



SUBJECT: MEDIA AND INFORMATION LITERACY

TOPIC: Legal, Ethical and Societal Issues in Media and Information

Copy Right/Fair Use/Plagiarism

PREPARED BY: Lyka A. Casipag

SEMESTER: FIRST

GRADE: 12

WEEK: 7

QUEST:

- puts into practice their understanding of the intellectual property, copy right, and fair use guidelines; **MIL11/12LESI-IIIg-17**
- explains copyright, fair use, etc.vis-a-vis human rights; **MIL11/12LESI-IIIg-20**

Mission 1: True or False

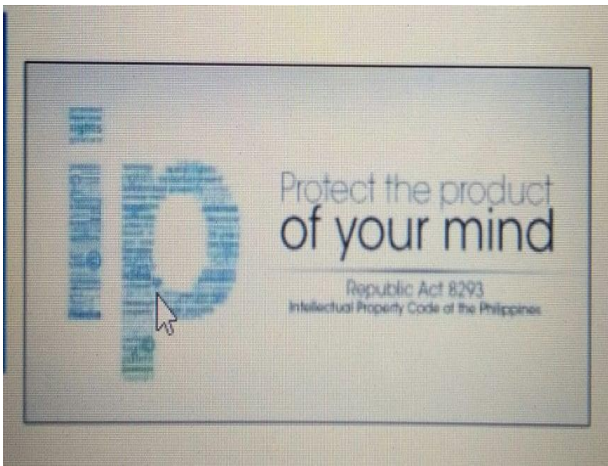
**Directions:** Write True if the statement is correct but if it's False change the underlined word or group of words to make the whole statement true.

- \_\_\_\_\_ 1. Copyright is a legal term used to describe the rights that creators have over their literary and artistic works, books, music, paintings sculpture and etc.
- \_\_\_\_\_ 2. Intellectual property refers to creation of the mind, such as inventions; literary and artistic works, designs and symbols, name commerce.
- \_\_\_\_\_ 3. Trademark is an exclusive right granted for an invention.
- \_\_\_\_\_ 4. Fair use is an American non- profit organization devoted to expanding the range of creative works available for other to build upon legally and to share.
- \_\_\_\_\_ 5. Plagiarism is using someone's else work without giving proper credit- a failure to cite adequately.
- \_\_\_\_\_ 6. One guideline for fair use is a majority of the content you create must be your own.
- \_\_\_\_\_ 7. Trademarks is a sign capable of distinguishing the goods or services of one enterprise from those of other enterprise.
- \_\_\_\_\_ 8. Indication and Appellation of Origin a sign used on goods that have a specific geographical origin and process qualities. Most commonly includes the place of origin of goods.
- \_\_\_\_\_ 9. One guideline for fair use is to give credit to the copyright holder.
- \_\_\_\_\_ 10. Copyright Infringement is using someone's else creative work which can include song, a video clip, a piece of visual art, a photography without authorization or compensation.

*Equip:*

**What is Intellectual Property?**

The concept of intellectual property relates to the fact that **certain products of human intellect should be afforded the same protective rights that apply to physical property**, which are called tangible assets. Most developed economies have legal measures in place to protect both forms of property.



Source: [intellectual property is protected in law WIPO - Bing images](#)

**TYPES OF INTELLECTUAL PROPERTY**

**1. Copyright**

A legal term used to describe the rights that creators have over their literary and artistic works. Books, music, paintings, sculpture and films, to computer programs, databases, advertisements, maps and technical drawings.

**Republic Act 8293**

**INTELLECTUAL PROPERTY CODE OF THE PHILIPPINES**

COPYRIGHT	VALIDITY PERIOD
Literary Works	During the lifetime of the author plus 50 years after death
Art	25 years from the date of creation
Photographic work	50 years from publication
Audio- Visual Work	50 years from publication

**CARTOON ANALYSIS**



(Source: [http://www.esa.int/About\\_Us/Law\\_at\\_ESA/Intellectual\\_Property\\_Rights/What\\_is\\_intellectual\\_property](http://www.esa.int/About_Us/Law_at_ESA/Intellectual_Property_Rights/What_is_intellectual_property))

**2. Patent**

An exclusive right granted for an invention  
Provides the patent owner with the right to decide how-or whether- the invention can be used by others.

