

Research on Shao Piaoping's Journalistic Ethics and Its Influence

Jingfeng Liu

College of history and culture, Bohai University, Jinzhou 121013, China.

Abstract: Shaopiaoping (1886-1926) is a representative figure of journalists in modern history. His thought of journalism professional ethics has a very important impact on the development of journalism. Shaopiaoping systematically summarized the professional ethics of journalists, and summarized it as having independent personality and dignity, good character, professional knowledge, keeping professional secrets and being responsible to society. The formation of Shao Piaoping's journalistic professional ethics thought is formed by his personal good morality, long-term practice in the press and specific social and historical background. The research on Shao Piaoping's journalistic professional ethics thought is conducive to journalists in today's society to learn from the experience of their predecessors, improve their professional ethics, and promote the sustainable and healthy development of journalism.

Keywords: Professional Ethics Of Journalism; Thoughts; Journalist And Editor

1. Main contents of Shao Piaoping's journalistic professional ethics thought

1.1 Independent, objective and fair news reporting based on personality and dignity

Shaopiaoping believes that the most important content of journalists is the independence of human dignity. "Public citizen of society" is Shao Piaoping's definition of the status of journalists. He believes that "no matter what the situation, we should strictly adhere to the high base of the third party without losing, so we should only take truth and fact as the standard"^[1] (P39). When reporters perform their reporting duties, no matter what circumstances they encounter, they need to fully maintain their personality independence. When reporting any facts, reporters need to be honest and brave to deal with them, and treat the reports with a neutral position. Shaopiaoping defines the characteristics of news as authenticity and objectivity. He believes that as a journalist, he should "explore the facts and not deceive the readers". He believes that journalists need to take the real news as their bounden duty in their news reporting and writing, and oppose "everything you hear must be recorded". Only when journalists do a good job of news reporting truthfully and objectively can they maintain the "original flavor" of the news. Shaopiaoping attaches great importance to the character and moral quality of journalists. The character of journalists cannot be affected by the bad social atmosphere, and they need to report the news bravely and honestly under the condition of abiding by morality and the bottom line. Insisting on reporting news independently and objectively is not only the embodiment of the good character of journalists, but also the bottom line of journalistic morality.

1.2 Report from a professional perspective on the basis of abiding by the news facts

Shaopiaoping believes that journalists should have "advanced common sense", because the content reported by journalists involves all aspects of society, and reporters must have profound knowledge before they can do a good job in news reporting.

For professional knowledge, in addition to journalism, "such as politics, economy, law, sociology and other social thoughts, there must be several special specialties at ordinary times... The languages of various countries are essential to practice" [2] (p113). Because understanding and learning various disciplines and having good professional quality and professional ability can ensure the quality of news. "No matter what is recorded. No matter who you talk to, you have a considerable understanding of everything. It is because of what you usually hear and see... His brain has an encyclopedia, everything, so as not to easily expose the so-called layman and gaffe." [2] (p114) this is also the requirement of journalists in business and the embodiment of professional dedication in journalists' professional ethics.

1.3 Abide by the interview and release secrets, and bear social responsibility

Shaopiaoping believes that journalists need to have a sense of responsibility, not only for the interview object, but also for the published manuscript. Journalists should be responsible for the newspaper, readers and interviewees in their work. In terms of the responsibility of the newspaper, we need to strictly abide by the rules and order of the newspaper, take good care of the news articles, and pay attention to the timeliness, standardization and organization of the news articles. The news agency is an independent public opinion organ in the society. The news agency independently exercises public opinion supervision on behalf of the people. No matter how the outside world puts pressure on the news agency and reporters, the reported materials, information and graphics should be kept confidential and must not be leaked. Shaopiaoping believes that "for the source of news, we should always stick to professional secrets". If "leakage" is not only "the most immoral", but also enough to cause the newspaper to suffer "great disadvantages"; [3] (P122) it can be seen that the interview object is one of the news sources. The interview records and materials provided by the reporter are based on the trust of journalists. Journalists should not live up to the trust of the interview object and should strictly keep secrets. If the information of the interviewees is leaked, it will inevitably affect the quality of the news and the reputation of the newspaper. Reporters' interviews with interviewees actually form a relationship of rights and obligations. When interviewees provide valuable news materials and information, reporters should keep it strictly confidential and ensure the safety of interviewees. In this way, more people will trust the news agency and the reported news will have credibility. In short, this is responsible for society and the independence, objectivity and authenticity of news.

