ELECTRONIC MEDIA

Introduction

This lesson introduces the student to electronic media, the concepts and terms related to it, the laws that govern the use of electronic media, as well as its impact and importance.

Objective

At the end of this course packet, the student will be able to:

- Recognize terms and concepts related to electronic media.
- Demonstrate knowledge of the history of electronic media industries and technologies.
- Understand the media landscape of the Philippines.
- Determine the legal, ethical, and societal issues regarding electronic media
- Discuss the importance of electronic media and its impact.

Introduction

The advancement of computer technologies including its software and hardware has really changed and impacted daily living and how tasked are accomplished using computers and other technologies. It brought development and innovations on how people communicate, access files, enjoy music, watch TV and movies, and use technology on leisure.

The Time Before Now

10 to 15 years ago, how would one characterize the way people communicate, access entertainment such as music and films/movies? And how are things different nowadays?

MEDIA

Media is crucial in forming public awareness and **disseminating information** influencing public opinion and attitudes. Whether on the internet, radio, or television, media has grown into an increasingly powerful tool.

MEDIA

The media is best defined by the roles they play in society. They **educate**, **inform** and **entertain** through news, features and analysis in the press.

They also produce documentaries, dramas, current affairs programs, public service announcements, magazine programs and other forms of programming for radio and television.

TRADITIONAL MEDIA VS ELECTRONIC MEDIA

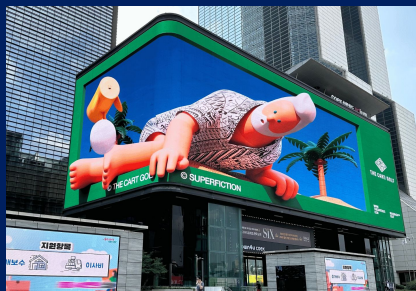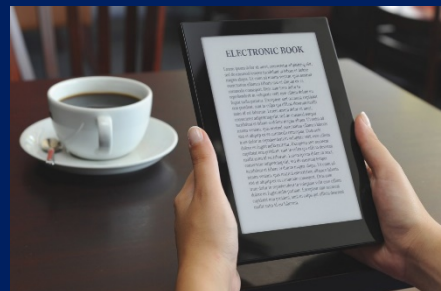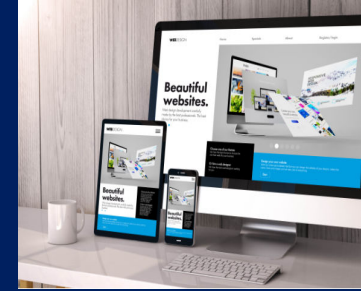**BILLBOARD** **RADIO** **NEWSPAPER** **TV** **DIRECT MAIL**

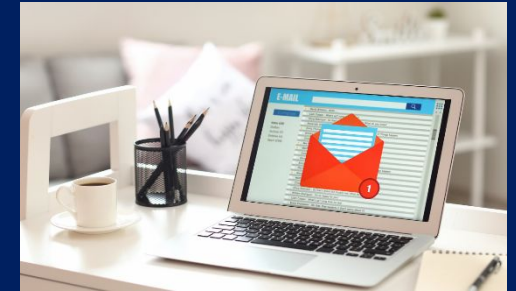**Digital Billboard** **Mobile Apps** **eBooks** **Websites** **E-Mail**

Traditional Media

- Advertisement channels that have been in use for decades are referred to as "traditional media."

- For years, businesses have depended on these tried-and-true strategies. These channels can be very powerful, and they often account for the entire advertising budget for many businesses.

- Traditional marketing strategies are expected to cost firms $104.32 billion in 2021, according to digital research firm eMarketers.

Traditional Media

- TV commercials
- Radio advertisements
- Cold calling
- Flyers
- Billboard advertisements
- Door-to-door sales
- Newspaper ads

Although the industry has relied on these channels for decades, they have lost a lot of traction over the last few years and have been in a steady decline ever since.

Electronic Media

- Traditional broadcasting has lost its relevance in today's nonlinear, digital environment. People no longer have to rely on over-the-air radio to hear new music or even our favorite tracks.

- The **Internet** offers a variety of music streams, much of which may be shared and saved for later listening on computers or mobile devices. Internet is now available in college classrooms and dorm rooms, making social and professional networking, as well as educational, music, and movie file sharing, much easier.

