

TECHNICAL VOCATIONAL LIVELIHOOD

12

QUARTER

1

MEDIA AND INFORMATION LITERACY



Media and Information Literacy – Grade 12
Quarter 1 – Module 14: Legal, Ethical and Societal Issues in Media and Information (Part II)
First Edition, 2020

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Media and Information Literacy

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QUARTER 1

MODULE

14

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



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 II).

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 II).

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:

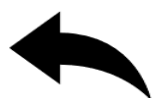
1. identify and explain the different types of intellectual property;
2. put into practice their understanding of the intellectual property and its protection;
3. create a prototype that will solve an issue that is related media and information in the Philippines



PRETEST

Direction: The following words and terms are used in connection with Intellectual Property Rights. Tick/check the column for any words that you have heard of, and if you can, define the particular word or term. The first one is done for you.

	Haven't heard of this	Heard of this	I think I know what this means (write briefly what you think this means)
Republic Act 8293	✓		It is also known as the "Intellectual Property Code of the Philippines." It is an Act Prescribing the Intellectual Property Code and Establishing the Intellectual Property Office.
Copyright			
Invention			
Patent			



RECAP

Direction: The following terms are associated with Intellectual Property. These concepts are discussed with the previous lesson. Before we proceed into our new topic, try to figure out what these terms are by filling out the blank boxes.

1. - is simply the unauthorized reproduction or use of a copyrighted book, recording, television program, patented invention, trademarked product, etc.
2. - it is the global forum for intellectual property services, policy, information and cooperation.
3. - refers to the illegal act of duplicating, copying, or sharing a digital work.





LESSON

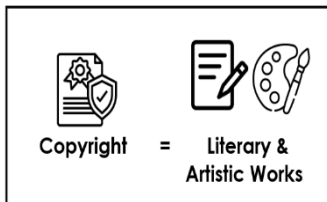
LEGAL, ETHICAL AND SOCIETAL ISSUES IN MEDIA AND INFORMATION: TYPES OF INTELLECTUAL PROPERTY

Based from the previous lesson, when we talk about Intellectual Property Rights these are intangible rights that protect the product of your intelligence, creativity, and invention. Intellectual Property Rights prevent others from taking advantage of the product of your intelligence or creativity without your permission.

Intellectual Property Protection isn't as simple as declaring ownership of a particular product or asset. In most countries, there are five primary types of Intellectual Property (IP) that can be legally protected: *copyright*, *patents*, *trademarks*, *industrial design*, and *geographical indications*. Each has their own attributes, requirements and costs. Let's take a look at each type.

TYPES OF INTELLECTUAL PROPERTY (IP)

A. COPYRIGHT



Copyright is simply taken from the words, “*copy*” with “*right*”. A legal term used to describe the rights that creators have over their **literary** and **artistic works**. It includes books, music, paintings, sculpture and films, to computer programs, databases, advertisements, maps and technical drawings. The validity period of Copyrighted works is the *Lifetime of the author + 50 years after death*.

An author's moral rights pertain to his “*right claim authorship of a work and the right to oppose changes to a work that could harm the reputation.*” These are the different works covered by the Copyright Protection with its validity.

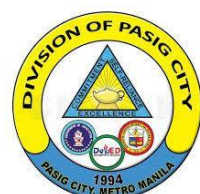
COPYRIGHT	VALIDITY PERIOD
LITERARY WORKS	During the lifetime of the author plus 50 years after death
ART	25 years from the date of creation
PHOTOGRAPHIC WORK	50 years from publication
AUDIO- VISUAL WORK	50 years from publication
SOUND RECORDING	50 years from your recording took place
BROADCAST RECORDING	20 years from the date of broadcast

One of the most controversial issues in 2016 is when a legal action was thrown against Ed Sheeran, Sony/ATV Music Publishing and Atlantic Records by Marvin



(Source: <https://www.businessinsider.com/ed-sheeran-sued-for-100-million-for-allegedly-copying-marvin-gaye-lets-get-it-on-2018-6>)

Gaye's co-writer's estate and heirs who alleged Sheeran had plagiarized the melody, harmony and composition of Gaye's classic, ‘*Let's Get It On*’, in his song ‘*Thinking Out Loud*’. The estate failed to properly serve him in the first instance but a second attempt at service was successful. You can search on YouTube so that you can compare the aforementioned songs.



