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Development Team of the Module

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writer</td>
<td>Cherry- Ann C. Olajay</td>
</tr>
<tr>
<td></td>
<td>Ayala National High School</td>
</tr>
<tr>
<td></td>
<td>Zamboanga City</td>
</tr>
<tr>
<td>Editor/QA</td>
<td>Mary Ann G. Amagan</td>
</tr>
<tr>
<td>Reviewers</td>
<td>Florenda H. Quinte</td>
</tr>
<tr>
<td></td>
<td>Valeria Fides G. Corteza, PhD</td>
</tr>
<tr>
<td></td>
<td>EPS- English</td>
</tr>
<tr>
<td>Layout Artists</td>
<td>Dhara May T. Ponce</td>
</tr>
<tr>
<td></td>
<td>Jovie R. Cruz, MAEd</td>
</tr>
<tr>
<td>Management Team</td>
<td>Roy C. Tuballa, EMD.JD.CESO VI</td>
</tr>
<tr>
<td></td>
<td>Jay S. Montealto, CESO VI</td>
</tr>
<tr>
<td></td>
<td>Norma T. Francisco, DM</td>
</tr>
<tr>
<td></td>
<td>Mildred D. Dayao, EdD</td>
</tr>
<tr>
<td></td>
<td>Valeria Fides G. Corteza, PhD</td>
</tr>
<tr>
<td></td>
<td>Aida Coyme, EdD</td>
</tr>
</tbody>
</table>

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Office Address: Pres. Corazon C. Aquino Regional Government Center, Balintawak, Pagadian City, Zamboanga del Sur Province 7016
E-mail Address: region9@deped.gov.ph
**What I Need to Know**

This module was designed and written with you in mind. It is here to help you understand what Intellectual property and its types. This module will also give you the background to help ensure that we have appropriate information and resources about intellectual property and copyrighted materials. The scope of this module permits it to be used in many different learning situations. The language used recognizes the diverse vocabulary level of students. The lessons are arranged to follow the standard sequence of the course.

This lesson will expand your knowledge of Intellectual Property and Some of the Legal, Ethical, and Societal Issues in Media and Information.

After going through this module, you are expected to:

a. define Intellectual property;

b. differentiate copyright and fair use;

c. identify the different Legal, Ethical, and Societal Issues in Media and Information from the pictures given; and

d. cite practical situation when to apply your knowledge in intellectual property, copyright, and fair use guidelines.

**What I Know**

**Activity 1**: Directions: Choose the letter of the best answer. Write your answer on a separate sheet of paper.

1. What is more likely to be considered in fair use?
   a. an unpublished work
   b. a creative work
   c. a work that is still in print
   d. a factual work

2. What is the best way to avoid issues with fair use?
   a. Use public domain resources whenever possible
   b. Do not ever copy anything
   c. Do not alter works you have reproduced
   d. Assume you are a teacher, and they will not take you to court.

3. Which of these statements is true?
   a. If the work is not registered, it is not protected by copyright
   b. Copyright infringement and plagiarism are the same things.
   c. If a web page does not have a copyright notice, it is a public domain.
   d. Materials created by the federal government are public domain.

4. Fair use was created to allow all of the following EXCEPT:
   a. parody
   b. news reporting
   c. commentary
   d. derivative works

5. What type of work can be copyrighted?
   a. only literary works
   b. literary, musical, and pictorial works
   c. All types of "original" works
   d. facts and ideas that lack originality
Activity 2: TRUE OR FALSE:

Read and analyze each statement carefully. Write True if the statement or idea given is correct. False if incorrect. Write your answer on a separate sheet of paper.

1. Teacher Ana gets clip art and music from popular file-sharing sites, then created a lesson plan and posts it on the school web site to share with other teachers. This is permissible.
2. Several students take digital pictures of local streets and businesses in their city for their Web projects. They can post these photos online.
3. My students own the copyright from the original works they create in my classroom.
4. The Stem class studies ocean ecosystems and must gather material for multimedia projects. The teacher downloads pictures and information on marine life from various commercial and non-commercial sites to store in the folder for students to access. It is fair that the teacher downloaded the pictures and information.
5. It is permissible to publish a link in a list of resources from another website on my class website.

Lesson 7

INTELLECTUAL PROPERTY, COPYRIGHT & FAIR USE GUIDELINES

What's In
What is Intellectual Property?

**Intellectual Property (IP)** refers to the creations of the mind, such as inventions; literary and artistic works, designs and symbols, names, and images used in commerce.

