



MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION
Federal State Budgetary Educational Institution higher education
«Ural State Economic University»
(USUE)»

«APPROVED»

Rector of USUE



Y. P. Silin


«09» January 2023

REGULATIONS

Concerning the Tik Tok Style Challenge

«The hero of our time»

Ekaterinburg
2023

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1. General regulations

1.1. This Regulation (hereinafter referred to as the Regulation) regulates the procedure for organizing and conducting the Challenge in the style of Tik Tok «The hero of our time» (Further - the Competition)

1.2. The competition is held within the framework of the Congress of Strategists of the Eurasian Economic Youth Forum (hereinafter referred to as the EEYF). Internet address of the EEYF website www.eurasia-forum.ru

1.3. Organizer of the Competition: Ural State University of Economics, Institute of Continuous and Distance Education (hereinafter referred to as the Organizer).

1.4. The purpose of the Competition is to determine to what extent its participants, using the video as a form of presentation of the competitive material and digital technologies for its distribution through social networks and Youtube video hosting, are able to assess the nature of the impact of modern world economic relations on the urban economy, build a relationship between the level of socio-economic development of their hometown and personal level of development of professional knowledge, skills and competencies.

2. Participants of Competition

2.1. Students of colleges, technical schools, higher educational institutions, as well as employees of other interested organizations under the age of 35 are invited to participate in the Competition.

2.2. The Competition provides for full-time participation, including as part of teams from organizations, educational institutions, regardless of the field of activity and position. Team composition up to 10 people.

2.3. There is no registration fee for participation in the Competition. Expenses for accommodation of non-resident participants, food and transportation costs are paid by the participants themselves or by sending organizations.


3. Registration procedure

3.1. To participate in the Competition, it is necessary to fill out the application registration form (hereinafter referred to as the “Application Form”) on the EEYF website on the Competition page (see Annex 1). All fields of the Application are mandatory.

If the application is submitted from a team, one of the participants is registered as a “team captain”, the rest of the team members are registered as a “team member”, the list of team members in the form of a separate file with the .doc or .docx extension is sent to the email address Demchenko_nv@usue.ru.

3.2. Applications for participation in the Competition and videos are accepted until March 20, 2022 (hereinafter referred to as the “Registration Period”).

3.3. After filling out the Application Form, each candidate receives from the Organizer a confirmation of receipt of the Application to the e-mail address specified during registration. Confirmation of receipt of the application comes from the e-mail address of the Organizer: Demchenko_nv@usue.ru.

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3.4. Based on the data specified by the participants in the Application, the Organizer divides the participants into groups of 10 people in each according to the directions (hereinafter referred to as the "Groups"), within which group work will be carried out with the demonstration of prepared videos and the performance of competitive tasks.

3.5. Videos are submitted to the contest "Hero of our time" in the following areas:

- "Hero - teacher of an educational institution";
- "Hero - city entrepreneur";
- "Hero - mentor of the city enterprise".

3.6. The video must be sent to the Organizer at slava@usue.ru before March 19, 2023. The organizer of the contest places the video in the group of the Institute of Continuing and Distance Education of the Ural State University of Economics in the Vkontakte social network (hereinafter referred to as the platform).

4. Technical recommendations for preparing videos

When preparing videos, you must follow the following technical recommendations:

- Movie format 1080p (HD), MPEG-2 (Audio codec: MPEG Layer II or Dolby AC-3, Audio bit rate: 128 Kbps or higher), MPEG-4 (Video codec: H.264, Audio codec: AAC, Audio bit rate : 128Kbps or higher);
- the minimum duration of an audiovisual fragment is up to 33 seconds (in the style of the Tik Tok social network), excluding black and static images in the video, as well as silence and background noise in the audio track;
- frame rate - the video must have the original frame rate without resampling, upsampling and performing various transfer procedures;
- aspect ratio - the original aspect ratio should be maintained;
- video resolution of at least 1280 x 720 for 16:9 aspect ratio and at least 640 x 480 for 4:3 aspect ratio;
- video bitrate - 50 or 80 Mbps.

5. The procedure for the competition and the criteria for evaluating videos

5.1. The order of the Competition includes:

10:00–11:00 – registration of participants;


11:00–11:30 – reports of the heads of scientific areas of the Competition in the format of a plenary session, the distribution of participants into working groups according to the subject of the Competition;

11:30–12:30 – demonstration of videos by teams with comments (up to 5 minutes);

12:30–13:30 – preparation and implementation of competitive tasks as part of teams;

13:30–14:30 – summing up the results of the work of the expert commission on the evaluation of competitive materials submitted by participants (groups), as well as the results of their performance of competitive tasks.

5.2. The Expert Commission evaluates the submitted results by the participants of the Competition according to the following criteria:

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- presentation of the video with the presentation of the team of participants (participant): the content and degree of disclosure in the video of the topic declared by the team (participant), the consistency of the video sequence, the availability of the content of the video for understanding by the audience, compliance with the requirements for the duration of the video. The maximum number of points is 30 points;

- the maximum number of points for the competition task from the Organizer is 70 points;

The maximum possible number of points that a participant or group can receive is 100 points and depends on the decision of the expert commission.

The decision of the expert commission is made by calculating the sum of points. In case of equality of points, the decision is made by open voting by experts.

6. Awarding of the winners of the Competition

6.1. Participants who take 1st, 2nd, 3rd places are awarded with diplomas of I, II and III degrees, respectively, and cash prizes. Other participants are given certificates. The leaders of the finalists of the Competition are awarded with letters of thanks.

6.2. The winners and prize-winners are awarded cash prizes within the prize fund of the Competition, established on the basis of the order of the rector of USUE and in accordance with the protocols of the expert commissions of the Competition.

