

To See Zou Taofen's News Spirit of Professionalism from the "Life Weekly"

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Abstract. "Life" magazine was founded on October 11th, 1925; Zou Taofen took over as chief editor in October 1926. Zou Taofen compiled the first phase and opened up a "mailbox" column, then continuously enriched the content, revised the layout, and then opened up the "remarks" column, in 1928, the circulation reached 40,000 copies. Zou Taofen put forward to maintaining and protecting the impartial and independent spirit of Articles to serve for the society. He gradually pulled off "Life" as the influential Newsweek. Due to the Zou Taofen's editor, "Life Weekly" left a glorious page in the history of our country journals. Strong sense of social responsibility and the sense of service embodied in the "Life Weekly", as well as his rich thinking of editing and publishing philosophy, there are still a lot of inspiration to today's news publishing workers.

Keywords: "Life Weekly", Zou Taofen, News spirit

Zou Taofen (1895-1944), born in Enrun County, Jiangxi Province, is a well-known journalist and publisher in modern China. In October 1926, Zou Taofen was responsible for editing Life Weekly. He decided to make a great innovation of Life Weekly according to the needs of society and readers, from content to form. He determined that the purpose of the magazine was to "imply life accomplishment, arouse the spirit of service and strive for social transformation", and Zou Taofen's journalistic professionalism was better reflected in this period.

1. Zou Taofen's Spirit of Newspaper Service

1.1 Serving the Public

In the newspapers he runs, he often states that he should have a correct and firm position in running a newspaper, and he must stand firmly in the position of the public. He has repeatedly referred to the position of the press he runs as "independent" and "popular" and considers the position to be a matter of reporting. In his farewell article for Life Weekly's closure, he said: "It would rather be a matter of righteousness to preserve the character." He said: "The authority of the newspaper is not out of the master's own magic, is all in the representative of the public's unity and demands, out of the public position and self-interested newspapers, that is, is equal to suicide newspapers so can get the authority of the only life, that is not self-inflicted." After compiling the weekly life, he began to adjust the purpose of the publication and find the positioning of the reader. He regards Life Weekly as the most enjoyable and best-served cause of society. The purpose of "Life Weekly" is: "to imply the

cultivation of human nature, to arouse the spirit of service, and strive for social transformation." To the general public of society as the target of readers, and strive to make "Life Weekly" to become a good friend of everyone in society. "I try his best to serve the "people", but he loves and hates himself, and does not count all the people in the society as "people". He knows the "people" from a moral point of view. He believes that "the warlords and corrupt officials who have struck down the country's power are not included; the shameless politicians who make waves, the wind and waves toward sand towards Qin Twilight, are the figures for personal self-interest; the abuse of workers, regardless of the cruel capitalists of humanitarianism, and the legacy of the heritage, except for food and clothing and unnecessary recreation, are not among the unsuspecting insects of the crowd." In addition, there are generally ordinary civilians who have a legitimate occupation or are preparing to join a legitimate occupation; Therefore, he translated his service for the "people" as: "the poor life of farmers, the hard life of workers, the bitter life of apprentices..... Are the materials already included in this magazine, that is, the most bitter part of the people in this magazine, for the community's appeal. "He accommodates the views of the "people" in order to "make this magazine a considerable contribution to the people". The above-mentioned purposes and propositions, at first beyond the "life weekly" original "vocational education" organ publications, but turned the vision to care about the suffering of the people, serve the community, and transform society. This broadens the readership and attracts the attention of all parties in society.

2.2 Serving the Social Progress

Serving social progress is the driving force behind the work of press and publishing, and he hopes to contribute his strength to the development and progress of Chinese society under the foreign abuse at that time. At the beginning of his weekly magazine, He made it clear that the purpose of the magazine was "to focus on the interests of the reader and to improve society". In 1930, in "Our Position", he wrote: "We are a civilian status in modern China, and we all hold a warm sponsorship attitude towards those who can love the Chinese nation and are willing to serve the happiness of the Chinese nation with our heart and heart." We do not want to sing high-profile, also do not want to follow the flow, we only according to reason, according to justice, according to the correct thinking in modern times, often stand in the front of society, leading society to the road of progress. So we hope that our thought is progressive with the progress of the era of social progress." In the view of The End, newspapers and society are inherently dependent on each other, newspapers come from society, should serve the society, the purpose of newspapers should be to take root in society and promote its progress.

In practice, he has consistently adhered to the principle of serving social progress, and the newspapers he founded, the editorials he wrote, are closely linked to the development and change of different societies. Life Weekly was originally a professional-cultivation publication that focused on

personal cultivation issues, but gradually focused on society and politics after he became editor-in-chief. [2]

2. The Thoughts of Press and Publication Editors

2.1 Press Reputation View

Originally published in the August 3, 1930, Life Weekly, Volume 5, 34, there is a passage: I am most concerned about at this time at least four conditions: (i) the most important character of the person who writes the comment is to be able to be strictly selfless, in the speech, although benevolent, wise, but the motive to be absolutely pure, We must absolutely not get caught in the interests of private love and hate, we must be able to speak on the conscience of our own, and should not be intimidated by any private or group of knowledge, or to make counter-intuitive remarks about private feelings

