

TECHNICAL VOCATIONAL LIVELIHOOD

12

QUARTER

1

MEDIA AND INFORMATION LITERACY



Media and Information Literacy – Grade 12
Quarter 1 – Module 13: Legal, Ethical and Societal Issues in Media and
Information (Part 1)
First Edition, 2020

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Media and Information Literacy

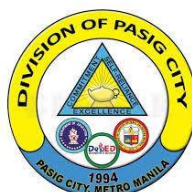
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QUARTER 1

MODULE

13

**Legal, Ethical and Societal Issues
in Media and Information
(Part I)**



Introductory Message

For the Facilitator:

Welcome to the Media and Information Literacy – Grade 12 Self-Learning Module on Legal, Ethical and Societal Issues in Media and Information (Part I).

This Self-Learning Module was collaboratively designed, developed and reviewed by educators from the Schools Division Office of Pasig City headed by its Officer-in-Charge Schools Division Superintendent, Ma. Evalou Concepcion A. Agustin, in partnership with the City Government of Pasig through its mayor, Honorable Victor Ma. Regis N. Sotto. The writers utilized the standards set by the K to 12 Curriculum using the Most Essential Learning Competencies (MELC) in developing this instructional resource.

This learning material hopes to engage the learners in guided and independent learning activities at their own pace and time. Further, this also aims to help learners acquire the needed 21st century skills especially the 5 Cs, namely: Communication, Collaboration, Creativity, Critical Thinking, and Character while taking into consideration their needs and circumstances.

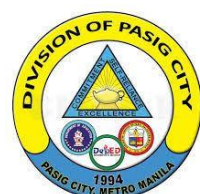
In addition to the material in the main text, you will also see this box in the body of the module:



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. Moreover, 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 Self-Learning Module on Legal, Ethical and Societal Issues in Media and Information (Part I).

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 material while being an active learner.

This module has the following parts and corresponding icons:



Expectations - This points to the set of knowledge and skills that you will learn after completing the module.



Pretest - This measures your prior knowledge about the lesson at hand.



Recap - This part of the module provides a review of concepts and skills that you already know about a previous lesson.



Lesson - This section discusses the topic in the module.



Activities - This is a set of activities that you need to perform.



Wrap-Up - This section summarizes the concepts and application of the lesson.



Valuing - This part integrates a desirable moral value in the lesson.



Posttest - This measures how much you have learned from the entire module.





EXPECTATIONS

At the end of this lesson, the students should be able to:

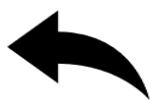
1. define Piracy and Intellectual property;
2. identify the Intellectual Property of the Philippines;
3. put into practice their understanding of the intellectual property.



PRETEST

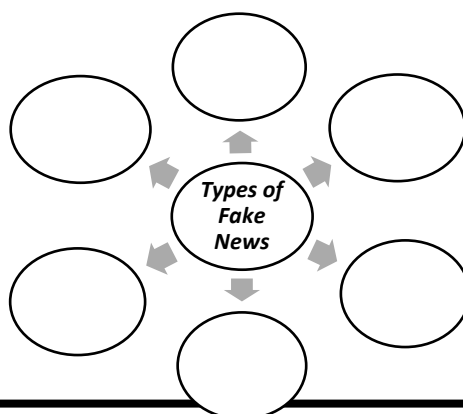
Direction: Read and understand each statement. Choose the best answer and encircle the letter of your choice.