**World Intellectual Property Organization (WIPO)** - refers to creations of the mind, such as inventions, literary and artistic works, designs and symbols, names, and images used in commerce.

- is the global forum for intellectual property services, policy, information, and cooperation.
- is the UN agency responsible for treaties involving copyright, patent, and trademark laws. WIPO can be a force for progressive change, helping the world consider public interest and development needs.
Why are Intellectual Property Laws necessary?

- Intellectual laws are necessary. It protects creations; these laws and protections also boost innovation by ensuring that those with profitable ideas are properly rewarded.
- Intellectual Property: A product of the intellect that has value. Intellectual property can be intangible - like an idea. For example, if you came up with a great way of selling something, you could patent your idea.

**What's New**

**Activity 1**

**Directions:** Answer the following questions briefly. Use the illustration below to answer the questions. Please answer on a separate sheet of paper.

1. What problems do you think are presented in the poster?
2. Which ones did you understand? Which ones did you not?
3. What possible dangers and issues do you think happen during unguarded internet use?
4. What do you know about the topic that is presented in the poster?

**Activity 2**

**WORD SEARCH:** Look for the words listed below. Encircle or highlight the word on the puzzle. Please answer on a separate sheet of paper.

```
M E D I A
P H A N B H A R O L U O O
L B N F A I R U S E I D P
A I I O N S A R U N D I Y
G N S R E I B S M I E N R
I A E M N N A G O C L O I
A S N A M G C A N O I L G
R I B T R H K R B E N A H
I R L I T E R A C Y E N T
S A E O O N I S E D S E O
M E N A N A P I R O N E B
I N T E L L E C T U A L L
P R O P E R T Y O U R T E
```

MEDIA
INTELLECTUAL
PROPERTY
INFORMATION
LITERACY
FAIR USE
GUIDELINES
COPYRIGHT
PLAGIARISM
PHISING
What Is It

**Copyright** is the legal right granted to a creator to make money from what they create. Items that can be copyrighted are a form of intellectual property that is in a TANGIBLE form. For example, if you create a song, that is intellectual property. However, before it can be protected by copyright, it has to be in a tangible form. (Written down, recorded, etc.)

- A copyright is a type of intellectual property protection extended to authors of original, creative, fixed works that gives the owner exclusive rights to expressing the idea(s). It protects written and artistic expressions. Examples include books, web sites, logos, artwork, commercials, pictorial and sculptural works, photographs, drawings, graphic designs. Copyright protects literary or artistic works = books, music, art, film, computer programs, advertisements, maps.
- There are examples of copyright-like art, literary/creative writing, academic writing, photography, computer-generated images, videos, music.

A. **Copyright Owner has the right to:**

1. Make copies of their work.
2. Sell, publish, or distribute copies.
3. Prepare new works based on the original.

B. **Requirements for Copyright Protection**

1. Original: independently created by the author. It can be similar to other works; it can be of any quality and created without copying from someone else.
2. Physical or fixed in a tangible medium: digital (computer, DVD, cell phone, tablet) paper, magnetic tape (VCR, cassette).
3. Creative: copyright does not protect facts (historical, biographical, news, scientific).

C. **Examples of Copyright Protection Limits**

1. Published after 1977: the life of the author + 70 years.
2. Published between 1922 - 1978: 95 years after publication date.

**Plagiarism** is an 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.
**Phishing** is a cybercrime in which a target or targets are contacted by email, telephone or a text message by someone posing as a legitimate institution to lure individuals into providing sensitive data such as personally identifiable information, banking, and credit card details, and passwords. The information is then used to access important accounts and can result in identity theft and financial loss.

**Fair use** is a set of legal exceptions to copyright. Fair use allows certain ways of using copyrighted material for educational purposes. Fair use allows the reproduction of copyrighted works for criticism, comment, news reporting, teaching, scholarship, and research. Fair use supports scientific discovery and the sharing of culture and ideas.

**Guidelines 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.

**Four Factors of Fair Use**
1. The purpose of reproduction.
2. The nature of the original work.
3. What percentage of the original work is reproduced.
4. Any effect on the market (sales) potential of the original.

**What's More**

**Activity 1: MATCH ME**

**Directions:** Match the picture on the left to its correct definition on the right. Write the letter of your correct answer on the space provided before each number. Please answer on a separate sheet of paper.

