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Kagawasan Ave., Daro, Dumaguete City, Negros Oriental



# Media and Information Literacy

## Quarter 1 – Module 7: **LEGAL, ETHICAL & SOCIETAL ISSUES IN MEDIA AND INFORMATION**



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## **Media and Information Literacy – Senior High School**

### **Alternative Delivery Mode**

#### **Quarter 1 – Module 7: Legal, Ethical and Societal Issues in Media and Information.**

**First Edition, 2020**

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## **MEDIA AND INFORMATION LITERACY**

### **Quarter 1 – Module 7: LEGAL, ETHICAL AND SOCIETAL ISSUES IN MEDIA AND INFORMATION**



# Introductory Message

For the facilitator:

Welcome to the Media and Information Literacy Alternative Delivery Mode (ADM) Module on Legal, Ethical and Societal Issues in Media and Information!

This module was collaboratively designed, developed and reviewed by educators both from public and private institutions to assist you, the teacher or facilitator in helping the learners meet the standards set by the K to 12 Curriculum while overcoming their personal, social, and economic constraints in schooling.

This learning resource hopes to engage the learners into guided and independent learning activities at their own pace and time. Furthermore, this also aims to help learners acquire the needed 21st century skills while taking into consideration their needs and circumstances.

In addition to the material in the main text, you will also see this box in the body of the module:



## ***Notes to the Teacher***

This contains helpful tips or strategies that will help you in guiding the learners.









As a facilitator, you are expected to orient the learners on how to use this module. You also need to keep track of the learners' progress while allowing them to manage their own learning. Furthermore, you are expected to encourage and assist the learners as they do the tasks included in the module.




For the learner:

Welcome to the Media and Information Literacy Alternative Delivery Mode (ADM) Module on Legal, Ethical and Societal Issues in Media and Information!

This module was designed to provide you with fun and meaningful opportunities for guided and independent learning at your own pace and time. You will be enabled to process the contents of the learning resource while being an active learner.

This module has the following parts and corresponding icons:

 <b><i>What I Need to Know</i></b>	This will give you an idea of the skills or competencies you are expected to learn in the module.
 <b><i>What I Know</i></b>	This part includes an activity that aims to check what you already know about the lesson to take. If you get all the answers correct (100%), you may decide to skip this module.
 <b><i>What's In</i></b>	This is a brief drill or review to help you link the current lesson with the previous one.
 <b><i>What's New</i></b>	In this portion, the new lesson will be introduced to you in various ways; a story, a song, a poem, a problem opener, an activity or a situation.
 <b><i>What is It</i></b>	This section provides a brief discussion of the lesson. This aims to help you discover and understand new concepts and skills.
 <b><i>What's More</i></b>	This comprises activities for independent practice to solidify your understanding and skills of the topic. You may check the answers to the exercises using the Answer Key at the end of the module.
 <b><i>What I Have Learned</i></b>	This includes questions or blank sentence/paragraph to be filled in to process what you learned from the lesson.
 <b><i>What I Can Do</i></b>	This section provides an activity which will help you transfer your new knowledge or skill into real life situations or concerns.

 <b>Assessment</b>	This is a task which aims to evaluate your level of mastery in achieving the learning competency.
 <b>Additional Activities</b>	In this portion, another activity will be given to you to enrich your knowledge or skill of the lesson learned.
 <b>Answer Key</b>	This contains answers to all activities in the module.

At the end of this module you will also find:

### **References**

This is a list of all sources used in developing this module.

The following are some reminders in using this module:

1. Use the module with care. Do not put unnecessary mark/s on any part of the module. Use a separate sheet of paper in answering the exercises.
2. Don't forget to answer *What I Know* before moving on to the other activities included in the module.
3. Read the instruction carefully before doing each task.
4. Observe honesty and integrity in doing the tasks and checking your answers.
5. Finish the task at hand before proceeding to the next.
6. Return this module to your teacher/facilitator once you are through with it.

If you encounter any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator. Always bear in mind that you are not alone.

