

**Revised as at 24 February 2022**

## **Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2021/22” (SOW 2.0) – SOW Creative Singing Contest**

### **Aims / Objectives**

The purpose of this circular memorandum is to invite secondary schools to participate in the SOW Creative Singing Contest (the Contest) under the Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2021/22” (SOW 2.0). The Contest is co-organised by the English Language Education (ELE) Section and the Arts Education (AE) Section of the Curriculum Development Institute (CDI), the Education Bureau (EDB).

### **Details**

2. As one of the featured activities in the SOW 2.0 Campaign, the Contest aims to:
  - encourage students’ creative expression through engaging them in English lyrics writing and singing performance;
  - enrich students’ English and music learning experiences;
  - promote Language across the Curriculum and cross-curricular collaboration in schools; and
  - nurture positive values and attitudes in students.
  
3. The Contest is open to secondary schools in Hong Kong. Each school can submit a **maximum of TWO entries by ~~6 May 2022 (Friday)~~ 6 July 2022 (Wednesday)**. For details, please refer to the relevant Appendices and the competition website ([https://www.edb.gov.hk/sow\\_singcon](https://www.edb.gov.hk/sow_singcon)). For more information about the SOW 2.0 Campaign, please refer to EDB Circular Memorandum No.154/2021 and visit the SOW website ([www.edb.gov.hk/sow](http://www.edb.gov.hk/sow)).



SOW Creative Singing Contest

SOW Campaign 2021/22

4. In support of the Contest, an online **Briefing Session will be held on ~~25 February 2022 (Friday)~~ 18 March 2022 (Friday)**. Schools interested in joining the Contest and/or the Briefing Session should complete the **Google Reply Form (Appendix 2b) and return it by 6:00 pm on ~~22 February 2022 (Tuesday)~~ 15 March 2022 (Tuesday)**.
5. Schools should submit **the entry/entries and the original copy of the completed**

**Entry Submission and Declaration Form (Appendix 2c) by hand to the EDB on or before ~~6 May 2022 (Friday)~~ 6 July 2022 (Wednesday).** Please refer to Item 3 in **Notes to Schools (Appendix 2a)** for details about submission.

### **Contact Person**

6. For enquiries, please contact Ms Samantha TSANG of the English Language Education Section at 2892 6572 or Mr YEH Cheung-shing of the Arts Education Section at 3698 3531.

**Campaign on “Promoting Positive Values and Attitudes through  
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SOW Creative Singing Contest (the Contest)**

**Notes to Schools**

**1. Entry Requirements**

- The Contest is open to secondary students in Hong Kong.
- Each school can submit a **maximum of TWO entries**.
- Each entry should be submitted on an individual or group basis (with up to 5 members in each group).
- Each student, with a clear specified role, is allowed to participate in ONE entry only.
- All entries should be submitted through the schools of the students.

**2. Rules and Regulations**

- Each entrant/group should write English lyrics for a song and prepare a singing performance with the song using ONE of the three melodies newly composed by the renowned Hong Kong song-writer Mr NG Cheuk-yin. If a school submits two entries, each entry should be based on a different melody. **Complete the Google Reply Form shown in Appendix 2b (<https://forms.gle/YGSAhHi8wK4ahiAz7>) to obtain the Music Minus Ones (MMOs) and lead sheets of the three melodies.**
- For entry submission, the following items, saved in a CD-ROM or flash drive, should be delivered by hand to the designated address:
  - (i) the English lyrics in both WORD and PDF formats, and
  - (ii) a video recording of the singing performance in mp4 format
- Song lyrics:  
The song lyrics should:
  - convey a positive message (e.g. Be Grateful and Treasure What We Have, Stay Positive and Optimistic) and promote positive values and attitudes (e.g. perseverance, diligence, empathy, respect and care for others)
  - include a quotable line that can highlight the key message of the song and serve as a saying of wisdom (e.g. “Seize every opportunity”, “The best is yet to come.”), which is underlined in the submission
  - display creativity in the use of language and make effective use of any of the following literary devices where appropriate:

Figures of speech	Sound effects	Clever use of words and sentence patterns
simile metaphor personification	rhyming alliteration assonance	pun parallelism

symbolism imagery	repetition	
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➤ show an awareness of song structure (e.g. verse and chorus)

● Performance of the song:

➤ The song can be performed in solo or in group of no more than 5 students, including the singer(s) [e.g. lead singer(s), backup singer(s)] and instrumentalist(s) [e.g. guitarist(s), drummer], where applicable.