Electronic Media

- Electronic media are those that allow the end-user (audience) to access material through the use of electronics or electromechanical energy. This is in contrast to static media (mostly print media), which are increasingly generated electronically but do not need end-user access to electronics in printed form.

- Video recordings, audio recordings, multimedia presentations, slide presentations, CD-ROM, and internet material are the most common electronic media sources that the general public is familiar with.

Benefits to the society
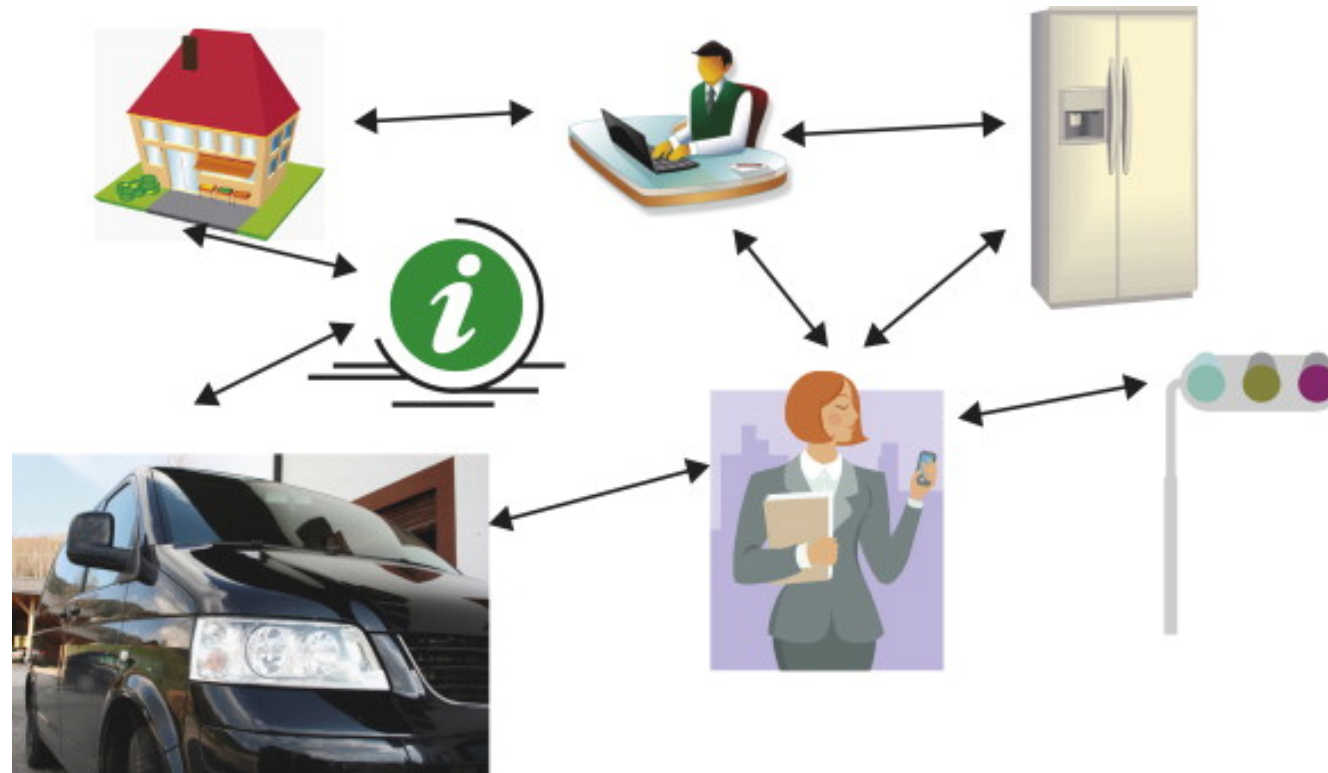
Distances and time have been eliminated in the dissemination of information, events, and ideas.

Benefits to the society

People now have simple and ubiquitous access to information.

