JS3 - COPYRIGHT AND MEDIA ETHICS

Meaning of Copyright: Copyright is a legal right given to the creator of an original work to control how other people use, copy, share or distribute that work.

In simple words, copyright means that when someone creates something, such as a book, song, photograph or video, other people should not copy or use it without permission or a legal reason.

Examples of copyrighted works:

1. Books and textbooks.
2. Music and songs.
3. Movies and films.
4. Photographs.
5. Computer programs.
6. Drawings and paintings.
7. Articles and stories.
8. Videos.

Importance of Copyright

Copyright is important for the following reasons:

1. It protects the work of creators.
2. It prevents people from copying other people's work without permission.
3. It encourages creativity and innovation.
4. It allows creators to earn money from their work.
5. It gives creators recognition for their efforts.
6. It promotes respect for other people's ideas and creations.

Meaning of Digital Rights

Digital rights are the rights and freedoms people have when using computers, mobile phones, the internet and other digital technologies.

In simple words, digital rights explain what people are allowed to do and what protections they have when using the internet.

Examples of Digital Rights:

1. Right to Privacy: Everyone has the right to keep personal information private.
2. Right to Access Information: People have the right to search for and access information online.
3. Right to Freedom of Expression: People can share their opinions online, provided they obey the law and respect others.
4. Right to Data Protection: Personal information should be protected from misuse.
5. Right to Online Safety: People should be protected from online threats, abuse and harassment.
6. Right to Intellectual Property: Creators have rights over their original work.

Meaning of Fair Use

Fair use means using a small or reasonable part of another person's work for an acceptable purpose without necessarily asking for permission, where the law allows it.

Examples of Fair Use:

1. A teacher showing a short video clip during a lesson.
2. A student quoting a few sentences from a textbook in an assignment and acknowledging the author.

Important: Giving credit to the owner does not automatically make every use of copyrighted material legal. Fair use depends on the purpose, amount used, nature of the work and effect on the market for the original work.

Meaning of Fair Use Policies

Fair use policies are rules and guidelines that explain how people should use copyrighted materials, digital content, computers and internet resources responsibly.

These policies help people avoid copyright infringement and respect the rights of content creators.

Examples of Fair Use Policies:

1. Do not copy an entire textbook and claim it as your own.
2. Always acknowledge the author when using information from books or websites.
3. Do not download or distribute pirated movies and music.
4. Ask for permission before using someone else's photographs for commercial purposes.
5. Use materials that are available under licences that permit your intended use.
6. Do not present another person's work as your own.

Meaning of Media Ethics

Media ethics refers to the moral principles and rules that guide how people create, share and use information through media such as television, radio, newspapers, websites and social media.

Examples of Media Ethics:

1. Always tell the truth.
2. Do not spread false information.
3. Respect other people's privacy.
4. Do not share offensive or harmful content.
5. Give credit to the original creator.
6. Respect people's opinions.
7. Do not use social media to bully others.

Consequences of Violating Copyright

When people use other people's work without permission or a legal right, they may face the following consequences:

1. Legal action or lawsuits.
2. Payment of fines or damages.
3. Removal of copied materials from websites.
4. Suspension of social media accounts.
5. Loss of reputation.
6. Loss of trust and respect.

Difference Between Copyright and Fair Use

Copyright	Fair Use
Protects original creative work.	Allows certain limited uses of copyrighted work where the law permits.
Gives creators control over their work.	Allows some uses without obtaining permission.
Prevents unauthorised copying.	Supports activities such as education, research and criticism.
Example: Protecting a musician's song.	Example: Discussing a short part of a song in a review.