1. What is the law that implements the protection of IP rights in the Philippines?
 - a. Indigenous Peoples Rights Act of the Philippines (RA 8371)
 - b. Philippine Technology Transfer Act (RA 10055)
 - c. Optical Media Act (RA 9239)
 - d. Intellectual Property Code of the Philippines (RA 8293)
2. Given below are the different reasons why do we need to be protected by the Intellectual Property code except:
 - a. It will promote infringement and “free riding”.
 - b. The IP serves as an instrument for economic development.
 - c. The Protection of IP rights is an incentive to human creativity.
 - d. It will promote respect for individual artists, and enables them to earn livelihoods.
3. Intellectual property rights protect the use of information and ideas. This refers to _____.
 - a. Ethical value
 - b. Moral value
 - c. Commercial value
 - d. All of the above
4. The term “*Intellectual Property Rights*” covers
 - a. Trade dress
 - b. Copyrights
 - c. Know-how
 - d. Assets
5. The Intellectual Property as an asset is used for:
 - a. use of Trade Secrets from Previous Employer for the enhancement of their sales
 - b. securing an ownership
 - c. commercializing, licensing, franchising and enhancing market value of business
 - d. securing a license at the different government agencies



RECAP

Direction: Do you have good memory? Let's review the past lesson. Complete the graph below by writing inside each circle the different types of fake news:





LESSON

LEGAL, ETHICAL AND SOCIETAL ISSUES IN MEDIA AND INFORMATION: INTELLECTUAL PROPERTY, FAIR USE AND CREATIVE COMMONS



CURRENT EVENTS

Buses caught showing pirated 'Hello, Love, Goodbye' (ABS-CBN News, 2019).

Formative Assessment: Recitation

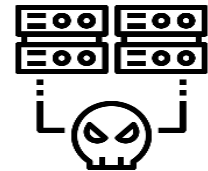
Based from the news video, kindly answer the following questions:

1. What is the news all about?
2. What Philippine law is being violated by piracy and what government agency headed this raid in Parañaque Terminal?
3. Why is digital piracy a crime?

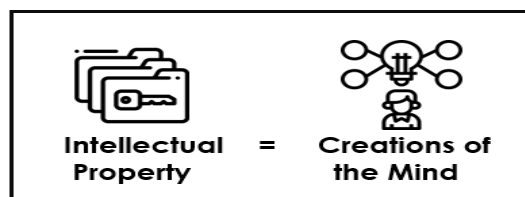
WHAT IS PIRACY?

When we talk about **piracy**, it is simply the unauthorized reproduction or use of a copyrighted book, recording, television program, patented invention, trademarked product, etc. (Dictionary.com, LLC, 2020).

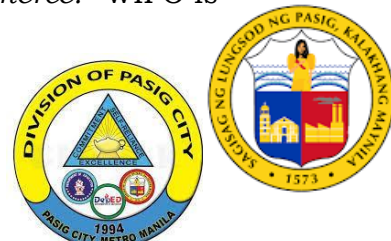
The words **digital piracy** refers to the illegal act of duplicating, copying, or sharing a digital work without the permission of the copyright holder, a violation of copyright laws. Digital piracy grew out of computer hacking. In the mid-1970s, computer hobbyists began copying and distributing hardcopies of computer software and games. While digital piracy pertains to any type of digital medium, there are currently three primary media that receive considerable attention: *music piracy* (e.g., song recordings), *video piracy* (e.g., movies or television shows), and *software piracy* (e.g., computer programs or games).



WHAT IS INTELLECTUAL PROPERTY?



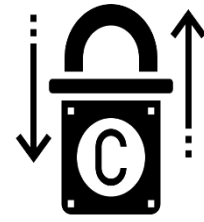
The **Intellectual Property** or **IP** is defined by the WIPO (World Intellectual Property Organization) as “creation of the mind, such as inventions, literary and artistic works, design and symbols, names and images used in a commerce.” WIPO is



the global forum for intellectual property services, policy, information and cooperation.

IP is protected by patents, copyrights and trademarks, which enable people to gain recognition or financial benefits from what they invent or create.

The IP System aims to foster an environment in which creativity and innovation can flourish by striking the right balance between the interests of innovators and the public.



INTELLECTUAL PROPERTY IN THE PHILIPPINES

Article XIV, Section 13 of the 1987 Constitution

“The state shall protect and secure the exclusive rights of scientists, artists and other gifted citizens to their intellectual property and creations, particularly when beneficial to the people, for such period as may be provided by law.”

