

jing - reverence, respect

"In our own times these attitudes may seem less prominent, but they are surely present in all who have marveled at the wonder of life and of human achievement."

Dawson, Raymond, trans. Confucius: The Analects. New York: Oxford University Press, 1993.

Wisdom from The Analects

Fan Chi asked about humaneness. The Master said: "It is to love others. He asked about understanding. The Master said: "It is to understand others." Fan Chi had not yet fathomed his meaning, so the Master said: "If one raises the straight and puts them above the crooked one can make the crooked become straight."

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Read the poem below:
XXIV
SOUTH WIND
The days grow long, the mountains Beautiful. The south wind blows Over blossoming meadows. Newly arrived swallows dart Over the steaming marshes. Ducks in pairs drowse on the warm sand.
TU FU (713-770)
What does the poet respect and revere?
Visit the following website and look for evidence of "jing" in the Sino-Forest Corporation's statements about their business operations in China:
Sino-Forest Corporation
http://www.sinopanel.com/en/about_us_sinoforest.html
Why might it be important for this Canadian owned company to market their respect for China's resources?