、修改、宣传。若作品在参赛期间，或后续推广使用中其著作权存在争

议，主办方不承担因作品侵犯他人（或单位）的权利而产生的法律责任，由提供作品的参赛者承担全部法律责任。

- Once the entry is submitted, the participant will be deemed to have agreed to comply with the relevant regulations of the Competition. The organizer automatically has the right to use the participant's portrait and to technically process, modify and publicize the entry with the participant's portrait as required. If the copyright of the entry is disputed during the competition or subsequent promotion and use, the organizer will not bear any legal responsibility arising from infringement of the rights of others (or organizations) by the entry. The participant who provides the entry shall bear full legal responsibility.
- 在比赛征集期间如有任何疑议或需要帮助，请发送相关材料至邮箱 chinesebridge2020@163.com
- If you have any problem with the entry submission, please contact and send relevant materials to the email address: chinesebridge2020@163.com.
- 获奖通知将在最终结果公示后 5 个工作日内通过邮件方式发送至获奖选手参赛报名时预留的邮箱地址，请确认提供真实有效的联系方式。
- The award notice will be sent within 5 working days after the final result is announced, to the E-mail address provided when the participant registers for the Competition, so please make sure to provide accurate and effective contact information.
- 获奖选手在活动结束后请注意查收邮件，并根据邮件提示内容，配合主办方完成作品确认、相应版权协议签署及奖品发放、后期宣传等工作。
- After the event, the winners shall pay attention to checking emails, and cooperate with the organizer to complete the entry confirmation, signing of the corresponding copyright agreement, prize distribution, and post-publicity work according to the content of the emails.
- 若参赛者在收到邮件后，5 个工作日内对获奖通知未做回应，则视为放弃奖项。
- If the participant fails to respond to the award notice within 5 working days after

receipt of the E-mail, they will be deemed to have given up the award.

\* 活动最终解释权归主办方所有。

\* The Center for Language Education and Cooperation reserves the right of final interpretation.