

TIKTOK - SMALL GROUP

University of Memphis Language Fair 2023



GUIDELINES

- The video should clearly relate to the theme. If the video does not adhere to the theme, it will not be judged.
- Maximum of three (3) video entries per class period.
- Groups are to be **no more than 3 students per submission**.
- The video must be entirely in the target language and should be 2-3 minutes in length.
- Stock footage may only be used very minimally. Filters and emojis may be used as long as they relate to the content and are used for creative purposes. Captions are allowed but will not be considered in the judging.
- Submissions will be accepted starting February 1st and will close on March 3rd. All work is to be submitted via the online registration form at www.memphis.edu/fair/.
- All submissions must be submitted together in one **PDF or Word file per level** at the time of registration. The files should be named in this manner: a submission from French 3 at School X would be named "SchoolXFrenchTikTokLevel3.pdf" or "SchoolXFrenchTikTokLevel3.docx".
- The TikTok submission should be a document with the following information:
 - Title
 - Students' names
 - School
 - Teacher
 - Language
 - Level (I, II, III, IV)
 - Link to the TikTok
- Tiktoks must be done solely by language student(s) who are currently enrolled in a foreign language class for the target language used in the video. All participants in the Tiktok must be earning high school credit.
 - Foreign language students and speakers of cognate languages may participate in this event.
 - Native and heritage speakers may perform in the Tiktok but may NOT be involved in any scriptwriting (they may perform a script written by other participants or extemporize their own roles) and may NOT be involved in writing or editing inserted post-production. They must be identified as native or heritage speakers in an accompanying list of credits on the submission document.
 - **Native Speaker** – the majority of formal education is in the target language
 - **Heritage Speaker/Learner** – the majority of formal education is in English, but the target language is commonly used for communication in the home
 - **Second Language Learner** – little or no experience with the target language outside of formal education
 - **Cognate languages** are ones that closely related to the language being tested, such as Portuguese speakers in Spanish contests. Speakers of cognate languages are excluded from the vocabulary quiz in the name of fairness and may not participate in this event.

See next page for judging criteria.



JUDGING

CRITERIA	OUTSTANDING (4)	NOTEWORTHY (3)	FAIR (2)	POOR (1)
Content	The unique organization of content and visual elements creates a striking and memorable work . It has the power to “ wow ” the viewer.	The organization of content and visual elements create a cohesive work . The work has a lasting impact on the viewer.	The organization of content and visual elements is adequate . The work holds the viewer’s attention .	The content is inadequate . There is little or no impact on the viewer .
Creativity	The video shows unique (“ outside of the box ”) and creative interpretation with great attention to detail .	The video shows creative interpretation with attention to detail .	The video shows an attempt at creativity with some attention to detail .	The video is not creative and shows no attention to details .
Cultural Relevance	The video displays a significant understanding of the target culture.	The video displays adequate understanding of the target culture.	The video displays some understanding of the target culture.	The video displays little to no understanding of the target culture.
Grammar	Correct usage of grammar structures.	Occasional mistakes, but overall understandable content and purpose.	Fair number of grammatical mistakes; understandable with some difficulty .	Difficult to understand due to multiple grammar mistakes.
Vocabulary	Correct usage of vocabulary related to the theme; demonstrates variation of vocabulary and control of spelling/writing forms.	Some mistakes in vocabulary usage, spelling/writing forms, but understandable content and purpose.	Fair amount of incorrect vocabulary applied; incorrect spelling/writing forms understandable with some difficulty .	Difficult to understand due to multiple misuses of vocabulary and incorrect spelling/writing forms.

Judges will determine whether the Tiktok has real learning value for the student in the event of a tie.

If teachers have any questions, please contact flfair@memphis.edu .