On the Causes of Shao Piaoping’s Thought of Journalism Professional Ethics

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Abstract

Shao Piaoping is a famous journalist in the modern history of China. The journalism professional ethics thought proposed by Shao Piaoping is an important part of her journalism ethics thought. Shao Piaoping's journalism professional ethics thought had an important influence on the construction of the journalism professional ethics at that time. Shao Piaoping's ability to put forward a complete idea of journalism professional ethics is closely related to his personal experience, professional journalism practice and the development of the social situation. Shao Piaoping received strict family education when she was young, and she has the good quality of being helpful and warm-hearted. Shao Piaoping was determined to "serve the country with news" when he was studying in Japan. After graduation, she worked as a professional newspaper editor and reporter. During her study in Japan, she came into contact with journalism professionalism. Therefore, after returning home, she actively devoted herself to journalism practice and bravely put forward her journalistic ethics. Through the research on the causes of Shao Piaoping's news professional ethics, we can understand the formation process of Shao Piaoping's news professional ethics, so as to deepen our understanding of Shao Piaoping.

Keywords

Shao Piaoping, News professional ethics thought, formation

1. The Historical Background of Shao Piaoping's Thought of Journalism Professional Ethics

Journalists' professional ethics refers to the established professional code of conduct that journalists follow in their news communication activities after long-term practice (Jing, 2004, p. 86). The professional ethics of journalists in China was first formed at the beginning of the 20th century. At first, only some journalists and journalists discussed it according to the self-discipline and moral constraints of their professional behaviors. Shao Piaoping was a famous journalist in modern history, and was praised as the pioneer of modern journalism and education. Among them, Shao Piaoping's thoughts on professional ethics of journalists had a significant impact on the construction of professional ethics of modern journalists in China. Shao Piaoping systematically discussed the professional ethics of journalists, which is of great significance to strengthen the professional ethics and ideological cultivation of journalists. Shao Piaoping's journalistic professional ethics thought was formed in the period of the New Culture Movement (Liu, 2020). In 1916, at the invitation of domestic friends, Shao Piaoping returned home from studying in Japan ahead of schedule to establish the Beijing News House and became the chief editor of the Beijing News. When Shao Piaoping returned to China, it was during the reign of the Northern Warlords. The restrictions of the Northern Warlords on news made it difficult for many newspapers to operate. In order to survive, some news-
papers developed the bad habit of "recording what they heard", which seriously disrupted the normal reporting order of the news at that time. Shao Piaoping is very opposed to the situation that "what you hear must be recorded", so he put forward the idea of journalism ethics and journalism professional ethics in his long-term practice (Zhu, 2018). Shao Piaoping summarized the journalism professional ethics as "character first, independent personality; scrupulously abide by the facts and strictly keep professional secrets in reporting". He believes that as a reporter, it is important to adhere to good character, and then be able to abide by the objective facts of the news in the report, so as not to deceive the readers, but also to insist on keeping professional secrets. "Introduction to Journalism" and "Practical Applied Journalism" have gathered his thoughts on journalism professional ethics. These two books have also become landmark works in the history of modern journalism in China. Therefore, Shao Piaoping's journalistic professional ethics is rooted in his personal quality and professional knowledge reserves, the influence of journalistic professionalism, the social situation and the long-term practice of journalism.

2. On Shao Piaoping's Thought of Journalism Professional Ethics

The reason why Shao Piaoping's journalistic professional ethics thought came into being, together with Shao Piaoping's personal experience, foreign journalistic ideas, and social and historical background, Shao Piaoping's journalistic professional ethics thought is not only forward-looking, but also combines China's excellent traditional culture with the latest western journalistic ideas.