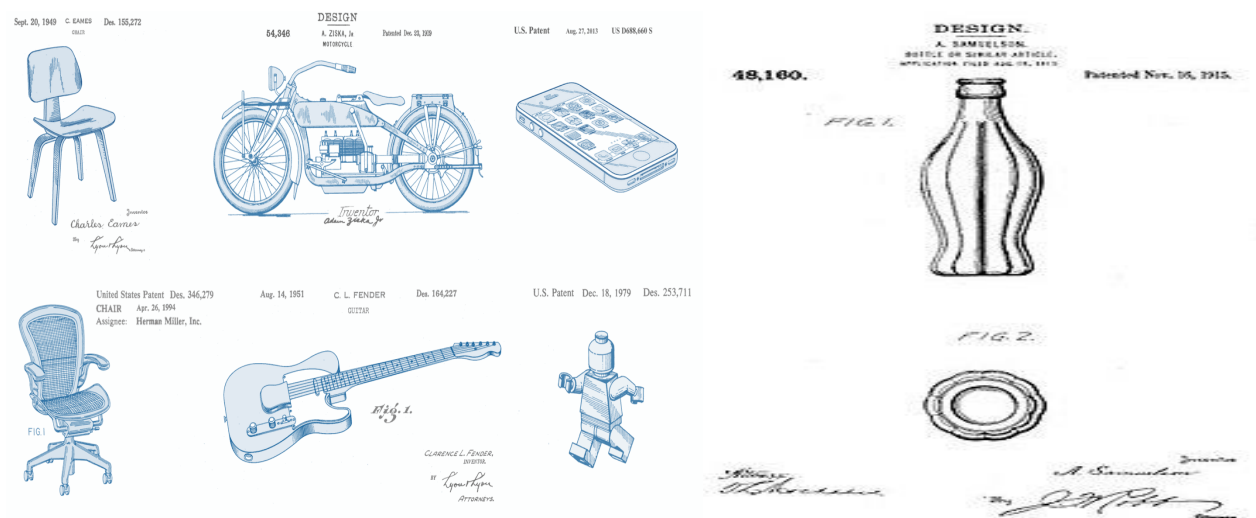


Image Sources: [design patent applicationrty cartoon - Bing images](#) [design patent applicationrty cartoon - Bing images](#)

### 3. Trademarks

A sign capable of distinguishing the goods or services of one enterprise from those of other enterprise.



Image Sources: [McDonald's Franchise - Bing images](#)



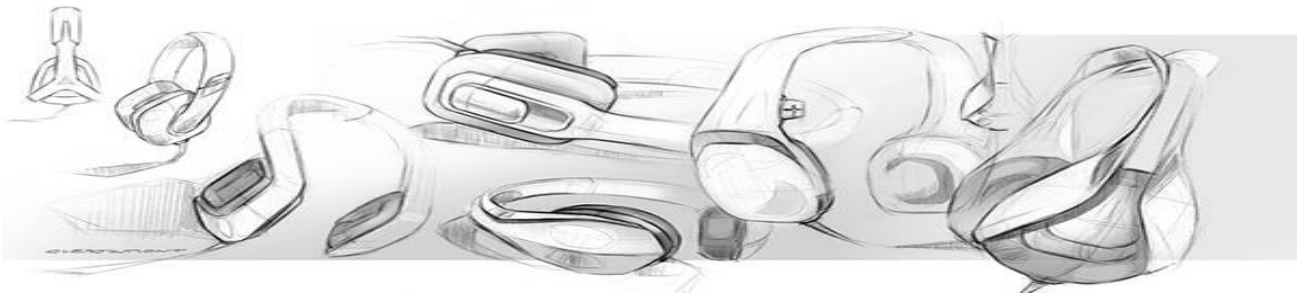
[starbucks - Bing images](#)



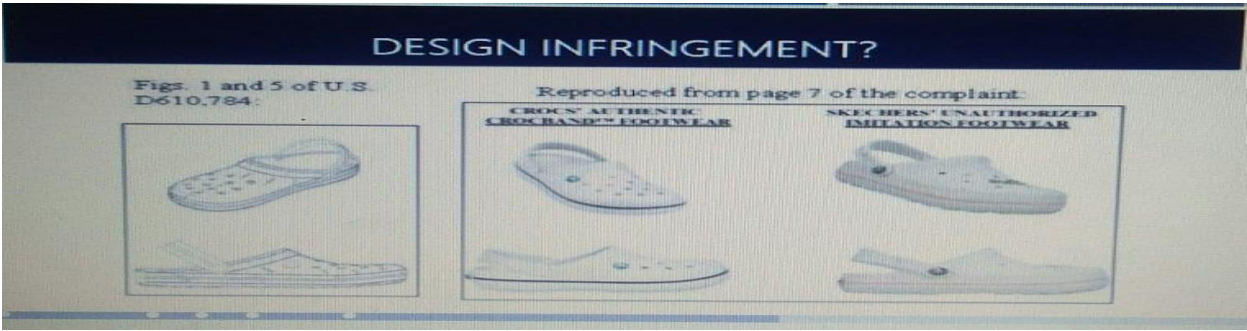
### 4. Industrial Design

Constitutes the ornamental or aesthetic aspect of an article  
 May consist of three – dimensional features, such as the shape or surface of an article , or of two – dimensional feature such as patterns, lines or color.





Source://<https://www.bing.com/images/search?view=detailV2&ccid=9hsLgtms&id=F9F70195276B960996887B943E96D4B6F4BA021D&thid=OIP.9hsLgtmsm1pYwTsfFW>



### 5. Geographical Indication

Signs used on goods that have a specific geographical origin and process qualities, a reputation or characteristics that are essentially attributable to that place of origin. Most commonly includes the place of origin of the goods.