We hope that through this material, you will experience meaningful learning and gain deep understanding of the relevant competencies. You can do it!



## ***What I Need to Know***

This module was designed and written with you in mind. It is here to help you master the context of Media and Information Literacy. It contains varied activities that can help you as a Senior High School student to not just be an information literate individual, but a creative and critical thinker as well as responsible user and competent producer of media and information.

The module contains lesson in Legal, Ethical, Societal Issues in Media and Information.

After going through this module, you are expected to:

1. Put into practice your understanding of the intellectual property, copy right, and fair use guidelines,
2. Cite practical situation when to apply knowledge in intellectual property, copy right, and fair use guidelines.



## ***What I Know***

Let us determine how much you already know about the legal, ethical, and societal issues in media and information by answering the questions below. Use your worksheet or notebook for your answers.

**A. True or False.** Write True if the statement is correct, otherwise False

- \_\_\_\_\_ 1. A copyright protects solely original works of “authorship” like literacy works and sound recording.
- \_\_\_\_\_ 2. In the internet always remember that real people take priority.
- \_\_\_\_\_ 3. Algorithm is a collection of rules that governs what conduct is socially acceptable in a web or digital scenario.
- \_\_\_\_\_ 4. Never post private or embarrassing images or comments in social media.
- \_\_\_\_\_ 5. Computer addiction is a disorder in which individual turns to the Internet or plays computer games to change moods, overcome anxiety, deal with depression, reduce isolation or loneliness, or distract themselves from overwhelming problems.

**B. Matching Type:** Match column **A** with column **B**, write only the letter of your correct answer in your notebook or notebook.

Column A	Column B
1. Copying or closely imitating the work of another author, composer, etc., while not permission and with the intention of passing the results off as original.	A. Copyright
2. A type of bullying that takes place on-line, or victimization electronic technology like cell phones, computers, and tablets over communication tools	B. Laptop Addiction
3. A legal device that provides the creator of a literary, artistic, musical, or different inventive work the only real right to publish and sell that job.	C. Cyber Bullying
4. The excessive use of computers to the extent that it interferes with standard of living, particularly in using technological device.	D. Fair Use
5. Refers to the limitation and to the prerogative granted by copyright law to the author of an ingenious work.	E. Plagiarism
6. A term referring to the gap between demographics and regions that have access to trendy info and technology, and people that do not or have restricted access.	F. Bullying
7. A type of bullying that involves hurting a person's body or possessions.	G. Netiquette
8. The unwanted, aggressive behavior among school aged children that involves a real or perceived power imbalance.	H. Physical Bullying
9. A set of rules for behaving properly on-line.	I. Patent
10. Exclusive right granted for an invention.	J. Cybercrime
	K. Digital Divide





## ***What's In***

In previous lesson was about Media and Information Languages. The lesson discusses the Media Languages, Codes, Conventions, and Messages, Audiences, Procedures and Other stakeholders. In codes or conventions, you have to follow standards like traffic signs if green means go then if it red meaning stop.

The next lesson we will tackling copyright, fair use, and plagiarism for another standard to be followed.



## ***What's New***

**Activity 1: Complete Me.** The following terms are all associated with ethical use of media and information, before you proceed, try to figure out what these terms.

1. C \_ \_ \_ R \_ G \_
2. C \_ M M \_ \_ S
3. P \_ T E \_ \_
4. \_ A \_ R \_ \_ U \_ \_
5. F \_ A M \_ \_ G
6. \_ \_ B E \_ \_ \_ L L \_ \_ \_ G
7. \_ \_ A G \_ \_ R \_ \_ M
8. \_ E \_ \_ Q U \_ \_ \_ E



## ***What is It***

### **What is copyright?**

Copyright is mainly the protection of one's expressions which only becomes tangible and concepts when objects are created as manifestation of these expression. Copyright could be a variety of protection provided by the laws to the authors of "original works of authorship," together with literary, dramatic, musical, artistic, and bound different intellectual works. This protection is obtainable to each revealed and unpublished works.