Benefits to the society

Controlling information flows from the outside has grown more challenging.
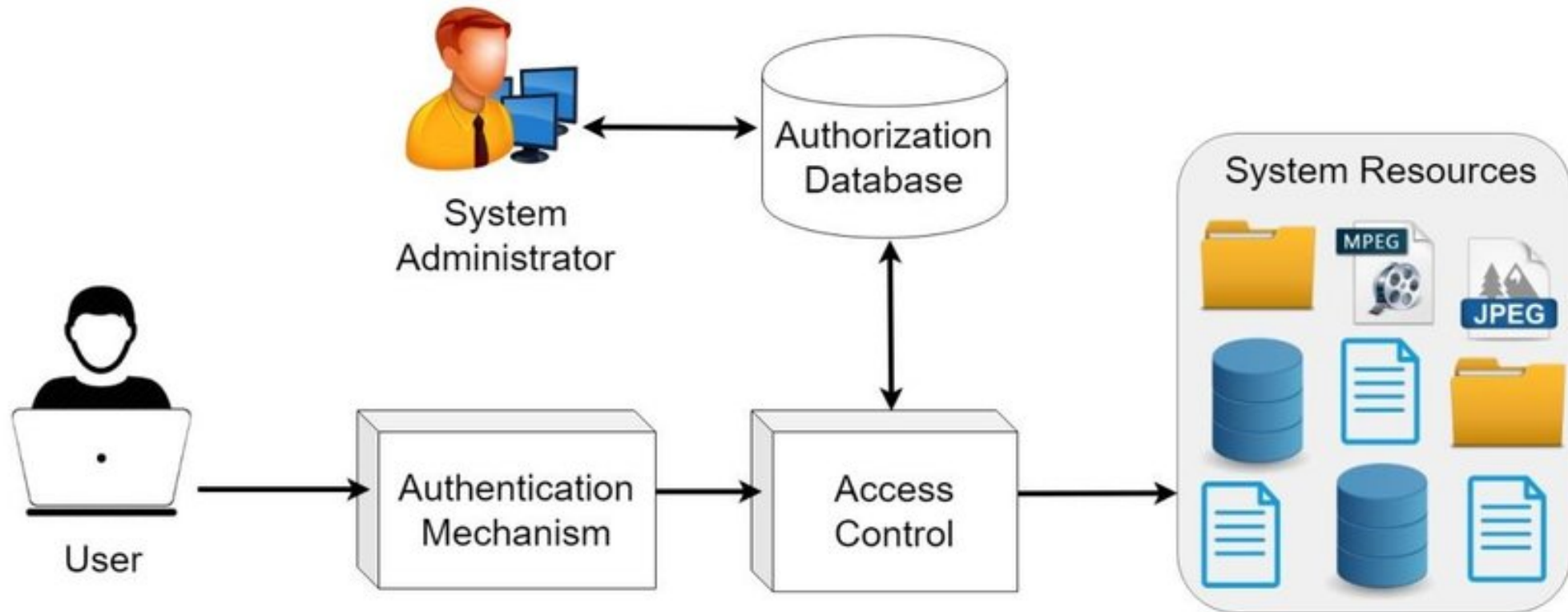
Benefits to the society

The sharing of information has become less expensive and more straightforward.

Benefits to the society

It is now quite simple to engage in two-way communication and share thoughts.
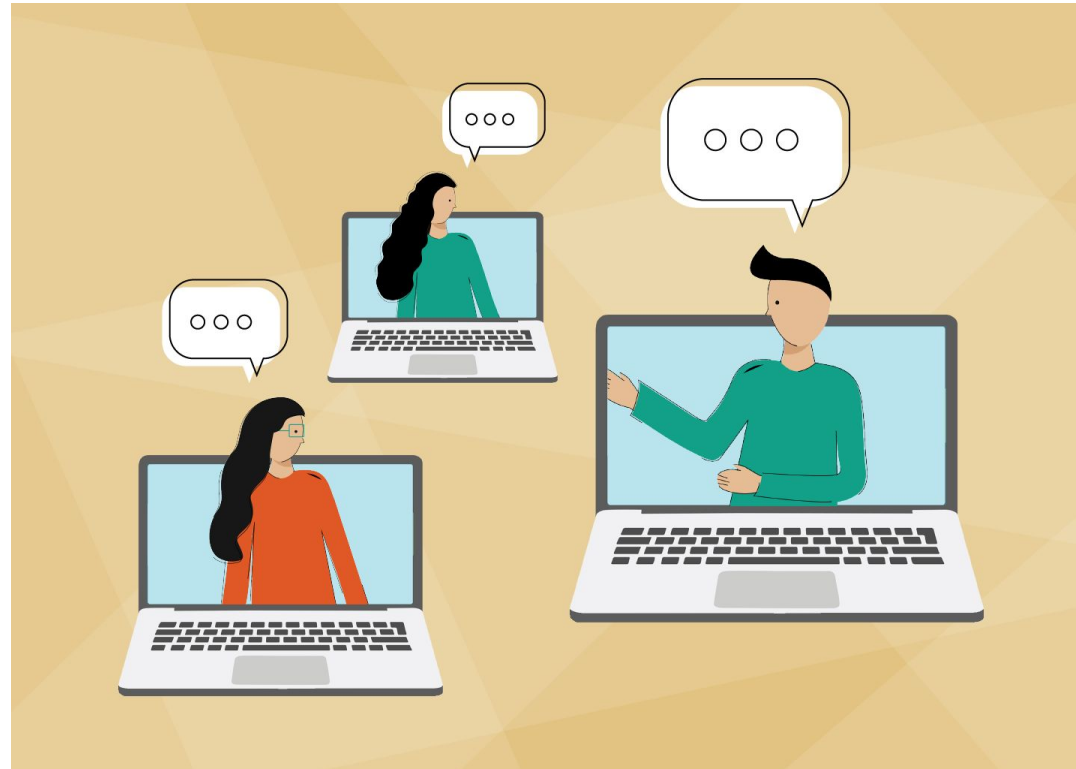
Benefits to the society