➤ Participants are free to render the song in any styles (e.g. a cappella) and/or perform it with any instrumental accompaniment they deem appropriate.

➤ **Participants should use the MMO(s) provided for the singing performance.**

➤ Choreography and movement would not be assessed though they might enhance the overall performance.

➤ The singing performance should be video-recorded for submission. **Given the pandemic situation, virtual choir performance, for example, is encouraged for group entries.**

➤ ~~The video recording of the singing performance should be taken in one shot and submitted in their original recording form without any post-recording editing.~~

● All entries will NOT be returned.

● The EDB reserves the right to modify the rules and regulations of the Contest.

**3. Submission of Entries**

● Schools should submit the entry/entries **by hand** to the EDB.

● Late submission or entries with incomplete information will NOT be accepted.

Submission deadline:	<del>6 May 2022 (Friday)</del> <b>6 July 2022 (Wednesday)</b>
Time:	9:00 am to 12:30 pm and 2:00 pm to 5:00 pm
Submission address:	<ul style="list-style-type: none"> <li>- <u>English Language Education Section, CDI, EDB</u> Room 1206, 12/F, Wu Chung House, 213 Queen's Road East, Wan Chai; OR</li> <li>- <u>Arts Education Section, CDI, EDB</u> Room W325, 3/F, West Block, EDB Kowloon Tong Education Services Centre, 19 Suffolk Road, Kowloon Tong, Kowloon</li> </ul>
Items to be submitted:	<ul style="list-style-type: none"> <li>- The original copy of the completed <b>Entry Submission and Declaration Form</b> (Appendix 2c)</li> <li>- A CD-ROM or flash drive (with the name of the school) containing: <ul style="list-style-type: none"> <li>(i) the song lyrics in both WORD and PDF formats with literary devices highlighted and labelled and the quotable line(s) underlined</li> </ul> </li> </ul>

	(ii) a video recording of the singing performance in mp4 format
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#### 4. Awards and Prizes

Award	Prizes	
Outstanding Award [About 5 entries]	Each awardee will receive the following: - a certificate - book vouchers worth HK\$2,000 for each winning entry - a music product for each winning student	The awardees <b><u>may be</u></b> invited to a recording session or a public performance, if the situation allows. The performance clips will be broadcast on the Education Bureau YouTube channel.
Commendable Award [About 10 entries]	Each awardee will receive the following: - a certificate - book vouchers worth HK\$1,000 for each winning entry - a music product for each winning student	/
The Audience Award [The most popular entry in public voting]	The winner/winning group will receive the following: - a certificate - book vouchers worth HK\$2,000 for the winning entry - a music product for each winning student	The winner/winning group <b><u>may be</u></b> invited to a recording session or a public performance, if the situation allows. The performance clip will be broadcast on the Education Bureau YouTube channel.
Certificate of Appreciation	All participants who submit entries that meet the basic requirements will be awarded a “Certificate of Appreciation”.	

#### 5. Adjudication

- A judging panel comprising English language and music professionals, and officers from the ELE and AE Sections of the EDB will select entries for the Outstanding and Commendable Awards and shortlist entries for public voting of the Audience Award.
- All entries will be assessed based on the following criteria:
  - a) content and message of the song
  - b) language use in the lyrics

- c) musicality of the performance including expression, interpretation and ensembleship (applicable for group entries only)
- d) performance techniques ~~in vocal and instrumental aspects~~
- e) creativity and originality of the performance
- The decision of the judging panel will be final.
- The Audience Award will be decided by the results of public polling to be conducted in ~~June 2022~~ **July to August 2022**.
- Schools would be notified of the results by ~~the end of July 2022~~ **the end of August 2022**.

