

JaLaChamp 2025

Japanese Language Championship for Young Learners UK

Application Guideline

1. Aims

The world is changing very quickly. Technology is advancing, and nowadays if you have a computer or a smartphone you can send a message to anyone in the world. In a time like this, we should always consider the following questions: “What message do I want to convey and how?” Using your voice, the written word, visuals, design and more – there are many ways to express your message. It is important to be able to combine these different choices of expression to create a way of expressing yourself that others can understand, empathise with or be persuaded by.

This event is a contest for primary and secondary school students studying Japanese in the United Kingdom. The aim is to encourage you, the students, to use your Japanese and present your thoughts, views, ideas and messages. There are two categories - the speech category, and the video category, where you are asked to create an original video based on the theme provided. You choose the category you like and apply. For video category, you can apply individually or as part of a group.

2. Categories and Eligibility Criteria

Primary and secondary school students studying Japanese in the United Kingdom are eligible. Please see the eligibility criteria for each category in the table below. For more details, please read the guidelines for each category.

Category	Speech Category →	Video Category →
Overview	<ul style="list-style-type: none"> Give a speech on a theme of your choice between 4 and 5 minutes in length. 	<ul style="list-style-type: none"> Make a video based on the provided theme, either by yourself or in a group. There are three divisions for different ages and level of Japanese proficiency: Primary School Division, Secondary School Division 1 and Secondary School Division 2. The theme and length of video differ based on division.
Individual or Group	<ul style="list-style-type: none"> Individual only 	<ul style="list-style-type: none"> Both individual and group applications accepted.
Eligibility	<ul style="list-style-type: none"> Secondary school students studying Japanese as a foreign language.* Those who speak Japanese at home or have lived in Japan for six months or more since the age of six are NOT eligible to apply. 	<ul style="list-style-type: none"> Students studying Japanese in the United Kingdom.* Those who speak Japanese at home or have lived in Japan for over six months are eligible to apply.
Japanese Level*	<ul style="list-style-type: none"> B1 level ** Post-GCSE students or with Japanese knowledge at an equivalent level. 	<ul style="list-style-type: none"> Primary School Division: A1-A2 level ** Secondary School Division-1: A1-A2 level ** Secondary School Division-2: B1 level **

* First Prize winners from previous JaLaChamp contests are Not eligible to apply to the same category/division.

** Please find the information below regarding Japanese levels:

A1 Level: Can introduce your favourite things in simple way, while displaying photos and images.

A2 Level: Can talk in simple Japanese about your favourite things, such as what sort of thing it is, why do you like it, what parts of it do you like and so on.

B1 Level: Can talk in a straightforward and prepared way about a familiar theme, describing what you have researched or found out, or what you thought about it.

* For more detailed information please check [here \(CEFR Self-assessment grid\)](#) :

3. Application deadline and future schedule

Please note that the application deadlines are different according to category.

- **Speech Category:** 15:00 GMT Tuesday **4th February** 2025

- **Video Category:** 15:00 GMT Tuesday **4th March** 2025

Speech Category	Video Category
September 2024 Applications open	
<u>Application Deadline</u> 15:00 GMT 4th February 2025	
Preliminary screening	<u>Application Deadline</u> 15:00 GMT 4th March 2025
Early March to mid-March Screening results	Preliminary screening
	Mid-March to late March Screening results
Saturday 10 th May <u>JaLaChamp 2025 Finals Day</u>	

4. Finals Day

There will be a finals day which will take place at Japan House London (101-111 Kensington High Street, London, W8 5SA) on Saturday 10th May 2025. We will announce details about the finals day at a later date.

We would like to ask all selected finalists to attend Finals Day. If you apply as a group, we would like at least one member of the group to attend Finals Day.

5. How to apply

- Please ask your Japanese teacher to submit your application.
- Please check the guidelines for the category you would like to apply to in order to avoid errors in your application:

 [Speech Category](#) 

 [Video Category](#) 

6. Contact

The Japan Foundation, London
 E-mail: speechcontest@jpf.go.jp
 Tel: 020 7492 6570

Speech Category

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[→ Video Category](#)

In the Speech Category, secondary school students studying Japanese as a foreign language are asked to give a speech on a theme of their choice where they express their thoughts, messages, and any points they would particularly like to emphasise.