The spread of centralized information is aided by its broad reach and low reception costs.

Benefits to the society

Two-way political media are democratic in that each party has equal power to raise new problems on the electronic network.

Morse Code

Morse code is a system of communication developed by Samuel F.B. Morse that uses a series of dots and dashes to relay coded messages. It is also useful for sending urgent distress signals in emergency situations.

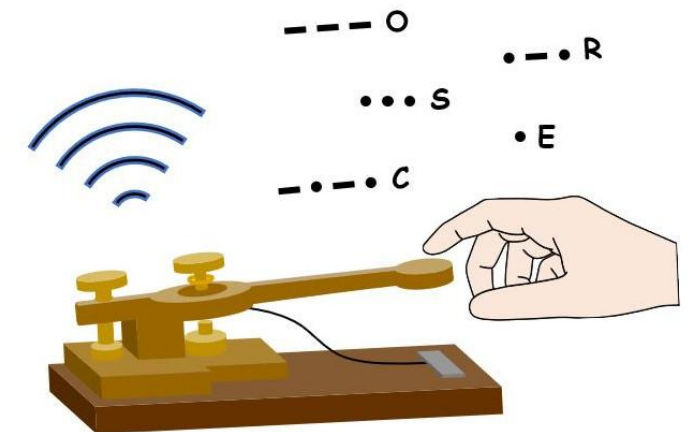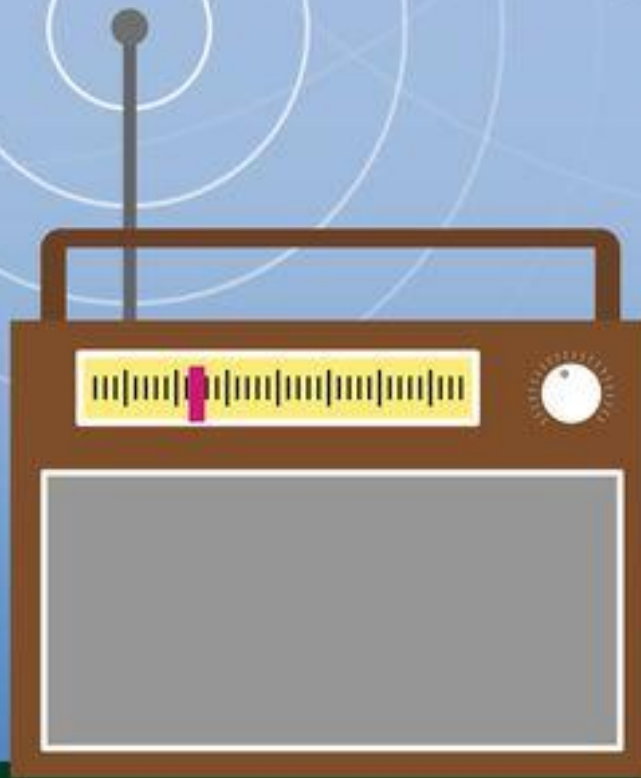| Letter	Code		Letter	Code		Number	Code		Symbol	Code
A	·—		N	—·		1	·————		?	··——··
B	—···		O	———		2	··———		!	—·—·——
C	—·—·		P	·——·		3	···——		.	·—·—·—
D	—··		Q	——·—		4	····—		,	——··——
E	·		R	·—·		5	·····		;	—·—·—·
F	··—·		S	···		6	—····		:	———···
G	——·		T	—		7	——···		+	·—·—·
H	····		U	··—		8	———··		-	—····—
I	··		V	···—		9	————·		/	—··—·
J	·———		W	·——		0	—————		=	—···—
K	—·—		X	—··—						
L	·—··		Y	—·——						
M	——		Z	——··						

O ———
R ·—·
S ···
E ·
C —·—·

Heinrich Hertz

German physicist studied radio waves and proved signals could be transmitted wirelessly.