The most important thing in any publication is the credit worth of the publication, which is the most important. He will use public opinion as a "treasure". It is sacred, not rich newspapers, there is a pen to write, you can seize the hand, nor to force anyone to pick up a pen to write the article you want to say, printed on paper, sent to the reader's hands, what effect of public opinion can be. Although the rich and powerful people can oppress public opinion, buy public opinion, and even destroy public opinion, but these means are only to do on the surface like a matter of good, in fact, the effect of the desired public opinion, because "public opinion" this treasure is also a wonder, the real public opinion is like the truth, in any case make the pressure can not go on. [1]189

2.2 Audience View of the Reader's Standard

"Don't forget your readers" has become the principle of Zou Taofen's life. It is an important principle of his life to run newspapers. In his publishing life of the past 20 years, he has always adhered to the principle of focusing on the interests of readers and thinking about all aspects of readers. This makes his journalism and publishing cause popular with more and more readers. In order to meet the needs of readers, he believes that the contents of newspapers and periodicals should be refined and the classical Chinese should be short. Small, the article should be clear and easy to read, elegant and popular to appreciate, serving the majority of the mass readers, which is the "internal affairs" of the newspaper; serving the readers means being responsible to the readers, requiring editors to have a responsible attitude, focusing on quality, and not blindly superstitious and celebrities. Zou Taofen never blindly worshipped famous writers. In front of the selection criteria, he insisted that Huang Yanpei, the author of an article, had been personally found and revised on the basis of the quality of the manuscript and not by name. After he was satisfied, Zou Taofen put forward that readers should not be forgotten. In addition to taking into account the needs of the general readers, we should start from the comprehension and acceptance ability of the majority of the masses. Forget the service for a few

advanced elements. Therefore, in the books and periodicals published in the life bookstore, the needs of all kinds of readers are taken into account, and the spirit of being willing to do "extraordinary things" for readers is also reflected in efforts to reduce the economic burden of readers. Later, this kind of "extraordinary affairs" gradually shifted from individual-oriented to social-oriented, to focus on work beneficial to the nation, such as the "September 18" Incident, Life Weekly launched donations to the Northeast Anti-Japanese Army. Zou Taofen and Lifestyle Bookstore are willing to do "extraordinary things", which not only does not hinder the publishing work, but also enlarges the influence of publishing houses, promotes the development of publishing work, and trains and trains talents with various abilities.

2.3 News Selection should be Clearly Smooth

News and speech in the press should pay attention to uniformity and broadness, he said: "news selection, hard text and soft text to be evenly distributed, so that readers do not feel complicated, do not feel messy, do not feel dry, do not feel thin" what is hard text, what is soft text, without specifying but from the practice of running newspapers, In content, hard text refers to the more important political, economic and military issues of the text; Soft text refers to more relaxed, lively, free, about social life, common sense, cultural and entertainment and other aspects of the text. If the layout of a periodical or a newspaper is all hard text, then dry, if it is all soft text, then it appears that "light and thin" if the two do not work well, uneven, it is easy to complex, messy. The weekly "expensive and not expensive" to do this requires the person who writes such an article "must write the content, thoroughly clear, thoroughly digested, and then with a sharp and lively organization and vivid words, wave disping." "The advantage of doing this is that" the author saves the reader a lot of time for discussion and research, a lot of time to read long essays, and get the essence of a problem or a department's important knowledge. "Yu Endeavour believes that only in this way, the article written can be both economic and wonderful, such an article two or three thousand words contained in the essence of the enemy of other people's work of twenty or three thousand words."

2.4. There must be Characteristics in Running a Newspaper

He attaches great importance to the original spirit of his work. All the publications he edited had a distinct personality; In 1927, shortly after his editor-in-chief, he announced that Life Weekly had "forced its aristocratic text to avoid 'squeabery', using the civilian-style text of 'obviously smooth'." Under this policy, the most remarkable feature of Life Weekly is its short, subtle and lively character. He has the strengths of newspapers and magazines. Inside full of various genres of interesting articles, the number of words are mostly in one or two thousand words, rarely long talk, neither empty discussion, nor cumbersome narrative, rarely formula, conceptual problems. He believes that the organization of mass publications should be able to timely and seriously reflect the needs of the current

era of the latest content dedicated to the reader. Summing up his experience in running a newspaper, he said: "Life Weekly and its sister magazines, "New Life", "Life", "Life Weekly", are their special needs of the times, each with their own characteristics." History is neither repeated nor the spiritual food that provides the special needs of the times, and certainly should not be repeated. "

2.5 Independent thought of Freedom of the Press

Life Weekly, with no party background and no funding from any party, grew up entirely on self-reliance, creating an almost transcendent "independence spirit" and a "free spirit". The magazine was founded by the China Vocational Education Association, which enjoyed editorial sovereignty after he took over, and by the fourth year, "the economy and management are completely self-conscious". Yu Endeavour had written with gratitude: "Thanks to the absolute trust of the founder, the reporter is able to be fair and independent spirit, unique attitude, not any personal any group, do their best to do."

In the spirit of the news concept system, freedom of the press is not only the spiritual home that depends on his lofty ideal and holy emotion, but also the fulcrum and foundation of his construction of the news theory building, and it is also the spiritual power source of his life's dedication to the news practice. In his view, freedom of the press is a concrete extension and expression of freedom of speech in the news industry, "the so-called freedom of speech, in the view of the news industry, the simplest is the real news to let the public see, the correct comments to let the public hear." [3]

Acknowledgements

This paper is thanks to the fund project: 2019 Shaanxi Social Science Fund Project: Study on the external communication of Qindi culture under the background of "Belt and Road" (2019N016) support.

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