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**Department of Education**

OFFICE OF THE UNDERSECRETARY FOR CURRICULUM AND TEACHING

DEPARTMENT OF EDUCATION  
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**MEMORANDUM**  
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OFFICE OF THE DIRECTOR IV  
**FEB 28 2024** 4:34  
 Date and Time Released  
 Signature

**TO :** **TOLENTINO G. AQUINO**, Regional Director, Region I  
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**ESTELA L. CARIÑO**, Regional Director, CAR  
**MARIA INES C. ASUNCION**, OIC-Regional Director, CARAGA  
**JOCELYN DR. ANDAYA**, OIC-Regional Director, NCR

**ATTENTION :** **REGIONAL SPECIAL PROGRAM IN FOREIGN LANGUAGE (SPFL) SUPERVISORS**  
**SCHOOLS DIVISION SUPERINTENDENTS**  
**EDUCATION PROGRAM SUPERVISORS**  
**SPFL COORDINATORS**  
**ALL OTHERS CONCERNED**

**FROM :**   
**GINA O. GONONG**  
 Undersecretary for Curriculum and Teaching

**SUBJECT :** **2023-2024 CHINESE CULTURAL FEST FOR THE SPECIAL PROGRAM IN FOREIGN LANGUAGE (SPFL)-CHINESE MANDARIN**


**DATE :** February 21, 2024

The Bureau of Curriculum Development-Special Curricular Programs Division (BCD-SCPD), in partnership with the Confucius Institute at the Angeles University Foundation (CI-AUF), announces the conduct of the **2023-2024 Chinese Cultural Fest** for the Special Program in Foreign Language (SPFL)-Chinese teachers and students from **February 26 to March 26, 2024**.



1/F Bonifacio Building, DepEd Complex, Meralco Avenue, Pasig City  
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The Chinese cultural fest aims to showcase the language and artistic skills of the teachers and students through singing, collage design, face mask design, and Tiktok Mandarin challenge competition.

Kindly refer to Annex A for the mechanics of the competitions and Annex B for the media consent form. The media consent form to be filled out by the parent or legal guardian of the participants shall be submitted along with the entries.

For inquiries, all concerned may contact Dr. Riza C. Gusano, Supervising Education Program Specialist and SPFL-Chinese Focal Person, or Ms. Janinn Almeyda-Mendoza, SPFL Lead Focal Person, through email at [bcd.scpd.spfl@deped.gov.ph](mailto:bcd.scpd.spfl@deped.gov.ph) or this number (02) 8632-0170.

Immediate dissemination of this memorandum to the concerned offices and personnel is requested.

Copy-furnished:

**ATTY. REVSEE A. ESCOBEDO**  
Undersecretary for Operations

**WILFREDO E. CABRAL**  
Regional Director  
Officer-in-Charge  
Office of the Undersecretary for Human Resources and Organizational Development



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Annex A

**DIGITAL COLLAGE ART COMPETITION**

1. This competition is open to all SPFL-Chinese Mandarin students. However, the student may **ONLY** join one category. Each school may only have one (1) participant per grade level in each category. If SPFL-Chinese Mandarin is offered from Grade 7 to Grade 10, the school may have four (4) participants for the Digital Collage Art Competition (1 from each grade level).
2. Collage must be original and must revolve around the theme **“Soar like the dragon, embrace a splendid future”**.
3. Purely digitally-created works only. No professional assistance is allowed. Adults may assist by sharing ideas but are limited to verbal guidance only.
4. The required format for submission of entry:
  - a. Digital form
  - b. 11 x 17 inches
  - c. JPEG
  - d. 300 dpi
  - e. Landscape orientation
  - f. Maximum of 25 megabytes file size
  - g. The collage should **NOT** include text, including signature/slogans
5. A **SHORT ESSAY (100-150 WORDS)** in English or Mandarin explaining the collage and its relation to the theme must be submitted in PDF format. This is to aid the judges in their evaluation.
6. All entries will be judged based on the following criteria:
 