As a creator of any literary work, it is important that your work is original and does not copy the earlier work of another party. A substantial reproduction of earlier work in which copyright subsists may result in a claim for a violation of *copyright infringement*. The cases on copyright infringement focus more on the quality than on the quantity of what has been copied.



QUICK Q & A :

- What is the message of the cartoon below? What are they talking about?



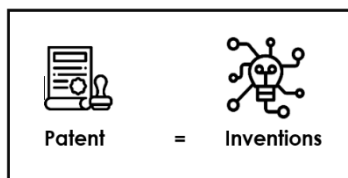
(Source: http://www.esa.int/About_Us/Law_at_ESA/Intellectual_Property_Rights/What_is_intellectual_property)

What is an Invention?

Inventions are something that has never been made before, or the process of creating something that has never been made before (Cambridge Dictionary, 2020).

It could be a new device, method, or process developed from study and experimentation (Dictionary.com, LLC, 2020).

B. PATENT

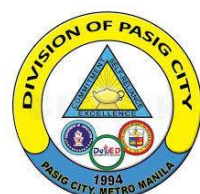


When we talk about inventions we are actually talking about “*Patent*.” This is an exclusive right granted for an invention. Generally speaking, it provides the patent owner with the right to decide how, or whether the invention can be used by others. One of the most popular example of a Patent granted is the famous *Coca-Cola* Drink. A Patent Work is valid for *20 years from the filing date of the application*.

Requirements for Patentability:

- ✓ *Novelty* – Is it similar to another invention?
- ✓ *Solution to a Problem* – What problem does it solve?
- ✓ *Industrially Applicable* – Can it be used by a certain industry?
- ✓ *Inventive Step* – Is the said solution obvious to an expert in the field?

The other types of Intellectual Property will be discussed on the next lesson and module.





ACTIVITIES

ACTIVITY 1: INVENTION OR INTERVENTION?

Direction: Given below are the different examples of Intellectual Property products. Identify each by writing whether they are an *Invention* or an *Intervention*.

<p>Apple AirPods</p>  <p>Image Source: https://www.apple.com</p>	<p>Solar Panel Power Bank</p>  <p>Image Source: https://www.upsbatterycenter.com/blog/what-are-the-benefits-of-solar-powered-cell-phone-chargers/</p>	<p>Bosch 2.5-hour COVID-19 Test</p>  <p>Image Source: https://www.redherring.com/europe/bosch-claims-invention-of-2-5-hour-covid-19-test/</p>
Answer:	Answer:	Answer:

ACTIVITY 2: PROTOTYPE MAKING

Instructions: You may proceed on your Worksheets No. 14 to complete this task.



WRAP-UP

WHAT I HAVE LEARNED SO FAR?

People who work in the area of intellectual property use lots of interesting vocabulary words. Wrap your mind around some of that vocabulary so that you can justify your progress regarding the topic.



_____ refers to creations of the mind: inventions, literary and artistic works, confidential information, and symbols, names, images, and designs used in commerce.

_____ is a form of intellectual property that protects the expression of ideas. To be protected, the expression of the idea needs to be original and be expressed in a form that allows another person to perceive the expression either alone or with the help of a machine. Books, movies, newspaper articles, music, web pages, and paintings are all examples of items that may be protected.

A substantial reproduction of earlier work in which copyright subsists may result in a claim for a violation is called _____. It describes the unauthorized use of copyrighted material, such as text, photos, videos, music, software, and other original content.





VALUING

REFLECT UPON



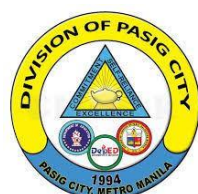
You created your first ever Online Writing Blog for your English Subject. What can you do to stop another person from copying your product or work, and from using it or selling it?



POSTTEST

Direction: The following words and terms are used in connection with Intellectual Property Rights. Tick/check the column for any words that you have heard of, and if you can, define the particular word or term. The first one is done for you.

	Haven't heard of this	Heard of this	I think I know what this means (write briefly what you think this means)
Republic Act 8293	✓		It is also known as the "Intellectual Property Code of the Philippines." It is an Act Prescribing the Intellectual Property Code and Establishing the Intellectual Property Office.
Copyright			
Invention			
Patent			





KEY TO CORRECTION

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

Pre/Post Test	Answers for the Pre and Post Test may vary depending on the understanding of the students upon answering.	1. Piracy 2. WIPO 3. Digital Piracy	1. Intervention 2. Intervention 3. Invention	1. Digital Piracy 2. Copyright 3. Infringement
Recap			Activity	Wrap Up

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