1.4 Characteristics of Shao Piaoping's journalistic professional ethics

First of all, journalists adhere to the basic requirements of professional ethics: character first and personality independence. In the construction of journalists' professional ethics, journalists must have good character. As a public citizen of society, the character of journalists is no different from the ethics of ordinary people. However, journalists bear great social responsibility. Therefore, in the face of right and wrong, major right and wrong issues, reporters need to have the courage to stand up, judge from the perspective of basic human nature and ethics, and have the courage to take responsibility and morality. Only with good character can we report news facts from an objective and fair perspective, so as to ensure the quality of news. Second, excellent knowledge and accomplishment is the standard of professional dedication of journalists' professional ethics. The professional dedication of journalists lies in their excellent professional accomplishment and knowledge reserve, their "advanced common sense", and their ability to report news from a professional perspective, so that they can be professional dedication in their work. Journalists need not only professional knowledge of journalism, but also knowledge in politics, economy, culture, society and other related fields. Only by working hard and constantly improving themselves, can reporters update and increase their knowledge. To adhere to professionalism and the independence and authenticity of news in reporting, we need to be supported by rich knowledge. In the ideological system of journalists' professional ethics, journalists must have professional knowledge and literacy, and constantly update their knowledge. Third, keeping professional secrets is the bottom line of professional ethics. Although Shao Piaoping's journalistic ethics thoughts discuss the morality and responsibility of journalists, the morality and responsibility of journalists and the truth of social facts will inevitably be tempted or influenced by social forces. In the face of any coercion and inducement, reporters need to bear the morality of the society. The bounden duty of reporters is to "calm the social injustice". Strictly keeping the interview secret is the bottom line of journalists' professional ethics, and it is also the journalists' credit. Only by observing the interview secrets and professional secrets, and protecting the privacy and content of

the interviewees, can we publish news objectively and neutrally.

2. The influence of Shao Piaoping's journalistic professional ethics thought

2.1 The construction of standards affecting the professional ethics of journalists in modern China

Shaopiao ping is the first journalist to put forward a complete journalistic ideology in modern Chinese history. His exposition of journalists' professional ethics is also an important part of his journalistic ethics. Shao Piaoping's journalistic ethics is of great significance for the construction of journalists' professional ethics in modern history. Shao Piaoping discusses the professional ethics that reporters should have from the aspects of personality, ideology and morality, professional quality and sense of responsibility, and highlights that a qualified reporter needs to have excellent character, professional knowledge and quality and neutral social status. During the period of Nanjing National Government, the press association was established. The standards of the Press Association on the construction of professional ethics are based on Shao Piaoping's journalistic ethics, which is deeply recognized by peers.

2.2 It affected the construction of reporters and journalism education at that time

Shao Piaoping's ideological system of journalistic ethics is mainly reflected in the practical application of Journalism and introduction to journalism, and his management standards for Beijing News reporters are also based on the ideological content of professional ethics, paying attention to the cultivation of journalists' character and ethics, professional quality and social responsibility. Therefore, the news content of Beijing News at that time was able to report current events objectively and fairly, and collate the content in an all inclusive manner, which provided a model for the newspaper industry and journalists at that time. Shao Piaoping is also a guest lecturer in journalism at Peking University. Peking University has followed the contents of Shao Piaoping's "general theory of journalism" and "practical journalism" for the professional ethics and values of journalism students. Later, the professional ethics education of journalism departments in various liberal arts colleges in Beijing was mainly based on shaopiao ping's works. In general, Shao Piaoping's journalistic ethics also promoted the journalistic education of the University at that time, and cultivated a group of ethical, cultivated and responsible journalism talents for modern journalism.

2.3 Improving the professional atmosphere and improve the quality of news reports

Shao Piaoping's journalistic ethics had a great influence on the professional atmosphere at that time. As a set of correct values, Shao Piaoping's journalistic ethics affected the social atmosphere of "what you hear must be recorded" at that time. Shao Piaoping's journalistic ethics focuses on the profession of Journalism and the confidentiality of interviewees, which is of great significance to improve the quality of news and restrict the relationship between reporters, newspapers and interviewers. Shao Piaoping's journalistic ethics thought also made the peer newspapers reflect on the construction and management of journalists' professional ethics at that time, and prompted them to rectify the journalistic atmosphere. To a certain extent, which is of great significance to improve the quality and credibility of news.

References

- [1] Shao PP, General theory of journalism [M]. Beijing: Beijing News hall, 1924.
- [2] Shao PP, Edited by Xiao Dongfa and Deng shaogen, "Shao Piaoping's journalism treatises" [M]. Beijing: Peking University Press, 2008.
- [3] Lin XS, Newspaper times: shaopiao ping and Beijing News [M]. Beijing: Zhonghua Book Company, 2008.

About the author: Jingfeng Liu (1996- -), male, Han nationality, Chongqing native, a master's degree student, School of History and Culture, Bohai University, research direction: Modern Chinese history