- Set of rights granted the author
- Creator of a piece, to limit others ability to repeat
- Redistribute and reshape the content.

### **Related Issues**

A copyright protects solely original works of "authorship" enclosed within the following seven categories:

- Literary works (including pc programs),
- Musical works, together with any incidental words,
- Dramatic works, together with any incidental music,
- Pantomimes and dance works,
- Pictorial, graphic, and sculptural works,
- Motion photos and different audiovisual works,
- Sound recordings.

### **Registering Copyright**

Majority of the state signatories of WIPO adhere to the Berne convention that provides automatic copyright protection. This means that a registration or any other formality is not required. As for most countries, including the Philippine, there is a system for voluntary registration of works. Such system "help solve disputes over ownership or creation, as well as facilitate financial transactions, sales, and the assignment and/or transfer of rights."

### **Fair Use**

Fair Use is the limitation and to the prerogative granted by copyright law to the author of an ingenious work. samples of use embrace statement, search engines, criticism, news coverage, research, teaching, library archiving and scholarship.

### **Plagiarism**

The plagiarism is copying or closely imitating the work of another author, composer, etc., while no permission and with the intention of passing the results of as original.

## What is netiquette?

Netiquette refers to a collection of rules that governs what conduct is socially acceptable in a web or digital scenario. It's a social code of network communication. Netiquette is a set of rules for behaving properly on-line. It represents the importance of correct manners and behavior on-line. In general, netiquette is that the set of skilled and social etiquettes practiced and advocated in transmission over any electronic network. Common pointers embody being courteous and precise, and avoiding cyber-bullying.

Netiquette additionally dictates that users ought to adapt copyright laws and avoid over victimization emoticons. It could be a short type of network rule or net rule. The word netiquette could be a combination of 'net' (from internet) and 'etiquette'. It suggests that respecting alternative users' views and displaying common courtesy once posting your views to on-line discussion teams.

## 10 Basic Rules of Netiquette or Internet Etiquette

Know your manners when using Technology. The rules of etiquette are just as important in cyberspace as they are in the evidence of poor netiquette can stick around to haunt you for much longer. Follow these basic rules of netiquette to avoid damaging your online and offline relationships.

DO	DON'T
<ul style="list-style-type: none"><li>- Respect other people's privacy</li><li>- Verify facts before reposting</li><li>- Check messages and respond promptly</li></ul>	<ul style="list-style-type: none"><li>- Name-call or express offensive opinions</li><li>- Post private or embarrassing images or comments</li><li>- Exclude people or talk behind their backs.</li></ul>

### 1. Remember That Real People Take Priority

If some is in the room with you, stop what you are doing and look at them. And don't answer your cellphone unless it is to tell the person other end that you will call them right back. If you are expecting an important call or email, let the person with you know upfront, and apologize for taking the call. This is also true of public places, such as restaurants, public transit, stores, and libraries. Avoid taking phone calls and having conversations in these shared spaces.

### 2. If You Wouldn't Say It to Someone's Face, Don't Say It Online.

Name-calling, cursing, expressing deliberately offensive opinions –if you wouldn't do it to the face of anyone who might conceivably see what you write, don't write it. This goes for any social media site, forum, chat room, or email message, even if you think it can't be traced back to you.

### 3. If You Wouldn't Show it in Public, Don't Share It Online

Naked sex pictures drunk pictures, drug use pictures, unedited home video-if you would have a problem with your boss, your parents, or your kids seeing it now, or at any point in the future, don't post is online.

#### **4. Don't Exclude Your Audience**

If you have an in-joke to share with one other person, or a small number of people in a larger online group, send them a private message. Don't make everyone else feel left out by posting an obscure comment to your Facebook status, forum, or Instagram story.

#### **5. Don't "Friend" Then "Unfriend" People**

NO one believes you have 1,000 friends, but it is insulting to be dropped from someone's friend list. Think about it before adding them or accepting their invitation. If you don't want to be in touch with them, don't add them in the first place. If you want to stay touch for professional reasons, tell them you only use Facebook for close personal friendships, and join LinkedIn or another professional networking site for more distant contacts.