a. Creativity (quality of composition, design, uniqueness)	40%
b. Overall relevance to the theme	30%
c. Overall impact	20%
d. Short Essay of the collage	10%
Total:	100%
7. The decision of the judges will be final and irrevocable.
8. The entry will be submitted by email at [sipingche8@gmail.com](mailto:sipingche8@gmail.com).
9. The email **SUBJECT** and **FILE NAME** should follow the following format:  
**“Collage/CompleteSchoolName/StudentName”**  
*Example: Collage/AngelesUniversityFoundation/JuanDelaCruz*  
 The content of the email must contain the following details:
  - School Name/School Exact Address/Region
  - Participant’s Complete Name/Grade Level & Section/ Contact No./Email Address
  - Coach Complete Name (One coach per entry only) / Contact No./Email Address

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10. The deadline for submission of entries is until **February 29, 2024** only. Submissions after the said date will no longer be accepted.

11. There will be three (3) winners. Announcement of winners will be on March 25, 2024.

Prizes:

- 1st Prize: 3,000P and Certificate
- 2nd Prize: 2,000P and Certificate
- 3rd Prize: 1,000P and Certificate

12. Coaches of the winning entries will also receive a Certificate of Recognition and a unique token.

### **CHINESE ETHNIC MINORITY COSTUME COMPETITION**

1. This competition is open to all SPFL-Chinese Mandarin students.
2. Limit of three (3) pairs entry per school. Entry must have a male and female version of the costume or in pair.
3. Participants may choose one (1) among 200 Chinese ethnic minority costumes that can be found on the internet.
4. Participants must submit the following:
  - Two (2) best and creative with high resolution **WHOLE BODY** (in portrait orientation) **PHOTOS** wearing the costumes.
  - A maximum of 30-second fashion show video wearing your chosen ethnic costume.
5. Choose a nice and clean background for both photo and video entry. Include in the video your school's name, region, participant's name, section, and the name of Chinese ethnic costume you are representing.
6. Entries will be screened prior to posting at the CI-AUF FB page.
7. Required format for submission of entry:
  - a. Digital form
  - b. JPEG & MP4
  - c. 300dpi
  - d. Vertical orientation for both picture and video
  - e. Maximum of 30 megabytes file size



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8. All entries will be judged based on the following criteria:

a. Ethnicity Design	30%
b. Craftsmanship/Quality	30%
c. Poise and Beauty	20%
d. Facebook reaction votes	20%
Total	100%

9. The entries will be submitted by email at 2417769164@qq.com. The email SUBJECT and FILE NAME should follow the following format:  
"COSTUME/CompleteSchoolName/StudentName"

*Example: COSTUME/AngelesUniversityFoundation/JuanDelaCruz*

The content of the email must contain the following details:

- School Name/School Exact Address/Region
- Participant's Complete Name/Grade Level & Section/ Contact No./Email Address
- Coach Complete Name (One coach per entry only)/ Contact No./Email Address

10. The deadline for submission of entries is until **February 29, 2024** only. Submissions after the said date will no longer be accepted.

11. There will be three (3) winners. Winners will be announced on March 25, 2024.  
Prizes:

- 1st Prize: 3,000 and Certificate
- 2nd Prize: 2,000 and Certificate
- 3rd Prize: 1,000 and Certificate

12. Coaches of the winning entries will also receive a Certificate of Recognition and a unique token.

**"CHINESE NEW YEAR IN MY LIFE" PHOTOGRAPHY COMPETITION**

1. This competition is open to all SPFL-Chinese Mandarin students. However, the student may ONLY join one category. Each school may only have one (1) participant per grade level in each category. If SPFL-Chinese Mandarin is offered from Grade 7 to Grade 10, the school may have four (4) participants for the "Chinese in Action" Photography Competition (1 from each grade level).

2. For the entry, the participant shall take a photo depicting the theme of the competition. The theme is "Chinese New Year in my Life".

3. Entries must be original. Copying and plagiarizing others' work is strictly prohibited. If the entry/ies were found as copied/plagiarized works, the participant



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and the school will be disqualified. No professional assistance is allowed. Adults may assist by sharing ideas but are limited to verbal guidance only.

