

The Opening of the Workshop of Media Ethics and Law

The Workshop of Media Ethics and Law was opened in Tsinghua University at the morning of August 22, 2010. The workshop was organized by Chinese Association of Global Communication in collaboration with UNESCO, the Programme in Comparative Media Law and Policy of Oxford University and US-China Education Trust. More than 70 participants come from over 40 universities and media organizations, including international scholars from Spain, France, Estonia, United States, and United Kingdom.

The opening ceremony was presided by Prof. Chen Changfeng, Vice President of Chinese Association of Global Communication. Several distinguished guests attended the ceremony and delivered speeches. They are Prof. Yin Hong, Executive Dean of School of Journalism and Communication, Tsinghua University; Mr. Mogens Schmidt, Deputy Assistant Director-General for Communication and Information, UNESCO; Mr. Mark Stephens, Chair of the Management Board of the Programme in Comparative Media Law and Policy, Oxford University; Prof. Clifford Christians, Professor of Journalism, University of Illinois at Urbana-Champaign; Dr. Dong Guanpeng, Director of Training Center of School of Journalism and Communication, Tsinghua University; Prof. Sun Youzhong, Deputy President of Chinese Association of Global Communication.

After the opening ceremony were two keynote speeches. First, Mr. Mogens Schmidt introduced the position of UNESCO with regards to media ethics and law. He started from the Article 19 of Universal Declaration of Human Rights. He pointed out that a good news report should have nine elements, for example, truth, loyalty to the citizens, and independent surveillance of social authority. He emphasized the freedom of expression, the legal framework of media regulation, and the protection of media practitioners. He advocated establishing press councils composed by major stakeholders, such as media, audience, and government agencies.

The second speech was by Prof. Clifford G. Christians. He introduced six hot issues in media ethics and law, including social justice, truth, non-violence, human dignity, moral theory, and instrumentalism. He believed that people should have equal access to media information and journalists should appeal more to specific local contexts when interpreting new events. In addition, he stressed the principle of non-violence and advocated reporting in a non-violent way.

The workshop will last for one week. Several established scholars and media practitioners will lecture in the coming days, including Prof. Chen Lidan, Ms. Xu Xun, Mr. Mark Stephens, Ms. Siobhain Butterworth, Prof. Karen Sanders, Mr. Tarmu Tammerk, and Mr. Song Xiaogang.



The address by Yinhong, Executive Dean of School of Journalism and Communication, Tsinghua University



The address by Deputy Assistant Director-General for Communication and Information, UNESCO



The address by Chair of the Management Board of the Programme in Comparative Media Law and Social Policy, Oxford University



The Keynote Speech by Professor of Journalism, University of Illinois at Urbana – Champaign



The class



The class



The Photo of Participants