Frequency is expressed in the hertz unit, one hertz being equal to one cycle per second.

Guglielmo Marconi

An Italian inventor and businessman who made a device capable of ringing a bell from 30 feet away in 1896.

In **1916**, on the occasion of the election of US President, a New York station broadcasted the first radio news bulletin. By **1927**, radio had established itself as a key source of information. Radio broadcasting in India began as a private venture in **1923** and **1924**, when three radio clubs were established in Bombay, Calcutta and Madras (now Chennai).

With the start of World War II, radio transmission became increasingly important.

Legal, Ethical and Societal Issues

Legal, ethical, and societal issues are crucial considerations in any field, especially in technology and software development.

Understanding and addressing legal, ethical, and societal issues is essential to fostering trust, inclusivity, and fairness in technology development and deployment.

Legal, Ethical and Societal Issues

Legal issues revolve around compliance with laws, regulations, and policies that govern the use of technology, personal data, intellectual property, and digital content.

Ethics concern the moral principles guiding technology use, focusing on what is "right" or "fair" rather than what is legal.

Societal issues relate to the broader impact of technology on communities, culture, economies, and individual well-being.

Legal, Ethical and Societal Issues

Legal, Ethical and Societal Issues

COPYRIGHT

A **legal** mechanism that grants the only right to publish and sell a literary, artistic, musical, or other creative work to its **creator**. Owners of copyrights have the right to regulate how their work is reproduced, as well as the right to be paid for it.

Others, such as publishers or recording corporations, may be granted or sold those rights by an author.

Infringement is the term used to describe the act of violating a copyright.

Legal, Ethical and Societal Issues

Court Cases about Copyright

Capitol Records, LLC v. ReDigi Inc. (2013)

- **Background**: ReDigi created a marketplace for users to resell legally purchased digital music files. Capitol Records argued that reselling digital files infringed on its distribution rights.
- **Outcome**: The court ruled against ReDigi, finding that copying digital files, even for resale purposes, constitutes reproduction, which is exclusive to the copyright owner.
- **Significance**: This case highlighted the difficulty of applying the "first sale doctrine" to digital goods, establishing that the resale of digital content may infringe copyright without permission.

Legal, Ethical and Societal Issues

Court Cases about Copyright

Apple Computer, Inc. v. Microsoft Corp. (1994)

- **Background**: Apple sued Microsoft, claiming that Microsoft's Windows operating system copied Apple's graphical user interface (GUI) used in its Macintosh computers.

- **Outcome**: The court ruled largely in favor of Microsoft, finding that many elements of the GUI were not protected by copyright because they were "functional" or "commonplace" and, thus, not subject to copyright protection.

- **Significance**: This case established that software interfaces can be protected only to the extent they demonstrate original expression rather than functional elements, influencing later cases involving software GUIs.

Legal, Ethical and Societal Issues

Legal, Ethical and Societal Issues

PLAGIARISM

The act of adopting or closely replicating the language and concepts of another author without permission; the portrayal of that author's work as one's own, such as by failing to acknowledge the source.

Legal, Ethical and Societal Issues

Court Case against Plagiarism

Silicon Knights v. Epic Games (2012)

- **Background**: Silicon Knights, a video game company, sued Epic Games, claiming that Epic withheld resources related to the Unreal Engine and failed to provide proper support. Epic counterclaimed that Silicon Knights had plagiarized and used its code without permission in other games.

- **Outcome**: The court ruled in favor of Epic Games, finding that Silicon Knights had indeed used parts of Unreal Engine's code without permission and improperly integrated it into their own software.