Image Sources: [baguio delicacies strawberry jam - Bing images](#) [b6a793fbf9d7d3a067ca41cdf46325be \(800x800\) \(shopee.ph\)](#)

### Fair use

use means you can use copyrighted material, without a license only for certain purposes. These include:

- Commentary
- Criticism
- Reporting
- Research
- Teaching

Guideline for fair use

- ✓ A majority of the content you create must be your own
- ✓ Give credit to the copyright holder.
- ✓ Don't make money off of the copyrighted work.

## Creative Commons

Is an American non-profit organization devoted to expanding the range of creative works available for others to build upon legally and to share. The organization has released several copyright-licenses known as creative commons licenses free of charge to the public.

Website: <https://creativecommons.org/about/>

### Creative Commons

- Attribute: You must credit the creator.
- Non-Commercial: You can't make a profit.
- No Derivative Works: You can't change the content.
- Share Alike: You can change the content, but you have to let other people use your new work with the same license as the original.



## Plagiarism

An act or instance of using or closely imitating the language and thoughts of another author without authorization; the representation of that author's work as one's own, as by not crediting the original author.

### Difference between Plagiarism and Copyright Infringement

Plagiarism is using someone else's work without giving proper credit- a failure to cite adequately.

Copyright Infringement is using someone else's creative work which can include song, a video clip, a piece of visual art, a photography and other creative works, without authorization or compensation, if compensation is appropriate.

Source: PEAC "2019 Summer in –Service Training (INSET) for Senior High School Teachers page59-63

**Mission 3: Definition of Terms**

Directions: Provide your own definition of the terms based on what you have learned. Fill out the space provided with your response.

1. Intellectual Property

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2. Fair Use

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3. Plagiarism

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4. Copyright

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**Mission 4: Mind Map**

**Directions:** Inside the box the steps & criteria on creating a mind map.

Begin with the main concept of this module. First determine the main purpose of your mind map and write it down.

Add branches to the main concept. Now that you have determined the main purpose of your mind map, add branches that will outline the most basic subtopics.

Explore topics by adding more branches. Add images and colors.

- Criteria:
- Organize/Neatness -----10%
  - Creativity -----10%
  - Total points: -----20%

## **Mission 5: Read and Tell**

**Instructions:** Read the article carefully. Answer the following questions in a separate paper.

### **Court acquits GMA execs accused by ABS-CBN of copyright infringement**

LISTED broadcast company GMA Network, Inc. announced on Monday that a Quezon City regional trial court had acquitted its two executives of copyright infringement charges filed by ABS-CBN Corp.

"The Quezon City Regional Trial Court (RTC) Branch 93 acquitted Grace Dela Peña-Reyes and John Oliver T. Manalastas, who were then GMA Network's news operations head and news program manager, respectively," the media company said in an e-mailed statement.

ABS-CBN filed a copyright infringement complaint against GMA in 2004 for the latter's coverage of the homecoming of overseas worker and hostage victim Angelo dela Cruz that year.

"ABS-CBN allowed Reuters Television Service (Reuters) to air the footages it had taken earlier under a special embargo agreement," the Court of Appeals said in its summary, as cited by the Supreme Court in a 2015 decision, where ABS-CBN's petition to sue Ms. Dela Peña-Reyes and Mr. Manalastas was granted.

GMA said the complaint stemmed from the "alleged unauthorized and illegal use and broadcast of ABS-CBN's footage."

"In the Sept. 29, 2021 decision penned by Presiding Judge Arthur O. Malabaguio, the court sided with Dela Peña-Reyes and Manalastas, citing 'the failure of the prosecution to prove their guilt beyond reasonable doubt,'" GMA said.

"GMA's use of the said footage was done under a valid subscription agreement with Reuters and CNN, which allows it to air and re-broadcast these video feeds," GMA also said, citing Ms. Dela Peña-Reyes and Mr. Manalastas.

ABS-CBN was sought for comment through its head of corporate communications. —  
**Arjay L. Balinbin**

1. What is the difference between original works and derivative works?
2. Why is it important to protect intellectual property?
3. What have you understood from the article?
4. As a student, how can you promote the ethical use of media and information?

#### References:

- Media and Information Literacy Curriculum Guide
- Will Kenton (July 27, 2022)  
<https://www.investopedia.com/terms/i/intellectualproperty.asp>
- PEAC “ 2019 Summer In –Service Training (INSET) for Senior High School Teachers page59-63  
[nike - Bing images](#)
- <https://www.amazon.com/Hunger-Pains-Parody-Harvard-Lampoon/dp/1451668201>
- [Media and Information Literacy \(MIL\) - Intellectual Property, Fair Us... \(slideshare.net\)](#)
- [Ethics Rules for Using Social Media in Legal Matters | Association of Certified E-Discovery Specialists \(ACEDS\) - JDSupra](#)
- <https://www.bworldonline.com/corporate/2021/10/26/406209/court-acquits-gma-execs-accused-by-abs-cbn-of-copyright-infringement/>