## 6. Intellectual Property

- All participating students, students' parents or guardians, and schools should note and agree with the following terms:
  - a) All entries should be original and have not been publicised on any occasions.
  - b) Participants need to ensure that the content of the entries does not infringe any copyright and publication rights. Please visit the following website for details related to intellectual property:  
[https://www.ipd.gov.hk/eng/pub\\_press/publications/IP\\_e.pdf](https://www.ipd.gov.hk/eng/pub_press/publications/IP_e.pdf)
- Any entries that infringe any intellectual property rights would NOT be accepted. The EDB takes no liability whatsoever for such infringement.
- The EDB retains the right to edit, modify, publish and use any entries in any forms for display and educational purposes, and has the final decision of the above actions.



## 7. Briefing Session

- Teachers are welcome to join the following online Briefing Session in which further details of the Contest will be provided.

### Briefing Session on “SOW Creative Singing Contest”

Date: ~~25 February 2022 (Friday)~~ **18 March 2022 (Friday)**  
 Mode: Zoom meeting  
 Time: 3:30 – 5:00 pm  
 Language: English (supplemented with Cantonese)

- Interested schools and teachers should complete the online **Google Reply Form** (as shown in Appendix 2b) and return it by 6:00 pm on ~~22 February 2022 (Tuesday)~~ **15 March 2022 (Tuesday)**. Login details will be provided upon receipt of the reply form.

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**Google Reply Form**

(<https://forms.gle/YGSAhHi8wK4ahiAz7>)



Please complete the **Google Reply Form** online and submit by 6:00 pm on ~~22 February 2022~~ (Tuesday) **15 March 2022 (Tuesday)** to obtain the **MMOs** and lead sheets of the three melodies.

A **SAMPLE** of the **Google Reply Form** is shown below.

<b>I. School Information</b>	
1. School Name:	
2. Name of School Head:	
3. Contact Teacher (with Post Title):	
4. Contact Email:	
5. Contact Number:	
<b>II. About the SOW Creative Singing Contest</b>	
1. My school would like to obtain the <b>MMOs</b> and lead sheets of the three songs for the Contest. <i>(Files to be sent to the contact email provided above)</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No
2. My school plans to submit _____ entry/entries	<input type="checkbox"/> 1 <input type="checkbox"/> 2
3. My school would like to nominate teachers to attend the Briefing Session on <del>25 February 2022</del> <b>18 March 2022</b> .	<input type="checkbox"/> Yes <input type="checkbox"/> No Go to (4) if “yes”
4. Name and post title of the teacher to attend the Briefing Session:	Teacher (1): Name: _____ Post title: _____
	Teacher (2): Name: _____ Post title: _____

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SOW Creative Singing Contest**

**Entry Submission and Declaration Form**

(Original copy to be submitted by hand on or before ~~6 May 2022, Friday~~ **6 July 2022, Wednesday**)

We declare that the English lyrics submitted are original work. We also understand that we are liable for any legal action against us caused by any copyright infringement. Moreover, we authorise the Education Bureau the right to edit, modify, publish and use any entries, including the English lyrics and its performance in any forms for display and educational purpose, and has the final decision of the above actions. However, the student writer(s) still own(s) the copyright of the English lyrics.

<b>Entry No. 1 - Song Title:</b>				
	<b>Student name in English (as in ID card)</b>	<b>Level</b>	<b>Role (e.g. lyrics writer, lead singer, backing singer)</b>	<b>Signature</b>
1.				
2.				
3.				
4.				
5.				

<b>Entry No. 2 - Song Title:</b>				
	<b>Student name in English (as in ID card)</b>	<b>Level</b>	<b>Role (e.g. lyrics writer, lead singer, backing singer)</b>	<b>Signature</b>
1.				
2.				
3.				
4.				
5.				

<b>Name of Teacher in English</b>	<b>Subject (e.g. Music)</b>	<b>Contact No.</b>	<b>Email Address</b>	<b>Signature</b>

Name of School : \_\_\_\_\_  
 Name of School Head : \_\_\_\_\_  
 Signature of School Head : \_\_\_\_\_  
 Date : \_\_\_\_\_

School Chop