<table>
<thead>
<tr>
<th>Picture</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Is an instance of using or closely imitating another author's language and thoughts without authorization; the representation of that author's work as one's own, as by not crediting the original.</td>
<td>A.</td>
</tr>
<tr>
<td>B.</td>
<td>B.</td>
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<tr>
<td>C.</td>
<td>C.</td>
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<tr>
<td>D.</td>
<td>D.</td>
</tr>
<tr>
<td>E.</td>
<td>E.</td>
</tr>
</tbody>
</table>
Activity 2

Directions: In the table below, write the words associated under intellectual property on the intellectual property column; write down words associated with copyright under the copyright column; lastly, write the words associated with fair use under the fair use column. Please answer on a separate sheet of paper.

<table>
<thead>
<tr>
<th>Intellectual Property</th>
<th>Copyright</th>
<th>Fair Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>1.</td>
<td>1.</td>
</tr>
<tr>
<td>2.</td>
<td>2.</td>
<td>2.</td>
</tr>
<tr>
<td>3.</td>
<td>3.</td>
<td>3.</td>
</tr>
</tbody>
</table>

Now that you have these words let us try to differentiate Copyright from Fair use in one (1) paragraph with at least three to five (3-5) sentences.

_______________________________________________________________________________
_______________________________________________________________________________
_______________________________________________________________________________
_______________________________________________________________________________

6
What I Have Learned

Activity 3- In Summary

A. Learning Log for the Lesson

<table>
<thead>
<tr>
<th>Media Information</th>
<th>Think of something you have learned today and tell about it in detail. (What did you learn? How did you feel about it? How can use it in your life? etc.) Please answer on a separate sheet of paper.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Literacy</td>
<td></td>
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</tbody>
</table>

Activity 4:

Essay

B. Answer the following questions briefly. Please answer on a separate sheet of paper.

1. What is Intellectual Property? Copyright? Fair use?
   _____________________________________________________________________________
   _____________________________________________________________________________
   _____________________________________________________________________________

2. Why should you respect Intellectual Property?
   _____________________________________________________________________________
   _____________________________________________________________________________
   _____________________________________________________________________________

3. Differentiate Copyright and Fair use.
   _____________________________________________________________________________
   _____________________________________________________________________________
   _____________________________________________________________________________

4. Have you ever violated the 'Doctrine of Fair Use'? Did you do it intentionally or out of ignorance-simply not knowing?
   _____________________________________________________________________________
   _____________________________________________________________________________
   _____________________________________________________________________________

5. As student, how can you promote ethical use of media and information?
   _____________________________________________________________________________
   _____________________________________________________________________________
   _____________________________________________________________________________
Directions: Cite a practical situation/scenario in your school or community when you apply your intellectual property knowledge, copyright, and fair use. Please answer on a separate sheet of paper. (5pts.each)

Situation 1:______________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________
Is this Fair Use? NO______ YES______
Why?__________________________________________________________________________________
__________________________________________________________________________________
Responsible Action:__________________________________________________________________________________
__________________________________________________________________________________

Situation 2:______________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________
Is this Fair Use? NO______ YES______
Why?__________________________________________________________________________________
__________________________________________________________________________________
Responsible Action:__________________________________________________________________________________
__________________________________________________________________________________

Let’s see how much you learned today!
Directions: Read the question carefully and write the letter of the correct answer on a separate sheet of paper.

1. Which of the following would not gain copyright protection?
   a. A DVD  
   b. An unrecorded speech  
   c. Written lyrics song  
   d. A hand-knitted jumper
2. Which one of the following actions is not a breach of copyright?

   a. To import copied CDs.
   b. To make a copy of a CD and sell it.
   c. To borrow a CD from a friend and copy it to your laptop for your private use.
   d. To purchase a CD and copy it to your laptop for your private use.

3. Which of the following statements is TRUE?

   a. Copyright is a legal term used to describe the rights creators have over their literary and artistic works.
   b. Copyright is the act of using another person’s words or ideas without giving credit to that person.
   c. Copyright is presenting someone else's work or ideas as your own, with or without their consent, by incorporating it into your work without full acknowledgment.
   d. Copyright conferred on persons who invent any new machine, process, article of manufacture composition of matter and biological discoveries.

4. All are guidelines in Fair use EXCEPT?

   a. A majority of the content must be your own.
   b. Give credit to the copyright holder.
   c. Protect your computer by using security software.
   d. Don't make money off of the copyrighted work.