1. Eligibility

The applicant must meet all of the following conditions to be eligible for this category:

- Those who are secondary school students studying Japanese in the UK
(Students studying outside of a secondary school setting, such as at a Saturday school or with a private tutor, are also able to apply)
- Those who have a **Japanese level equivalent to B1 level** of JF standard for Japanese-language Education/CEFR (Post-GCSE level).*
- Those who have **NOT** spent a total of 6 months or more in Japan since the age of six.
- Those who have **NO** family members who are Japanese native speakers and do **NOT** use Japanese as family language at home.
- Those who have **NOT** previously won first prize in the Speech Category of a previous JaLaChamp.

* Please find the information below regarding Japanese levels:

B1 Level: Can talk in a Straightforward and prepared way about a familiar theme, describing what you have researched or found out, or what you thought about it.

* For more detailed information please check [here \(CEFR Self-assessment grid\)](#) :

2. Speech theme and length

Theme: Any

- The speech should have a title.
- You should also be clear about the points you want to raise and express your own views on why you want to deliver them.

Length: Between 4 minutes and 5 minutes

Important: - It is prohibited to create a speech as a group. Please write and present your speech on your own.

- Please note that **speeches which don't follow the guidelines will be disqualified.**

3. Judging Criteria

The speeches will be judged based on the following points. Details of the judging decisions will not be made public.

Criteria	Description	
1	Originality of the theme	Whether the theme is original, whether it expresses one's own ideas and viewpoints, and whether the title matches the content.
2	Structure of the speech	Whether the structure is persuasive or encourages audience sympathy.
3	Japanese	Pronunciation and fluency
		Grammar and vocabulary (accuracy, appropriateness, range of use)
4	Presentation skill	Whether the speaker engages the audience (e.g. volume of voice, pauses, eye contact, gestures, etc.)
5	Q&A	Whether the speaker can interact with the interlocutor (with the same level of as in the speech transcript).

4. How to apply

(1) For students applying:

Please prepare for the following two files and share them with your Japanese language teacher.

① Sound file of your speech

Format: MP3

File name: 'YOUR SURNAME_SCHOOL NAME'

E.g. 'Smith_Brookes' if your name is M Smith and your school is Brookes School.

Please make sure that we can hear your voice loudly and clearly.

② Script of speech in Japanese

Format: Microsoft Word, PDF, or a scan of a handwritten script

File name: 'YOUR SURNAME_SCHOOL NAME'

E.g. 'Smith_Brookes' if your name is M Smith and your school is Brookes School.

Language: Japanese

*If you are studying with a private tutor or at a Saturday school etc, you should ask your teacher to submit your application. You should also notify a teacher at your secondary school letting them know that you are entering this contest.

(2) For teachers of Japanese:

- Teachers should fill out the online application form. Applications will open in September 2024. Please find the URL of the application form from the link below:
<<https://www.jpf.org.uk/whatson.php#1359>>
- Please upload **your students' files to an online file transfer service (e.g. WeTransfer) or a cloud service (e.g. OneDrive or Google Drive)**, create a shared link, and let us know the link in the online application form.
- ※ If you use a school email account, please make sure that you are able to use it to share files with someone outside of your institution and that you give permission for us to download the files.
- ※ Please obtain permission from the students' parents or guardians.
- ※ If the student is selected as a finalist, we will send a consent form to be signed by their parent or guardian regarding the student's participation in the event and requesting permission to use videos of their speech. This form must then be returned to The Japan Foundation, London.

5. Application deadline

15:00 GMT Tuesday **4th February** 2025

6. Finals Day

Finals Day will be held on Saturday 10th May 2025 in London (101-111 Kensington High Street, London, W8 5SA). Selected finalists will be notified about the event early to mid-March.

We hope that all finalists will be able to attend.

7. Contact

The Japan Foundation, London

E-mail: speechcontest@jpf.go.jp

Tel: 020 7492 6570

Video Category

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[→ Speech Category](#)

In the video category, students are asked to create a video according to a set theme, either individually or as part of a group. We want to encourage you to show us your creativity in full and have fun making your video!

1. Divisions and eligibility criteria

- Primary and secondary school students studying Japanese in the United Kingdom may enter. Students studying Japanese outside of school, students who have lived in Japan in the past, and students who speak Japanese at home can all apply.
- Students can apply individually or as part of a group (group size is 6 students maximum). *
- A whole class working together can also submit videos for the Primary School Division (no maximum number of students).
- Those who have **NOT** previously won first prize in the Video Category of a previous JaLaChamp. (First prize winners can still apply to a different division for which they haven't won first prize in previous JaLaChamp contests, but those who have won first prize in Secondary School Division 2 in the past cannot apply to Secondary School Division 1.)