- **Significance**: This case emphasized the importance of respecting licensing terms and copyright, particularly in gaming, where code reuse and modifications are common. It also highlighted the serious financial consequences of plagiarism within proprietary software development.
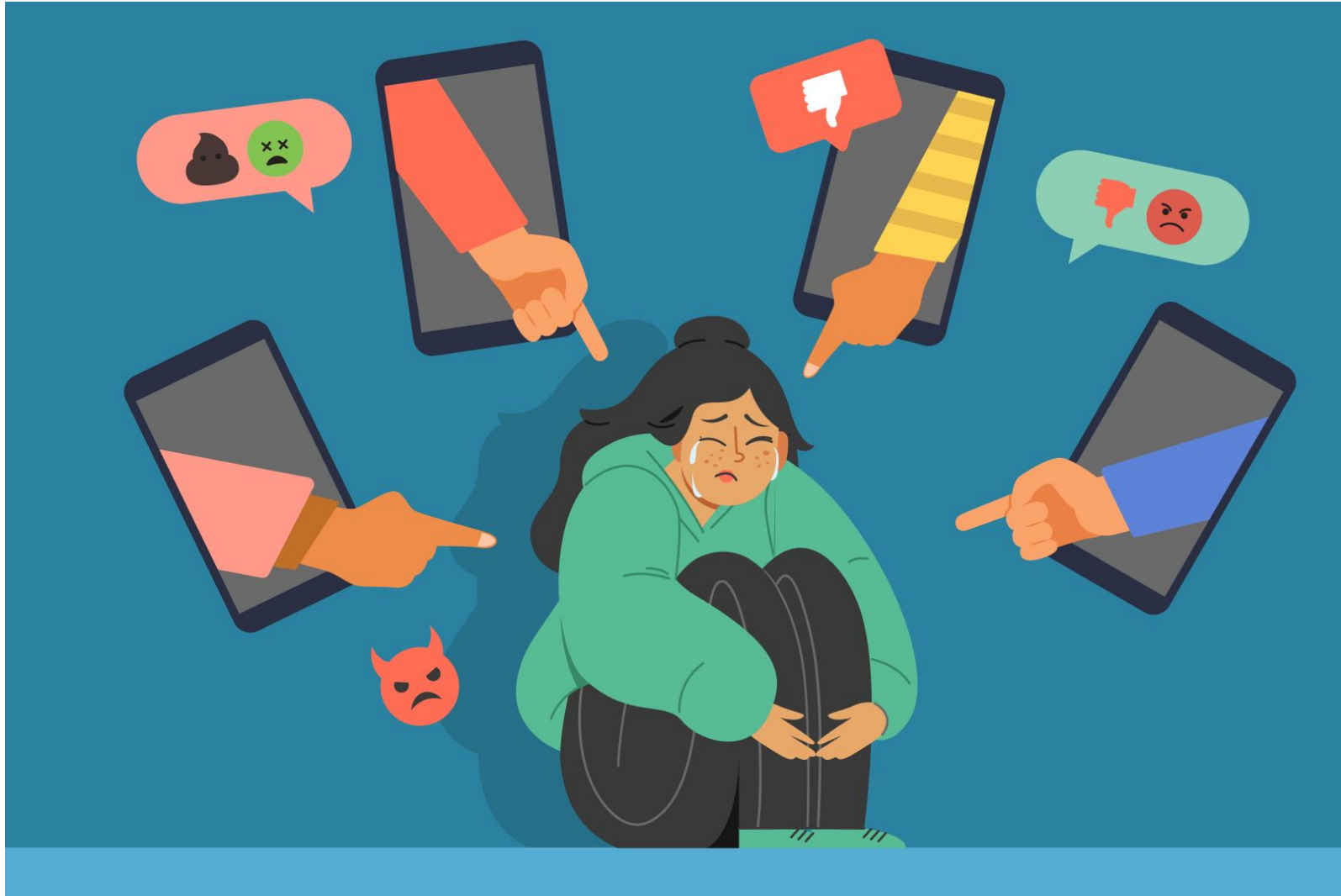
Legal, Ethical and Societal Issues

Court Case against Plagiarism

Facebook and Divya Narendra & Cameron and Tyler Winklevoss (2004)

- **Background**: The Winklevoss twins and Narendra accused Mark Zuckerberg of using their ideas to create Facebook while they were working on a similar project, ConnectU, at Harvard. They argued that Zuckerberg copied their concept without permission, which led to allegations of plagiarism in the project.

- **Outcome**: Although the case settled for a substantial amount, with the Winklevoss twins receiving a payout, Facebook denied any wrongdoing. The case was significant due to the ethical and legal questions it raised around idea plagiarism, particularly in the startup world.

- **Significance**: This case emphasized the importance of agreements and proper documentation in startup collaborations to protect intellectual contributions and minimize the risk of idea theft.