5. Copyright protection begins when?

   a. When the original work is used in a tangible medium of expression
   b. Immediately when the author or creator comes up with the idea
   c. When it is published
   d. When it is registered

6. If you write an original story, what type of intellectual property gives you the right to decide who can make and sell copies of your work?

   a. copyright  b. fair use  c. trademark  d. patent

7. A graduate student of the country's premier state university submitted a photograph as his own and won a contest sponsored by the Chilean ambassador. The Children copyrighted the photograph at Risk Foundation. What issue can be found here?


8. A legal device that gives the creator of a literary, artistic, musical, or other creative work the sole right to publish and sell that work.

   a. Copyright  b. Plagiarism  c. Cyber Bullying  d. Computer addiction

9. An act or instance of using or closely imitating another author's language and thoughts without authorization.

   a. Copyright  b. Plagiarism  c. Cyber Bullying  d. Digital Divide

10. Which of the following is an example of Phishing?

    a. Session hijacking  b. Excessive use of computers
    c. Inequality between groups in terms of access  d. Bullying that takes place online
**Additional Activities**

**DIRECTIONS:** Write an essay on Respect and Protect Intellectual Property composed of not less than 200 words. The RUBRIC below will be the basis for assessing your work. Please answer on a separate sheet of paper.

<table>
<thead>
<tr>
<th>Category</th>
<th>Excellent (5)</th>
<th>Good (4)</th>
<th>Satisfactory (3)</th>
<th>Needs Improvement (1-2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>The introductory paragraph begins with a statement that both grabs the reader's attention and is appropriate to the audience.</td>
<td>The introductory paragraph begins with a statement that attempts to grab the reader's attention but is incomplete in some sense or may not be</td>
<td>Introductory paragraph begins with a statement that might be construed as an attention-getter but is not clear.</td>
<td>The introductory paragraph does not contain a hook or attention grabber.</td>
</tr>
</tbody>
</table>

**Essay Writing Rubric**
<table>
<thead>
<tr>
<th>Body/Evidence and Examples</th>
<th>appropriate to the audience.</th>
<th>Body paragraphs provide clear evidence and ample examples supporting the thesis statement.</th>
<th>Body paragraphs provide clear connections to the thesis statement but may need more examples or concrete evidence.</th>
<th>Body paragraphs are vaguely on-topic but lack clear connections, evidence, and examples of a thesis or main idea.</th>
<th>Body paragraphs are unrelated or marginally connected to the essay topic. Examples and evidence are weak or nonexistent.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Closing Paragraph/Conclusion</td>
<td>The closing paragraph provides a clear conclusion, successfully stating the author's position, and containing an effective restatement of the main idea or thesis.</td>
<td>The closing paragraph concludes the essay in a satisfactory manner. However, the author's position and/or an effective restatement of the main idea or thesis may be lacking.</td>
<td>The conclusion is weak and confusing in terms of the author's position, with little reference to the main idea or thesis.</td>
<td>The conclusion is nonexistent, with little or no reference to proceeding paragraphs or the author's position.</td>
<td></td>
</tr>
<tr>
<td>Sentence Structure</td>
<td>All sentences are well constructed with very few minor mistakes. Complex sentence structures are used effectively.</td>
<td>Most sentences are well constructed with several mistakes. Some attempts at complex sentence structure are successful.</td>
<td>Some sentences are well constructed, while others contain serious errors. The use of complex sentence structure is limited.</td>
<td>Very few sentences are well constructed, or sentence structures are all very simple.</td>
<td></td>
</tr>
<tr>
<td>Grammar and Spelling</td>
<td>Writing includes no or only very few minor errors in grammar, spelling.</td>
<td>Writing includes a relatively small number of errors in grammar, spelling, and punctuation. However, the reader's understanding is not impeded by these errors.</td>
<td>Writing includes several errors in grammar, spelling, and punctuation, which hinder the reader's understanding.</td>
<td>Writing includes numerous grammar, spelling, and punctuation errors, which makes the reader's understanding difficult.</td>
<td></td>
</tr>
</tbody>
</table>
What I Know

Activity 1
1. D
2. A
3. D
4. D
5. C

Activity 2
1. TRUE
2. TRUE
3. TRUE
4. FALSE

What's More

Activity 1
1. D
2. A
3. E
4. B
5. C

Activity 2
Answers may vary.
1. TRUE
2. TRUE
3. TRUE
4. TRUE
5. TRUE

Assessment
1. B
2. D
3. A
4. D
5. C
6. A
7. B
8. A
9. B
10. A
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Development Team of the Module

Writer: Cherry- Ann C. Olajay  
Ayala National High School  
Zamboanga City

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