#### **6. Don't Overload System Resources With Enormous Files**

You might think that sequence of nature pictures with inspirational statements is wonderfully moving. It might even give you a sense of serenity. But that is the last thing it will give the person you email it to if it crashes their server, depletes their inbox quota so their emails get bounced for a week before they realize, or uses up the last bit of space they needed to complete an important assignment. So post it to your own space and send people a link. Don't attached it to an email.

#### **7. Respect People's Privacy**

Don't forward information sent to you without checking with the original sender first. Use BCC (blind carbon copy) rather than CC (Carbon Copy) if you are sending something out to more than one person. You might think that we are sending online, but your friends may not want their names and or email addresses publicized to people they do not even know.

#### **8. Don't Repost Without Checking the Facts**

That cure for cancer might sound pretty impressive, but it will cause upset if it is a hoax. And urban myths add to the noise of the internet and waste people's time. If you aren't sure of the facts, email it to someone who does know or can find out. Or do a search on Google or snopes.com

#### **9. Check and Respond to Email Promptly**

By all means, ignore and delete spam, unsolicited messages, and crazy stuff. But if you have given someone you email address or if you are in a position where people could reasonably be expected to contact you by email and your email address is public, have the courtesy to reply to their message within a few days. If it is going to take longer to reply, email them and tell them that.

#### **10. Update Online Information That People Depend Upon**

Don't leave inaccurate information online just because you can't be bothered to update your website. If you are going to be unavailable, for example, don't leave your hours of operation online indicating you will be available. If you can't keep your website up to date, take it down.

## **Digital Divide, Addiction, Bullying**

### **Digital Divide**

Digital divide could be a term that refers to the gap between demographics and regions that have access to trendy info and technology, and people that do not or have restricted access. Before the late twentieth century, digital divide referred principally to the division between those with and without phone access.

The digital divide generally exists between those in cities and people in rural areas; between the educated and the uneducated; between socioeconomic groups; and, globally, between the more and less industrially developed nations. Even among populations with some access to technology, the digital divide can be evident in the form of lower-performance computers, lower-speed wireless connections, lower-priced connections such as dial-up, and limited access to subscription-based content (Rouse, 2014)

### **Computer Addiction**

A disorder in which the individual turns to the Internet or plays computer games to change moods, overcome anxiety, deal with depression, reduce isolation or loneliness, or distract themselves from overwhelming problems. The elderly, as well as children and adolescents, are particularly vulnerable because they may not realize the extent of their dependency. In many instances, individuals with computer addiction may seek help for another condition, such as depression, phobias or other addictions (Shiel, 2018).

### **Bullying**

Stopbullying.org (2019) defines bullying as unwanted, aggressive behavior among school aged children that involves a real or perceived power imbalance. The behavior is repeated, or has the potential to be repeated, over time. Both kids who are bullied and who bully others may have serious, lasting problems.

In order to be considered bullying, the behavior must be aggressive and include:

- An Imbalance of Power: Kids who bully use their power—such as physical strength, access to embarrassing information, or popularity—to control or harm others. Power imbalances can change over time and in different situations, even if they involve the same people.
- Repetition: Bullying behaviors happen more than once or have the potential to happen more than once.

Bullying includes actions such as making threats, spreading rumors, attacking someone physically or verbally, and excluding someone from a group on purpose.

## Three Types of Bullying

**Verbal bullying** is saying or writing means things. Verbal bullying includes:

**Example:** Teasing, Name-calling, Inappropriate sexual comments, Taunting, Threatening to cause harm.

**Social bullying**, sometimes referred to as relational bullying, involves hurting someone's reputation or relationships. Social bullying includes:

**Examples:**

- Leaving someone out on purpose
- Telling other children not to be friends with someone
- Spreading rumors about someone
- Embarrassing someone in public

**Physical bullying** involves hurting a person's body or possessions.

**Physical bullying includes:**

- Hitting/kicking/pinching
- Spitting
- Tripping/pushing
- Taking or breaking someone's things
- Making mean or rude hand gestures

## Intellectual Property in International and Local Context

Intellectual property, or IP, as defined by the World Intellectual Property Organization (WIPO), is the "creation of the mind, such as inventions, literary and artistic works, designs and symbols, names and images used in commerce." Since the products of human intellect have a direct influence on human civilization and on the development of societies, there should be safeguards on intellectual property.

