

I. Objectives:

- ? To create the media scene of printed media for the young;
- ? To increase students interest to the work in print;
- ? To estimate the best examples among students and school printed media;
- ? To introduce the most interesting students and school printed media to the public.

II. Conditions

Each participant (an author or a television channel) is allowed to present only the one publication in each nomination. The publication should contain the nomination, the title, the author and the size (number of lines)

The organizations sending official delegations to participate in the competition should send a [competition application](#) and publications together. The organizing committee will not consider projects, applications and disks that do not correspond the required conditions.

III. Dates and location

Deadline for applications: 8 April, 2011.

Format: publication.

Address: ТРК ЮУрГУ-ТВ. 454080, Россия, г. Челябинск, пр. Ленина, 76, Южно-Уральский государственный университет, главный корпус, ауд. 1004.

Contacts: Olga Maruseeva ? special projects editor, tel/fax: (351) 267-90-82, 8-906-867-94-63

E-mail: maruseeva.olga@mail.ru

Dates: 13-16 April 2011.

IV. Nomination

? ?Let?s join our hands!? (any genre);

? ?The best youth newspaper (topical richness, genre variety, makeup, design and etc.);

? ?The best youth magazine?;

- ? ?The most currently central article? (economic, social and other socially-significant topics);
- ? ?Cultural layer? (reviews, articles);
- ? ?Front page? (selection of news);
- ? ?Events and opinions? (comments);
- ? ?Editorial column ? (essays);
- ? ?My hero? (character sketch);
- ? Special nomination for schoolchildren: ?School years wonderful? (any genre).

V. Assessment criterion

- ? Newsworthiness;
- ? Informational richness;

- ? Literary style: stylistics, grammatical correctness, artistry;
- ? Imaginativeness of the text;
- ? Composition cohesiveness of the text;
- ? Logic of the text;
- ? Genre and stylistic peculiarities of the text;
- ? Author's individual style;
- ? Conceptual richness.