7. Competition Management

7.1. The Competition is managed by the Directorate of the EEYF and the Organizing Committee of the Competition.

7.2. To organize and conduct the Competition, an Organizing Committee is formed, approved by the order of the rector of USUE. The Organizing Committee consists of:

- Chairman of the EEYF Organizing Committee;
- Co-chairman of the organizing committee of the EEYF;
- Scientific supervisor of the Competition, scientific supervisors of the directions of the Competition;

- Coordinator(s) of the Competition;
- Chairman and members of the expert commission of the Competition;
- representatives of organizations - partners of the Competition;
- Competition secretary


7.3. The Organizing Committee carries out general management of the organization and conduct of the Competition, and also performs the following functions:

7.3.1. Chairman of the Organizing Committee:

- approves the Regulations on the Competition, signs the order on the holding of the Competition and the composition of the Organizing Committee of the Competition, the order on the composition of the expert commission of the Competition;

- carries out general management of the organization and conduct of the Competition events.

7.3.2. Co-Chair of the Organizing Committee:

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– directly manages the organization and conduct of the EEYF, within which the Competition is held;

– together with the Scientific Supervisor of the Competition, forms the composition of scientific supervisors of the directions of the Competition and the composition of the expert commission of the Competition.

7.3.3. Scientific Supervisor of the Competition:

- prepares the Regulations on the Competition and, if necessary, changes and additions to it;
- is the chairman of the expert commission of the Competition;
- selects the composition of the expert commission of the Competition.

7.3.4. Scientific supervisors of the Competition's areas make presentations on their areas at the plenary session of the Competition and manage the work of the participating groups.

7.4. To conduct an examination of the results submitted by the participants, an expert commission of the Competition is created. The composition of the expert commission of the Competition includes scientific supervisors of the areas of the Competition, as well as invited experts from universities, institutions of secondary vocational education, other organizations and institutions. The composition of the expert commission is approved by the order of the rector and published on the Competition page of the EEYF website.

All decisions of the expert commissions are recorded and signed by the chairman, secretary and members of the expert commission (Annex 2).

7.5. Coordinator(s) of the Competition together with the working group of the Organizing Committee:

- ensure the invitation of members of the expert commission of the Competition;
- send out information letters to universities and institutions of secondary vocational education of the Russian Federation;
- carry out the organization and control over the course of the Competition;
- organize the work of the expert commission of the Competition;
- organize the issuance of diplomas and the awarding of winners and prize-winners of the Competition;
- draw up a report on the Competition.

8. Coordinates of the Organizing Committee of the Competition

Competition organizer: Ural State University of Economics (USUE)

Address: 620144. Ekaterinburg, March 8/Narodnaya Volya street, 62/45 bldg.


Telephone: (343) 257-91-40, Fax: (343) 257-71-47

Official website of the organizer: www.usue.ru

Official website of the Competition and the Eurasian Economic Youth Forum (EEYF): www.eurasia-forum.ru

USUE subdivision responsible for holding the Competition: Institute of Continuous and Distance Education.

Contact details of the Competition coordinators are indicated on the Competition page of the EEYF website.

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Appendix 1

PARTICIPANT'S STATEMENT*

Tik Tok style challenge for young scientists and students


«My favorite city: yesterday, today, tomorrow» //Congress of Strategists

I provide the following information about myself:

| | | |
|---------------------------|---------------------------------------|--|
| Participant | Surname | |
| | Name | |
| | Patronymic | |
| | Date of Birth | |
| | Place of study / work | |
| | Group, course / position | |
| | Direction / Specialty, specialization | |
| | Address (with zip code) | |
| | Contact number | |
| | e-mail | |
| | Project title | |
| | Team list** | |
| Scientific adviser | Surname | |
| | Name | |
| | Patronymic | |
| | Academic degree, title | |
| | University (organization) | |
| | Contact number | |
| | e-mail | |

* The application is submitted in the form of a completed registration form of the participant on the specialized website of the EEYF.

** With team participation, the team list is sent in a separate file to the email address Demchenko_nv@usue.ru

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Appendix 2

PROTOCOL OF THE MEETING OF THE EXPERT COMMISSION

about determining the winners and prize-winners of the Challenge in the style of Tik Tok
«My favorite city: yesterday, today, tomorrow»

№ _____

Ekaterinburg

Composition of the expert commission:

Chairman of the expert commission:

Full name _____ – position _____

Members of the expert commission:

Full name _____ – position _____

Agenda of the meeting of the expert commission:

Determining the winners and prize-winners of the Challenge in the style of Tik Tok "My favorite city: yesterday, today, tomorrow"

After evaluating the submitted works, the commission decided:

1. To set the following marks for the participating teams on a 20-point rating scale:


Table 1 - Average marks of the participants

| Team`s name | team members full names | Name of the university, institution of secondary vocational education, organization | Number of earned points |
|--------------------|--------------------------------|--|------------------------------------|
| | | | |

2. In accordance with the points scored, assign the following award documents to each participant of the Competition:

Table 2 - Award documents of the participants

| Team`s name | team members full names | Name of the university, institution of secondary vocational education, organization | Type of award document |
|--------------------|--------------------------------|--|-----------------------------------|
| | | | |

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3. To recognize as the winner of the Tik Tok Style Challenge "My Favorite City: Yesterday, Today, Tomorrow"

(team`s name)

(team members full names)

To recognize as a winner (II place)
of the Tik Tok Style Challenge
«My favorite city: yesterday, today, tomorrow»

(team`s name)

(team members full names)

To recognize as a winner (III place)
of the Tik Tok Style Challenge
«My favorite city: yesterday, today, tomorrow»

(team`s name)

(team members full names)

Chairman of the expert commission

_____ / Full name

Signature

Members of the expert commission

_____ / Full name

Signature

Secretary

_____ / Full name

Signature