Legal, Ethical and Societal Issues

Legal, Ethical and Societal Issues

CYBER BULLYING

Bullying that occurs through the use of electronic technology such as mobile phones, laptops, and tablets, as well as communication tools such as social networking sites, text messages, chat rooms, and webpages.

Text messages or emails intended to humiliate or degrade; rumors or false assertions circulated by email or uploaded on social networking sites; and humiliating images, videos, websites, or phony accounts purposefully shared throughout social media are all examples of cyberbullying.

Legal, Ethical and Societal Issues

Court cases against Cyber Bullying

People v. Austin (New York, 2012)

- **Background**: Four high school students in New York were accused of creating a "Burn Book" Facebook page where they posted offensive and harassing comments about classmates. The victims were subjected to humiliation, and some experienced psychological distress.
- **Outcome**: The students involved were charged under New York's laws prohibiting cyberbullying. They were sentenced to probation and required to complete counseling and community service.
- **Significance**: The case highlighted the legal consequences of using social media for bullying and harassment, setting a precedent that minors can face legal action for cyberbullying in New York.

Legal, Ethical and Societal Issues

Court cases against Cyber Bullying

Tyler Clementi Case (United States v. Dharun Ravi) (2012)

- **Background**: Dharun Ravi used a webcam to secretly record his roommate, Tyler Clementi, during a private moment with another man. Ravi then shared the video and encouraged others to watch, leading to Clementi's public humiliation and eventual suicide.

- **Outcome**: Ravi was convicted of invasion of privacy and bias intimidation. He was sentenced to 30 days in jail, probation, and community service. However, the bias intimidation charges were later dismissed on appeal.

- **Significance**: This case underscored the severe impact of cyberbullying and invasion of privacy, leading to anti-bullying laws (like New Jersey's Anti-Bullying Bill of Rights) and stricter policies to protect LGBTQ+ youth from harassment.

Legal, Ethical and Societal Issues

Legal, Ethical and Societal Issues

PHISHING

Phishing is the effort to gain sensitive information such as usernames, passwords, and credit card data (and, indirectly, money) by impersonating a trustworthy entity in an electronic conversation, usually for malevolent purposes.

Phishing cases have become increasingly prominent as cybercrime rises, involving scams where attackers deceive individuals into sharing sensitive information, such as login credentials or financial data, often through fake websites, emails, or messages.

Legal, Ethical and Societal Issues

Court cases against Phishing

United States v. Michael Persaud (2020)

- **Background**: Michael Persaud, a U.S. resident, was charged with running a large-scale phishing scam targeting individuals with fraudulent emails. Persaud sent millions of emails through compromised accounts to trick victims into sharing personal and financial information.

- **Outcome**: Persaud was convicted of wire fraud and unauthorized access to computers and was sentenced to prison. His conviction highlighted the legal consequences of using compromised email accounts to carry out phishing scams.

- **Significance**: This case demonstrated the U.S. government's commitment to prosecuting phishing even on a smaller scale. It also reinforced laws that make unauthorized access to computers a federal offense.

Legal, Ethical and Societal Issues

Court cases against Phishing

United States v. Nigerian "Yahoo Boys" (2020)

- **Background**: Several Nigerian nationals, commonly referred to as "Yahoo Boys," were part of an international phishing and Business Email Compromise (BEC) scheme that targeted U.S. businesses and individuals. The phishing attacks tricked employees into transferring funds, resulting in losses of millions of dollars.

- **Outcome**: The U.S. Justice Department, in cooperation with Nigerian law enforcement, arrested and prosecuted several members of this group. The convicted individuals received varying sentences based on their roles in the phishing and BEC scams.

- **Significance**: This case highlighted the global nature of phishing and fraud schemes, as well as the increasing international cooperation in fighting cybercrime. It also raised awareness for businesses to be vigilant against BEC scams and phishing attacks.

Legal, Ethical and Societal Issues

Legal, Ethical and Societal Issues

DIGITAL PIRACY

Unlawfully duplicating and selling digital music, film, computer software, and other media.

This activity infringes on copyright laws, impacting both creators and the industries involved by reducing potential revenue and often leading to legal action against those who facilitate or participate in digital piracy.

