

### *I. Objectives*

- ? To give talented students a chance to approve themselves in the sphere of television;
- ? To help students to fulfill their creative potential and express their pro-active attitude towards life;
- ? To increase students' motivation to cover socially important and moral subjects on the television;
- ? To introduce the best student video programs and telefilms to the public.

### *II. Conditions*

Each participant (an author or a television channel) is allowed to present only the one television program in each nomination on a separate CD or DVD.

The nomination, the title, the author and the timing should be noted on a disk cover.

The organizations sending official delegations to participate in the competition should send a [competition application](#)

and television programs 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: DVD (CD)

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 hand!? (any genre, maximum 15 minutes);

- ? ?News for the young? (informational television program, maximum 15 minutes);
- ? ?100 seconds? (informational event plotting);
- ? ?Is it easy to be young?? (about the problems of the young in contemporary society, maximum 15 minutes);
- ? ?Noon recess? (hobbies, sport, interest of the young, maximum 15 minutes);
- ? ?My hero? (character sketch, maximum 15 minutes);
- ? ?Alma mater? (about the activity of your university or college, educational programs and projects, maximum 15 minutes);
- ? ?Time to laugh? (any genre, maximum 15 minutes);
- ? ?Socially-oriented video? (maximum 90 seconds);
- ? Special nomination for schoolchildren: ?School years wonderful? (any genre, maximum 15 minutes).

### *V. Assessment criterion*

- ? topicality;
- ? informational richness;
- ? directness of idea;
- ? creative originality;
- ? social implication;
- ? quality performance;
- ? literary style: stylistics, grammatical correctness, artistry;
- ? composition cohesiveness of the text;
- ? sound quality;
- ? camerawork;
- ? logic of the montage;
- ? aesthetical perception of the creative work;

? work of the author in shot and off scene;

? credibility;

? positive appeal;

? trenchant speech;

? good-looking appearance;

? inherent sociability.