4. Required format for submission of entry:

- a. Only photos taken by digital cameras are allowed. A single "High Dynamic Range" photo produced from multiple exposures and Black & White Photos are acceptable.  
Photos taken by film camera, fisheye lens, and stitched panoramas are not eligible.
- b. Post processing of the image is limited to cropping and color enhancements, including shadows and highlights only. Photo editing is not allowed.
- c. Photo must be in JPEG format with at least 300 dpi and a maximum file size of 10 MB.
- d. Entry must not contain date stamps, watermarks or any text on the image.
- e. Entry must not have been awarded in any other photo contests and/or commercially published whether for news, advertising, or otherwise.

5. All entries will be judged based on the following criteria:

a. Positive content and relevance to the theme	50%
b. Photography skill	20%
c. Creativity	20%
d. Originality	10%
Total:	100%

The decision of the judges will be final and irrevocable.

6. The entry will be submitted by email at [wuxueer819@gmail.com](mailto:wuxueer819@gmail.com). The email SUBJECT and FILE NAME should follow the following format:  
"Photography/CompleteSchoolName/StudentName"  
*Example: Photography/AngelesUniversityFoundation/JuanDelaCruz*

The content of the email must contain the following details:

- a. School Name/School Exact Address/Region
- b. Participant's Complete Name/Grade Level & Section/ Contact No./Email Address
- c. Coach Complete Name (One coach per entry only) / Contact No./Email Address

7. The deadline for submission of entries is until **February 29, 2024** only. Submissions after the said date will no longer be accepted.

8. There will be three (3) winners. Announcement of winners will be on March 25 , 2024.



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Prizes:

- 1st Prize: 3,000 and Certificate
- 2nd Prize: 2,000 and Certificate
- 3rd Prize: 1,000 and Certificate

9. Coaches of the winning entries will also receive a Certificate of Recognition and a unique token.

**"HAPPY CHINESE NEW YEAR" TIKTOK CHINESE CONVERSATION DUET CHALLENGE**

1. This competition is open to all SPFL-Chinese Mandarin students. However, the student may ONLY join one category. Each school may only have one participant (or one group) per grade level in each category. If SPFL-Chinese Mandarin is offered from Grade 7 to Grade 10, the school may have four participants (or four groups) for Tiktok (1 from each grade level).

2. The theme of the Tiktok Mandarin Challenge is "Happy Chinese New Year". Students can freely choose one of the three options - singing, dancing, or acting - as the content for their Tiktok Chinese challenge video.:

Chinese Conversation Duet Challenge

Duet with CI-AUF's ready-made Chinese conversation. Visit the Tiktok homepage of Confucius Institute at AUF, select the Chinese conversation video, click on the Duet button, respond in Chinese according to the prompts, post the video with hashtags and send it to our email to complete the Chinese conversation duet challenge.

Hashtags: #happychinesenewyear #mandarin #language #springfestival #CIAUFCNY2024

3. The total length of the entry must not exceed 60 seconds.

4. In addition to our recommended tags, you can add other tags for your video as long as it is related to Chinese language learning.

5. All entries will be judged based on the following criteria:

a. Mandarin Skills	50%
b. Performance Skills	25%
c. Props and costumes	15%
d. Video quality	10%
Total:	100%

The decision of the judges will be final and irrevocable.

6. The entry will be submitted by email at [a2832487079@gmail.com](mailto:a2832487079@gmail.com). The email SUBJECT and FILENAME should follow the following format:

"2024Tiktok/CompleteSchoolName/StudentName"

Example: 2024Tiktok/AngelesUniversityFoundation/JuanDelaCruz



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The content of the email must contain the following details:

- a. School Name/School Exact Address/Region
- b. Participant's Complete Name/Grade Level & Section/ Contact No./Email Address
- c. Coach's Complete Name (One coach per entry only)/ Contact No./Email Address

7. Sending of entries starts on January 29, 2024. The deadline for submission of entries is until February 29, 2024 only. Submissions after the said date will no longer be accepted.