Laws are enacted to enforce and recognition toward the fruits of other people's ingenuity. Inventions or creations serve some benefits to user, thus in the logic of commerce of business, inventions and creators should properly have compensated for their contribution. If their intellectual property right is protected, people will be motivated to contribute more by continuously inventing and creating for the public good on the spirit of fair play.

The WIPO is the "global forum for intellectual property service, policy, information, and cooperation." In the *Convention Establishing the World Intellectual Property Organization* signed at Stockholm on 14 July 1967 and amended on 28 September 1979, it has been agreed among the state signatories that the WIPO will be "responsible for the promotion and protection of intellectual property throughout the world through cooperation among state and, where appropriate, in collaboration with other international organizations, and for the administration of various treaties dealing with intellectual property rights," WIPO has classified the forms of IP .

**Table 1. Types of Intellectual Property**

<b>Terms</b>	<b>Description</b>	<b>Coverage</b>
Copyright	<ul style="list-style-type: none"> <li>Legal terms used to describe the rights that creators have over their literary and artistic works</li> </ul>	<ul style="list-style-type: none"> <li>Books , Music, Paintings, Sculpture, Films, Computer program, Databases, Advertisement, Maps, Technical drawings</li> </ul>
Patent	<ul style="list-style-type: none"> <li>Provides the patent owner with the right to decide how, or whether, the invention can be used by others in exchange for this right. The patent owner makes technical information about the invention publicly available in the published patent document</li> </ul>	<ul style="list-style-type: none"> <li>Exclusive right granted for an invention</li> </ul>
Trademark	<ul style="list-style-type: none"> <li>A sign capable of distinguishing goods or services of one enterprise from those of other enterprises</li> <li>Dates back to ancient times when craftsmen used to put their signature or “mark” on their products</li> </ul>	<ul style="list-style-type: none"> <li>Products sold or services offered by a business entity</li> </ul>
Industrial Design	<ul style="list-style-type: none"> <li>Constitutes the ornamental or aesthetic aspect of an article/object</li> </ul>	<ul style="list-style-type: none"> <li>Design of an object (shape or surface, patterns, lines, or colors)</li> </ul>
Geographical Indication and Appellation of Origin	<ul style="list-style-type: none"> <li>Sign used on goods that have specific geographical origin and possess qualities, a reputation or characteristics that are essentially attributable to that place of origin</li> </ul>	<ul style="list-style-type: none"> <li>The name of the place of origin of the goods/products</li> </ul>

### **The Intellectual Property Law of the Philippines**

The Philippines, as a State signatory in the Convention Establishing the World Intellectual Property Organization, is duty-bound to pass a law on intellectual property protection. Thus, the enactment of Republic Act 8293, otherwise known as “The Intellectual Property Code of 1997”

According to this piece of legislation, *intellectual property rights* consist of

1. Copyright and related rights;
2. Trademarks and service marks;
3. Geographic indication;
4. Industrial designs;
5. Patents;
6. Layout-designs (Topographies) of integrated circuits; and
7. Protection of understanding information.

## **Copyright Protected Works**

Under Philippine copyright, both original works and derivative works are protected.