Philippines Republic Act 8293

The RA 8293 also known as the “Intellectual Property Code of the Philippines” is an Act Prescribing the Intellectual Property Code and Establishing the Intellectual Property Office, mandating its Powers and Functions which took effect on January 1, 1998.



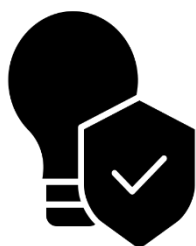
Fig 1. IPOPHL Logo

The *Intellectual Property Office of the Philippines (IPOPHL)* is the lead agency of the government that is in charge of the implementation of the Intellectual Property Code and handling the registration and conflict resolution of the rights.

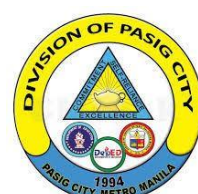
The Intellectual Property Owners have the right to **exclude or include others** in the Philippines.

Intellectual Property as an asset is used for *commercializing, licensing, franchising and enhancing market value of business.*

WHY DO WE NEED TO PROTECT INTELLECTUAL PROPERTY?



- ✓ Protection of IP rights is an incentive to human creativity.
- ✓ Promotes respect for individual artists, and enables them to earn livelihoods.
- ✓ Prevents infringement and “free riding”.
- ✓ IP serves as an instrument for economic development.
- ✓ New creativity helps create sustainable and competitive businesses locally and internationally.





ACTIVITIES

ACTIVITY: WHO OWNS WHAT?

Instructions: Read each case carefully and answer the question given in each item. The first one is done for you.

1. A well-known T-shirt is produced in another country. Who should benefit from its profits?

Answer: Some people say that the T-shirt manufacturer should get the profits because what is being sold is the logo, not the T-shirt.

2. Some software is loaded on a computer of a large company. Employees are downloading the software for use on their home computers. Should someone pay for it? If so, who? How much? Why?

Answer: _____

3. A student in the class copies this handout and uses it in her business class at the university. Is that a violation of the copyright of these materials?

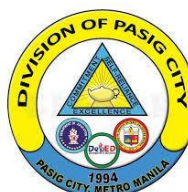
Answer: _____

4. A teacher uses an article from the newspaper in her class. She copies the article and gives it to her students. Have intellectual property rights been violated? If so, whose? If not, why not?

Answer: _____

5. A company makes copies of a famous painting. The company sells the copies. Who should pay for the right to copy these paintings? Why?

Answer: _____





WRAP-UP

WHAT I HAVE LEARNED SO FAR?



They say Honesty is the best policy! After knowing the world of Intellectual Property can you share here the possible Intellectual Property “crimes” that you commit? Examples include:

- ✓ *Copying a software program onto another computer*
- ✓ *Downloading songs from Youtube or any similar file-sharing program.*

Reflect on yourself why did you commit that and do you think that these activities can be legal? Why? Why not?

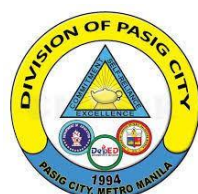


VALUING

REFLECT UPON



As a student, how can you promote ethical use of Intellectual Property? Let's start with school-related and personal tasks. How will you decide when something is a violation of intellectual property?





POSTTEST

Direction: Read and understand each statement. Choose the best answer and encircle the letter of your choice.

1. What is the law that implements the protection of IP rights in the Philippines?
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 - b. securing an ownership
 - c. commercializing, licensing, franchising and enhancing market value of business
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KEY TO CORRECTION

To check your progress, here are the answers for the following activities:

<p><i>Note: Answers for the Activity, vary depending on the understanding and reflection of the students upon answering.</i></p>	<p>• Clickbait</p> <p>• Propaganda</p> <p>• Satire/Parody</p> <p>• Sloppy Journalism</p> <p>• Misleading Headings</p> <p>• Biased or Slanted News</p>	<p>1. D</p> <p>2. A</p> <p>3. D</p> <p>4. B</p> <p>5. C</p>
	<p>RECAP (IN ANY ORDER)</p>	<p>PRE/POST TEST</p>

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