8. There will be three (3) winners. Winners will be announced on March 25, 2024. Prizes: 1st Prize: 3,000 and Certificate 2nd Prize: 2,000 and Certificate 3rd Prize: 1,000 and Certificate

9. Coaches of the winning entries will also receive a Certificate of Recognition and a unique token.

### **CHINESE CHARACTER CREATIVE PAINTING COMPETITION**

1. This competition is open to all SPFL-Chinese Mandarin students. However, the student may ONLY join one category. Each school may only have one (1) participant per grade level in each category. If SPFL-Chinese Mandarin is offered from Grade 7 to Grade 10, the school may have four (4) participants for the Chinese Character Creative Painting Competition (1 from each grade level).

2. For the entry, the participant will choose a Chinese character and through painting, utilizing the strokes and forms of Chinese characters to showcase their meanings and cultural connotations. The following pictures can be used as references only.

3. Entries must be original. Copying and plagiarizing others' work is strictly prohibited. If the entry/ies were found as copied/plagiarized works, the participant and the school will be disqualified.

4. Purely handmade works only. No professional assistance is allowed. Adults may assist by sharing ideas but are limited to verbal guidance only.

5. Required format for submission of entry:
- a. Digital form
  - b. 12x12 inches, 350 dpi
  - c. JPEG or PNG
  - d. Maximum of 25 megabytes file size

The entry should NOT include text, including signature/slogans.

6. All entries will be judged based on the following criteria:
- |   |     |
|---|-----|
| a. Creativity (quality of composition, design, uniqueness)    | 40% |
| b. Relevance of the representation to the character's meaning | 30% |



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c. Overall impact	20%
d. Originality	10%
Total:	100%

The decision of the judges will be final and irrevocable.

7. The entry will be submitted by email at [lichengwu116@gmail.com](mailto:lichengwu116@gmail.com). The email SUBJECT and FILENAME should follow the following format:

"ChineseCharacter/CompleteSchoolName/StudentName"

*Example: Chinesecharacter/AngelcsUniversityFoundation/JuanDelaCruz*

The content of the email must contain the following details:

- School Name/School Exact Address/Region
- Participant's Complete Name/Grade Level & Section/ Contact No./Email Address
- Coach Complete Name (One coach per entry only) / Contact No./Email Address

8. The deadline for submission of entries is until **February 29, 2024** only. Submissions after the said date will no longer be accepted.

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Prizes:

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- 3rd Prize: 1,000 and Certificate

10. Coaches of the winning entries will also receive a Certificate of Recognition and a unique token.

#### **2024 CHINESE CULTURAL FEST CONDITIONS**

1. By joining any 2024 Chinese Cultural Fest Contest, the student-participant attests that the submitted entry is the contestant's ownership and original work. CI-AUF will not be held liable on copyright infringement claims against the entry/s and the corresponding student-participant.

2. The submission of entry on 2024 Chinese Cultural Fest (Digital Collage, Chinese Ethnic Minority Costume, Photography Competition, TikTok Mandarin Challenge, and Chinese Character Creative Painting Competition) shall mean that the student-participant agrees and abides by the rules, regulations, and decisions, which are fully and unconditionally binding in all respects.

3. A breach/ non-compliance of the entry requirements or any of the competition rules will result in the disqualification of the entry. CI-AUF reserves the right to



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require the student-participant to sign legal documents to verify the student-participant's qualifications as it deems fair and necessary. Any corresponding prizes for disqualified entries will be deemed forfeited.

4. All entries will be screened prior to judging and posting. CI-AUF, in its sole and full discretion, reserves the right to disqualify entries that are deemed inappropriate, in part or in full (showing, detrimental, violent, political, obscene, discriminatory, or lewd).

5. Only the entries officially posted by CI-AUF for public viewing are eligible to win the prizes.

6. CI-AUF reserves the right to use all entries, in whole or part, for free for its Mandarin Language advocacy campaigns and promotional purposes with due credit to the student-participants. No additional compensation in any form will be given.

7. CI-AUF reserves the right to update the contest duration and guidelines as it deems necessary.



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