*Original works* are those that are literary or artistic in nature which include the following:

- Books, pamphlets, article, and other writings
- Periodicals and newspapers
- Lectures, sermons, addresses, dissertation prepared for oral delivery, whether or not reduced in writing or other material form
- Letters
- Dramatic or dramatic-musical compositions; choreographic works or entertainment in dumb show
- Musical compositions, with or without words
- Works of drawing, painting, architecture, sculpture, engraving, lithography or other works of art; models or designs for works of art
- Original ornamental designs or models for articles of manufacture, whether or not registrable as an industrial design, and other works of applied art
- Illustration, maps, plans, sketches, chart and three-dimensional works relative to geography, topography, architecture or science
- Drawings or plastic works of scientific or technical character
- Photographic works including work produced by a process analogous to photography; lantern slides
- Audiovisual works and cinematographic works and works produced by a process analogous to cinematography or any process of making audio-visual recordings;
- Pictorial illustrations and advertisements
- Computer programs
- Other literary, scholarly, scientific and artistic works

## **Works Not Protected**

There are also works that are not covered by copyright due to insufficient authorship or due to the work being of importance to public interest.

### **2. Unprotected Subject Matter**

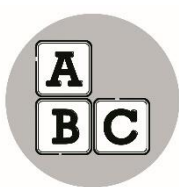
- Any idea, produce, system, method or operation, concept, principle, discovery or mere data as such, even if they are expressed, explained, illustrated or embodied in a mark
- News of the day and other miscellaneous facts having the character of mere items of press information



- Any official text of a legislative, administrative or legal nature, as well as any official translation.

## 2. Works of the Government

- Any purpose of statutes, rules and regulations, and speeches, lectures, sermons, addresses, and dissertations, pronounced, read or rendered in courts of justice, before administrative agencies, in deliberative assemblies and in meeting of public character. (Sec. 9, first par., P.D. No. 49)



## *What's More*

### Activity 3:

- In 100 words or more, explain the value of intellectual property especially in the case of media content or products.

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- What is the main difference between copyright and patent?

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- Do you think technology and internet have made plagiarism easier? Do you think technology has made people more or less creative? Explain your answer with examples.

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## ***What I Can Do***

1. Cite one example in your school or community of teenagers who have experienced computer addiction. What happen them? Have they recovered from their addiction?

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2. Give one suggestion to avoid cyber bullying. Give one suggestion to avoid being a cyberbully.

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## Assessment

**A. Matching Type:** Match column **A** with column **B**, write only the letter of your correct answer in your notebook or notebook.

Column A	Column B
1. Copying or closely imitating the work of another author, composer, etc., while no permission and with the intention of passing the results off as original.	A. Copyright
2. A legal device that provides the creator of a literary, artistic, musical, or different inventive work the only real right to publish and sell that job.	B. Laptop Addiction
3. A type of bullying that takes place on-line, or victimization electronic technology like cell phones, computers, and tablets over communication tools	C. Cyber Bullying
4. The excessive use of computers to the extent that it interferes with standard of living, particularly in using technological device.	D. Fair Use
5. Refers to the limitation and to the prerogative granted by copyright law to the author of an ingenious work.	E. Plagiarism
6. A term referring to the gap between demographics and regions that have access to trendy info and technology, and people that do not or have restricted access.	F. Bullying
7. A type of bullying that involves hurting a person's body or possessions.	G. Netiquette
8. A set of rules for behaving properly on-line.	H. Physical Bullying
9. Exclusive right granted for an invention.	I. Patent
10. The unwanted, aggressive behavior among school aged children that involves a real or perceived power imbalance.	J. Digital Divide
	K. Cybercrime

**B. True or False.** Write True if the statement is correct, otherwise False on your notebook or answer sheet.

\_\_\_\_\_ 1. A copyright protects solely original works of “authorship” like literacy works and sound recording.

\_\_\_\_\_ 2. Algorithm is a collection of rules that governs what conduct is socially acceptable in a web or digital scenario.

\_\_\_\_\_ 3. In the internet always remember that real people take priority.

\_\_\_\_\_ 4. Never post private or embarrassing images or comments in social media.

\_\_\_\_\_ 5. Computer addiction is a disorder in which individual turns to the Internet or plays computer games to change moods, overcome anxiety, deal with depression, reduce isolation or loneliness, or distract themselves from overwhelming problems.



## ***Additional Activity***

### **Reflection:**

1. What are the basic rules in protecting yourself online?

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