• There are three divisions as below:

Division	Primary School	Secondary School Division 1	Secondary School Division 2
Eligibility	• Primary School Students	• Secondary School Students • For group applicants, all members of the group must be secondary school students.	
Japanese Level*	• A1-A2 Level of JF standard for Japanese-language Education /CEFR	• A1-A2 Level of JF standard for Japanese-language Education /CEFR	• B1 Level of JF standard for Japanese-language Education /CEFR
Theme**	My/Our Favourite Place <small>わたし</small> 私 (たち) の <small>す</small> 好きな <small>ばしょ</small> 場所	Something I/We Want to Try <small>わたし</small> 私 (たち) が やって みたい こと	What I/We Can Learn from the Past <small>わたし</small> 私 (たち) が <small>かこ</small> 過去 から <small>まな</small> 字 べ る こと
Length of Video	Approx. 1 minute	1½ to 2½ minutes	2½ to 3½ minutes

* Please find the information below regarding Japanese levels:

A1 Level: Can introduce your favourite things in simple way, while displaying photos and images.

A2 Level: Can talk in simple Japanese about your favourite things, such as what sort of thing it is, why do you like it, what parts of it do you like and so on.

B1 Level: Can talk in a straightforward and prepared way about a familiar theme, describing what you have researched or found out, or what you thought about it.

* For more detailed information please check [here \(CEFR Self-assessment grid\)](#) :

2. Judging criteria

The videos will be judged based on the following criteria. If the Japanese in the video is as per the level described under each division, the applicant can score full points for those criteria. Details of the judging decisions will not be made public.

[Primary School Division]

Criteria	Description
Structure (30%)	The content of the video is well balanced and effectively presented within the time limit. The structure of the video is well thought out and the content is not inadequate.
Interpretation & originality of the theme (40%)	Thoughtful consideration of the theme and selection of the places featured in the video. The content of the video expresses the applicant's own personality.
Japanese (30%)	Not necessarily fluent, and with some vocabulary and grammatical errors, but with a good understanding of what you want to express.

[Secondary School Division]

Criteria	Description	
Structure (25%)	The content of the video is well balanced and effectively presented within the time limit. The structure of the video is well thought out and the content is not inadequate.	
Visual expression & editing (25%)	Great effort has been made in the visual expression and editing of the video, including the use of scene changes, special effects, sound, font, colour and placement of subtitles and titles, as well as the use of voices.	
Interpretation & originality of the theme (25%)	[Secondary School Division-1] Thoughtful interpretation of the theme. Selection of the content featured in the video, detailed explanations, and the reason why you like them, are convincing. The content of the video expresses the applicant's own personality.	[Secondary School Division-2] Thoughtful interpretation of the theme, with a good deal of research and consideration. The point of view is unique and shows the student's or students' own individuality.
Japanese (25%)	Not necessarily fluent, with some vocabulary and grammatical errors, but with a good understanding of what you want to express.	Research and ideas are presented in a clear and well-sequenced way. Despite some grammatical errors, pronunciation is clear, relatively fluent and easy to listen to. Has enough vocabulary and expressions to communicate what they want to convey.

3. General guidelines

Videos should be created according to the following guidelines. **Videos that do not follow these guidelines will be disqualified.**

3.1 Format and Style

- Please make sure your video is within the specified time limit for your division.
- You can make your video in whatever style you prefer – presentation style, a dramatic skit, using photos and animation etc.
- Give your video **an original title** using the English alphabet and make sure that the title is included somewhere in the video.
 - * Please select a title reflecting the content of the video and avoid using the same title as the category theme.
 - * If you would also like to give a title in Japanese, you can include this in addition to the title in English.
- Make sure to **include credits** at the end of your video (school name, names of those who made the video etc). The credits count towards the total time of the video, so please make sure the video is within the time limit. For further information about credits, please refer to 3.4.
- Please submit the videos as MP4 files.

3.2 Language

- The video must contain the voice or voices of someone/multiple people speaking in Japanese.
- Please **include English subtitles**.

3.3 Makers of the video

- Videos made by individuals or groups are both accepted.
- You cannot be involved in more than one submitted video. In essence, one person cannot participate in multiple group videos, or one person cannot submit both an individual video and a group video.
- If you are a primary or secondary school student and fulfil the eligibility criteria laid out in Section 2, you can take part. Students born in Japan or who have lived in Japan can also take part.
- For the primary school division, teachers of Japanese can help pupils to create the video. For the secondary school divisions, students must be responsible for creating the video without aid from their teacher.
 - * It is essential that applications are made through a teacher of Japanese. If you are studying Japanese outside of school, please notify a teacher at your school about your application to the contest.