Legal, Ethical and Societal Issues

Court case against Digital Piracy

Nintendo v. ROM Sites (LoveROMS.com, LoveRETRO.co) (2018)

- **Background**: LoveROMS.com and LoveRETRO.co provided downloadable copies of classic Nintendo games without permission. Nintendo filed a lawsuit against the operators, accusing them of infringing on Nintendo's copyrights and trademarks.

- **Outcome**: The court ruled in favor of Nintendo, ordering the operators to pay $12.23 million in damages. This effectively shut down both sites and sent a warning to other ROM-hosting websites.

- **Significance**: This case highlighted Nintendo's aggressive approach to protecting its intellectual property and served as a warning to other ROM websites. It reinforced that the distribution of copyrighted video game ROMs without permission is illegal.

Legal, Ethical and Societal Issues

Court case against Digital Piracy

RIAA v. Napster, Inc. (2001)

- **Background**: Napster, a peer-to-peer (P2P) file-sharing network, allowed users to share MP3 music files for free, resulting in widespread copyright infringement. The Recording Industry Association of America (RIAA) filed a lawsuit against Napster for enabling users to share music without authorization from artists or record labels.

- **Outcome**: The court ruled that Napster was liable for copyright infringement, leading to an injunction that required the service to cease operations. Napster eventually filed for bankruptcy and shut down its platform.

- **Significance**: This case marked one of the first major legal battles against digital piracy, setting a precedent for holding P2P platforms accountable for facilitating copyright infringement. It paved the way for future copyright cases and increased legal protections for music and other digital media.

Legal, Ethical and Societal Issues

CYBERSEX

A virtual sex experience in which two or more individuals (connected remotely through the internet) communicate each other sexually explicit contents or sexually explicit behaviors is known as computer sex, Internet sex, or netsex.

Legal, Ethical and Societal Issues

COMPUTER ADDICTION

Excessive computer use that interferes with day-to-day activities. Excessive usage can disrupt work or sleep, cause social interaction issues, and have an impact on mood, relationships, and thinking processes, among other things.

Legal, Ethical and Societal Issues

Digital Divide

The **digital divide** refers to the gap between individuals, communities, or countries that have access to modern information and communication technologies (ICT) and those that do not or have limited access.

This divide can encompass various factors, including differences in technology access, digital literacy, and the ability to benefit from digital tools and resources.

R.A. 10175

Cybercrime Prevention Act of 2012

- Represents a significant effort by the Philippine government to address the growing threat of cybercrime in an increasingly digital world.

- While it aims to enhance cybersecurity and protect individuals and organizations from various online threats, the law continues to be a subject of debate, particularly regarding its implications for free expression and the potential for abuse.

- As technology evolves, ongoing discussions about the effectiveness and fairness of the law remain essential for ensuring a balanced approach to combating cybercrime while protecting civil liberties.

R.A. 10175

- **Illegal Access** - Unauthorized access to computer systems and networks.
- **Illegal Interception** - Unauthorized interception of data transmissions.
- **Data Interference** - The unauthorized alteration or destruction of data.
- **System Interference** - Disruption or interference with the functioning of a computer system.
- **Misuse of Devices** - Use of devices or software designed to commit cybercrimes.
- **Cybersex** - Engaging in cybersex or any similar activities that involve sexual acts online for profit.
- **Child Pornography** - Production, distribution, and possession of child pornography.
- **Identity Theft** - Unauthorized acquisition and use of identifying information of another person.
- **Libel** - The online publication of defamatory statements against individuals or entities.

Media Law and Regulation

There is no universal rule that applies to the whole media industry. Nonetheless, existing rules and regulations usually focus on controlling material availability, such as age limitations for movies, age advisories for television shows, and ownership restrictions and consumer protection. In addition, legislation governing press freedom, intellectual property, privacy, criminal law, and general civil law all have an impact on the media industry.

The **Movie and Television Review and Classification Board (MTRCB)**, the Optical Media Board, and the National Council for Children's Television are among the government bodies in charge of content control.

Significance of Electronic Media

- **Information Dissemination** (Real-time News, Access to Diverse Content)

- **Communication** (Connectivity, Interactive Communication)

- **Education and Learning** (E-Learning Platforms, Resource Availability)

- **Entertainment** (Diverse Media Formats, Streaming Services)

- **Cultural Exchange** (Global Reach, Promotion of Cultural Arts)

- **Social Change and Awareness** (Advocacy and Activism, Citizen Journalism)

- **Economic Impact** (E-Commerce, Advertising and Marketing)

- **Political Engagement** (Informed Citizenry, Campaigning and Mobilization)