《涉嫌侮辱烈士邱少云 加多宝被判赔偿精神损失1元》

导读:网红“作业本”孙杰、加多宝侮辱邱少云案宣判，裁定孙杰、加多宝向邱少云家属道歉，并且支付赔偿金一元。

A Beijing court on Tuesday ordered Internet celebrity Sun Jie and Hong Kong-based herbal drink maker Jiaduobao Group (JDB), to apologize to the family of deceased war hero Qiu Shaoyun for microblog posts that the court said hurt Qiu’s reputation and honor.

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The Daxing District People’s Court said Sun and JDB must issue public apologies for five consecutive days, and pay 1 yuan (about 15 US cents) in compensation as requested by Qiu Shaohua, Qiu Shaoyun’s brother.

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Qiu, who Chinese children learn about in school, is a war hero who resisted US aggression and aided North Korea (1950-1953).The story goes that Qiu, 26, was hiding in the grass on Hill 391 before an attack, but an American incendiary bomb was dropped nearby, and instead of abandoning his position and that of hundreds of fellow Chinese soldiers, he stood on the ground and was burned to death.

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Skeptical of the official story, Sun Jie mocked Qiu Shaoyun as "barbecued meat" in a post in 2013 on Sina Weibo to his over six million followers, saying that "consumers refused to pay for [Qiu’s meat] as it was only half roasted."

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"They think the 'barbecued meat' of Lai Ning is better," he continued, referring to a 14-year-old Chinese middle school student who died trying to help put out a forest fire in 1988.

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The post caused quite a stir before Sun deleted it the next day. In April 2015, the JDB referenced the controversy again by promising in its own Weibo post to give 100,000 cans of herbal tea to Sun should he open a barbecue shop.

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The beverage group soon issued a statement of apology after the post, but Qiu Shaoyun's brother filed a lawsuit against Sun and JDB in June 2015, demanding "the immediate cessation of the infringement, elimination of ill effects, issue apologies and provide mental compensation of one yuan."

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In its verdict, the court said Sun's comments were derogatory and humiliating.

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The spread of such comments online had "a negative impact, had affected public sentiment and undermined the public interest, and had caused Qiu's family psychological trauma," it said.

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JDB's comments, meanwhile, had "a relatively large negative impact, and caused Qiu's family psychological trauma," the verdict read. It added that as a household name in China, JDB had failed to fulfill its obligations in exercising discretion in its marketing campaigns, and thus should bear legal responsibility.

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