(1) Applying as an individual:

- Please make your video on your own. Your family etc can record you speaking or doing actions.

(2) Applying as a group:

- Maximum number in each group:
 - **Primary Division:** videos made by **an entire class are eligible**
 - **Secondary Division:** groups should consist up to a **maximum of 6 students**

- Group members must be from the same school. If you study Japanese outside of school (such as at a Saturday school), you may make a video with those you are studying Japanese with.
- Students in the group may be in different year groups. However, university students are not permitted to take part, and primary and secondary school students cannot take part in the same groups.
- A student who is not studying Japanese may participate. In essence, a student who does not speak Japanese may be a group member. Group members can work together based on their individual skills at filmmaking, editing and so on, to create the video.
- Be sure to give your group a group name.
- **Make sure to include in the credits:** school name, group name, each group member's name or nickname, and their role in the group. For further information about the credits, please refer to 3.4.

3.4 Credit

- Make sure to include all the following information using the English alphabet in the credits:
 - School name**
 - If you study Japanese with a private tutor, please put the name of your full-time primary or secondary school.
 - If you study Japanese at a Saturday school etc please put the name of the school where you study Japanese and the name of your full-time primary or secondary school.
 - Group name** (if applying in a group, your group name can be in either/both English and Japanese)
 - All applicant names and their respective roles**
 - You may use nicknames.
 - If you are applying as a primary school class, you do not have to put every participant's name in the credits.
 - Please be **sure to credit any background music, images, and quotes** (if any)
 ※As stated in 3.1, you must make sure to display the title somewhere in your video.
- If you are selected as a finalist/finalist group, we will use the title of the video and your name (or nickname) in the credits of the video and your school name/s for publicity and reporting purposes including our event programme and reports about the event.
- From 2025, we plan to show all submitted videos on the Japan Foundation London's official YouTube channel, including those not shortlisted for Finals Day.

To Teachers:

- There is no limit as to how many videos a single school can submit. We hope to receive many applications.
- Please refer to Section 4 ("How to apply") of this document when applying.
- Please obtain permission from the parent or guardian of the student/s applying.
- A consent form to be signed by their parent or guardian regarding the student's participation to the event and use of their video. The form must then be submitted with the students' video. (For details, please refer to Section 4("How to apply").

3.5 Copyright and portrait Rights

- Music, photos, illustrations and so on made by people other than yourself will have copyright. If you would like to add background music to your video, then make sure to use Royalty Free or Creative Commons license for attribution (BY) and non-commercial use music.

*** Please do not use material from animation, comics, television or film.**

- People's photos or images will have portrait rights. When making your video, make sure to only include the faces of the group members and no one else, OR you may feature the faces of other people as long as you have received permission from them.
- You may not use company, group or brand logos without consent. If you are filming in an area such as a shop or café, please obtain permission from the staff there.
- In the event of problems arising related to copyright or portrait rights, the Japan Foundation accepts no responsibility.
- If you have any questions or concerns about copyright or image rights, please talk to teachers of citizenship studies, design and technology, and/or any other related subjects.

4. How to apply

- Share your video with your teacher.
- Teachers should fill out the online application form. Applications will open in September 2024. Please find the URL of the application form from the link below.
<<https://www.jpf.org.uk/whatson.php#1359>>
- Please upload **your students' files to an online file transfer service (e.g. We Transfer) or a cloud service (e.g. OneDrive or Google Drive)**, create a shared link, and let us know the link in the online application form.
- ※If you use a school email account, please make sure that you are able to use it to share files with someone outside of your institution and that you give permission for us to download the files.
- ※Please also download the consent form for Video Category applicants from the above URL, have it signed, and submit it together with the students' files. If the consent form/s cannot be submitted by the deadline, please send student's files first, and send the consent form/s by email as soon as they are ready.

5. Application deadline

15:00 GMT Tuesday **4th March** 2025

6. Finals Day

There will be a finals day held on Saturday 10th May 2025, where the finalists' videos will be shown and there will be a prize ceremony. Applicants whose videos are selected will be notified about the event around mid to late March. We hope that all finalists will be able to attend. If you apply as a group, we would like at least one member of the group to attend Finals Day.

Please note that from 2025, we plan to show all submitted videos at the Japan Foundation London's official YouTube channel, including those not shortlisted for Finals Day.

7. Contact Us

The Japan Foundation, London
E-mail: speechcontest@jpf.go.jp
Tel: 020 7492 6570