2.1 Shao Piaoping's rich professional practice is the foundation of his thought

Shao Piaoping's personal experience and practice have an important impact on the formation of her news values. Shao Piaoping has been strictly educated by her father Shao Guilin since she was young. Shao Piaoping has been warm-hearted and helpful since childhood. They often take Chinese historical heroes as examples. When Shao Piaoping studied in Zhejiang Higher Normal School, the school insisted on the free and open school running idea, let him contact with the western advanced news thought, and determined to "serve the country with news". After graduation, he assisted the Governor's Office of Zhejiang Province in establishing the Hanmin Daily in “Hangxinzhai”. In 1914, Shao Piaoping went to Japan to study law and politics at the Tokyo University of Law and Politics. During her study in Japan, Shao Piaoping received professional journalism education. In July 1915, Shao Piaoping, Pan Gongbi, Ma Wenche, Wu Dingjiu and others formed the "Tokyo News Agency" to collect some international news and diplomatic news published in Japanese newspapers, compile them into Chinese and send them back to domestic newspapers for publication. In 1916, after returning to China, Shao Piaoping successively served as a commentator on current affairs in the Times, Shenbao, and Current Affairs News. In August of the same year, he also established the News Compilation Agency (Shao, 1924, p. 92) with his newspaper colleagues. Shao Piaoping was also invited by Cai Yuanpei to set up a journalism research association at Peking University and served as a lecturer in the association. In 1918, Shao Piaoping also personally founded the Beijing News and served as its president. Shao Piaoping has been practicing journalism for a long time, and he fully realizes the importance of journalism professional ethics. Therefore, he put forward the standards of journalists' professional ethics from the perspective of professional practice in "Practical Applied Journalism", "Introduction to Journalism" and related papers. "Hard shoulder" is not only his work standard, but also his summary of journalists' professional ethics. Hard shoulder is a reporter who dares to face and report the truth with a pen in his hand. The iron shoulder is responsible for morality and social responsibility.

2.2 The important influence of western journalistic professionalism

Journalism professionalism originated in the United States in the middle and late 19th century. Journalism professionalism was a condition that bourgeois journalists must abide by at that time. Its core concept was objective journalism and the independent status of news media and workers (Ren, 2015, p. 23). When Shao Piaoping studied the theoretical knowledge of journalism in Zhejiang Normal University, she came into contact with western journalistic professionalism. After he studied in Japan, Japanese academics generally studied and disseminated western journalistic ideas, which further deepened their understanding of western journalistic professionalism. While Shao Piaoping was studying in Japan, she also learned about journalistic professionalism in western and Japanese academic circles. Journalists at that time believed that news reporting should be carried out independently without any
social influence. In news reporting, journalists must have rich knowledge, clear observation and judgment to report news. Therefore, Shao Piaoping put forward in the Introduction to Journalism: "Journalists are the public figures of society." (Ren, 2015, p. 113). It can be seen that Shao Piaoping is basically consistent with the core ideas of western journalism professionalism. He believes that only when journalists report and interview independently and news agencies adhere to independent operation, can news play the role of national public opinion supervision, and the content reported will attract social attention (Shao, Xiao, & Deng, 2008).

2.3 Social situation and ethos

Shao Piaoping participated in editing the application articles when she was studying in Zhejiang Normal University. During the 1911 Revolution, Shao Piaoping was responsible for the Han People's Daily of the Zhejiang military government. However, the final revolutionary fruits of the 1911 Revolution were stolen by the Northern warlords headed by Yuan Shikai. In order to maintain his reactionary rule, Yuan Shikai vigorously suppressed the newspaper and press freedom. In 1918, the Beiyang government also issued the Press Law, which strictly controlled news and speech (Ding, 2003, p. 167). The pressure policy of Beiyang Warlords on news and public opinion has caused great losses to China's newspaper industry. In order to survive or make profits, some newspapers have begun to form the atmosphere of "recording everything you hear". All news, regardless of its quality or its damage to people's honor, will become the target of newspaper collection and reporting. This atmosphere made many journalists at that time not concentrate on objective reporting of the truth. Some newspapers have become the "responders" of the authorities, touting the Beiyang authorities and completely ignoring the independence of the news agencies. After returning to China, Shao Piaoping also hoped to change the social atmosphere at that time by serving as a newspaper commentator, lecturer of the Peking University News Research Association and founding the Beijing News.

3. Conclusion

Shao Piaoping's journalistic professional ethics is an important part of Shao Piaoping's journalistic thoughts, which is very rich in connotation. It mainly discusses the moral character, professional quality and social responsibility that journalists should have. Shao Piaoping's journalistic professional ethics thought was mainly due to her personal character and professional practice, the influence of western journalistic professionalism thought and the social situation and atmosphere at that time. Shao Piaoping has been a warm-hearted person since she was a child. She has received good family education and has good moral quality. During his schooling, he also had great ambitions and devoted himself to revolutionary journalism after graduation. Studying abroad in Japan also made him have a deeper understanding of journalism professional ethics and journalism professionalism. Therefore, Shao Piaoping finally formed the news thought based on practice, social situation and other aspects, and the news professional ethics thought is Shao Piaoping's discussion on journalists, which mainly highlights that journalists should have good character and independent personality, professional knowledge and quality, and the special social status of neutrality of journalists. Shao Piaoping's news professional ethics thought promoted the construction of professional ethics standards for modern journalists in China, and fully improved the professional quality and moral level of journalists, which played a very important role in the social situation at that time.

References


