

TECHNICAL VOCATIONAL LIVELIHOOD

12

QUARTER

1

MEDIA AND INFORMATION LITERACY



Media and Information Literacy – Grade 12
Quarter 1 – Module 15: Legal, Ethical and Societal Issues in Media and Information (Part III)
First Edition, 2020

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Published by the Department of Education - Schools Division of Pasig City

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Printed in the Philippines by Department of Education – Schools Division of Pasig City.



Media and Information Literacy

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QUARTER 1

MODULE

15

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



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 III).

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 III).

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, students are expected to:

- A. identify and explain the different types of intellectual property;
- B. put into practice their understanding of the intellectual property and its protection;
- C. cite practical situation when to apply knowledge in intellectual property, copyright and fair use guideline.



PRETEST

Direction: Before we start with this topic, make sure you have an understanding of the meanings of the following terms. You may write down words or phrases that you think can be associated with it. The first one is done for you.

Copyright	Trademark	Trade Secret	Fair Use
<input type="checkbox"/> literary	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> artistic works	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> authorship	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____



RECAP

Direction: Identify the Type of Intellectual Property given in each item. Write the symbol © if it is under the Copyright and write the symbol ® if it is a Patent.

- ☐ 1. Dan Browns Novel Books
- ☐ 2. Lagundi Medicine
- ☐ 3. Surfing Board
- ☐ 4. Adobe Photoshop CS6
- ☐ 5. CNN Philippines Show





LESSON

LEGAL, ETHICAL AND SOCIETAL ISSUES IN MEDIA AND INFORMATION:

TYPES OF INTELLECTUAL PROPERTY

C. TRADEMARK

Trademark is a visible sign used to distinguish the goods or services of an individual or enterprises. Trademarks date back to ancient times when craftsmen used to put their signature or "mark" on their products.



A trademark application requires the company or user to provide a clear description and representation of the mark and its uses in conjunction with associated products or services.



QUICK Q & A :

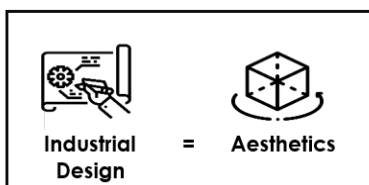
Take a look at these two famous stores here in the Philippines, what can you notice on their logo?



As you noticed there is a sign TM and R beside their (TM)s. The means the owner of the mark has common law rights even though the mark has not been registered while the ®, on the other hand, is only used for marks that have been granted registration. The protection of Trademarks are *valid for 10 years and renewable every 10 years*.

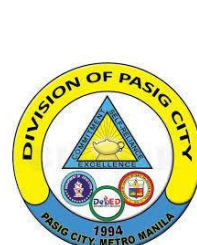
Logos are design used by an organization on its letterhead, advertising material, and signs as an emblem by which the organization can easily be recognized.

D. INDUSTRIAL DESIGN

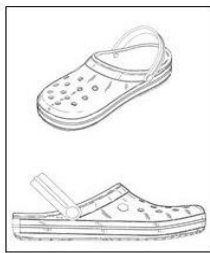


An *industrial design* constitutes the ornamental or aesthetic aspect of an article. An industrial design may consist of three-dimensional features, such as the shape or surface of an article, or of two-dimensional features, such as patterns, lines or color.

An industrial design right protects only the appearance or aesthetic features of a product. ID are applied to a wide variety of products of industry and handicraft from technical and medial instruments to watches, jewelry and other luxurious items.



Figs. 1 and 5 of U.S. D610,784:



(Source: <http://www.protectingdesigns.com/deja-vu-crocs-sues-skechers-for-design-infringement>)

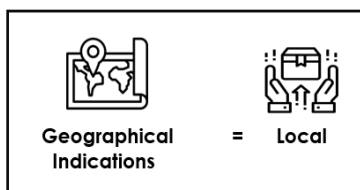
Reproduced from page 7 of the complaint:



“obvious imitation” of Crocs’ original shoe design for the CROCBAND™ model footwear, which is protected by U.S. D610,784.

On May 20, 2011, Crocs filed a complaint and initiated a new suit against Skechers, case number 1:11-cv-01330, in the U.S. District Court for the District of Colorado. Crocs alleges the Swifts line introduced in the summer of 2010 by Skechers is an

E. GEOGRAPHICAL INDICATION AND APPELLATION OF ORIGIN



Geographical indications and appellations of origin are signs used on goods that have a specific geographical origin and possess qualities, a reputation or characteristics that are essentially attributable to that place of origin. Most commonly, a geographical indication includes the name of the place of origin of the goods.

Example products are the *Baguio’s Best Strawberry Jam*, *Cebu’s Famous Dried Mango*, *Nueva Ecija’s Rice* and so on.

TRADE SECRET

Business Information which provides an enterprise with a competitive edge. Trade secrets are *proprietary procedures, systems, devices, formulas, strategies or other information that is confidential and exclusive to the company using them*.

In short, *Trade Secrets* are intellectual property rights on confidential information which may be sold or licensed. Some of the most famous Trade Secrets are Coca-Cola (Recipe), WD-40 (Formula), and Algorithms (Google Search) and for most business it may include customer lists, internal specs and best practices guides.



Figure 1. Trade Secret Products

Now, the question is how can we use those copyrighted material? Can we use it freely?

THE USE OF FAIR USE

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



Image Source:
http://www.gcflearnfree.org/print/blogbasics/copyright-and-fair-use?playlist=Blog_Basics

- Commentary
- Criticism
- Reporting
- Research
- Teaching



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.

LEGAL SHARING USING THE CREATIVE COMMONS



Image Source: <https://creativecommons.org/about/>

The *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.

WHAT ARE THE DIFFERENT CREATIVE COMMONS LICENSES?



Image Source: <https://creativecommons.org/about/>

- **Attribution:** You must credit the creator in order to use, copy, or share the content.
- **Non-Commercial:** You can't make a profit from the content.
- **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. You can't treat any Share Alike work that you adapt as your own copyright, even if you radically change it.

WHAT IS A PUBLIC DOMAIN?



Image Source: <https://creativecommons.org/about/>

The Creative Commons licenses help authors keep and manage their copyright on terms they choose. **Public Domain** tools, on the other hand, enable authors and copyright owners who want to dedicate their works to the worldwide public domain to do so, and facilitate the labeling and discovery of works that are already free of known copyright restrictions.

The Creative Commons has opened up opportunities for universal access by sharing content and information within the boundaries of free flow of information and copyright protection through a "*Free, Public and Standardized Infrastructure.*"



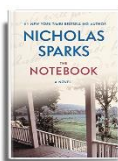


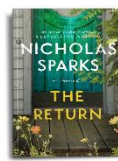
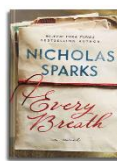
ACTIVITIES

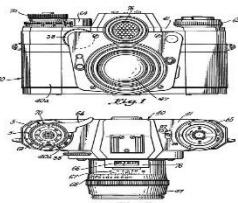
ACTIVITY: WHAT AM I?

Direction: Given below are the different products, brands and logos. Identify whether they are under *Copyright*, *Patents*, *Trademark*, *Industrial Design* or *Geographical Indications*. You may write your answer on the box provided.















WRAP-UP

WHAT I HAVE LEARNED SO FAR?

Direction: Identify the word/s being asked in each item. Choose your answer from the Word Bank below and write your answer on the space provided.



Public Domain
Logo

Trademark
Intellectual Property

Geographical Indication
Patent

- _____ 1. Legal document granted by the government, giving an inventor the exclusive right to make, use, and sell an invention for a specified number of years.
- _____ 2. A symbol, such as a word, number, picture, or design, used by manufacturers or merchants to identify their products and distinguish them from others.
- _____ 3. A law granting authors and creators of original works the exclusive privilege to reproduce, distribute, perform, display or sell their work.
- _____ 4. Works that are not copyrighted and may be used without permission.
- _____ 5. A design used by an organization on its letterhead, advertising material, and signs as an emblem by which the organization can easily be recognized.





VALUING

REFLECT UPON



Respecting the rights of others is your moral and legal obligation.

Upholding these rights is indicative of your outmost valuing for your own and other people's integrity. Write your reflections about the lesson using the organizer below. Your thoughts are always important!

Things/Topic I enjoyed...	Thing/Topic I learned...	Thing/Topic I find challenging...	Thing/Topic I want to learn more...
Why?	Why?	Why?	Why?



POSTTEST

Direction: Now, let us test again your understanding about our topic. Complete the graph below by writing down the words or phrases that is connected with the following Intellectual Property terms. The first one is done for you.

Copyright

Trademark

Trade Secret

Fair Use

<input type="checkbox"/> literary	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> artistic works	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> authorship	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____





KEY TO CORRECTION

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

RECAP	ACTIVITY	WRAP UP
1. Copyright 2. Patent 3. Patent 4. Copyright 5. Copyright	1. Geographical Indications 2. Copyright 3. Copyright 4. Patent 5. Industrial Design 6. Trademark	1. Patent 2. Trademark 3. Intellectual Property 4. Public Domain 5. Logo
		<ul style="list-style-type: none"> ■ services ■ Goods ■ Logo ■ Symbol ■ Sign
		<ul style="list-style-type: none"> ■ secret formula ■ commercial secrets ■ If it can be used of giving credits ■ share-chillie
		educational purposes
		PRE/POST TEST *** Answers may vary. These are only the possible answers.
		Trademark Trade Secret Full Use

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Icon made by Pixel perfect from www.flaticon.com

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“What We Do,” Creative Commons, accessed August 01, 2020, <https://creativecommons.org/about/>

Image Sources:

Figure 1: <https://www.cokesolutions.com/products/brands/coca-cola/coca-cola.html>; <https://automobileremedy.com/maintenance/best-penetrating-oil/> <https://www.teckmovers.com/blog/all-important-google-algorithm-updates/>

<https://www.britannica.com/topic/The-Starry-Night>

<https://nicholassparks.com/work/writing/>

<http://microcsm.blogspot.com/2015/05/the-last-straw-that-made-camels-back.html>

<https://fineartamerica.com/featured/vintage-camera-patent-denny-h.html>

<https://cgaxis.com/product/metal-mesh-chair/>

<https://1000logos.net/dunkin-donuts-logo/>

