



RULES AND REGULATIONS

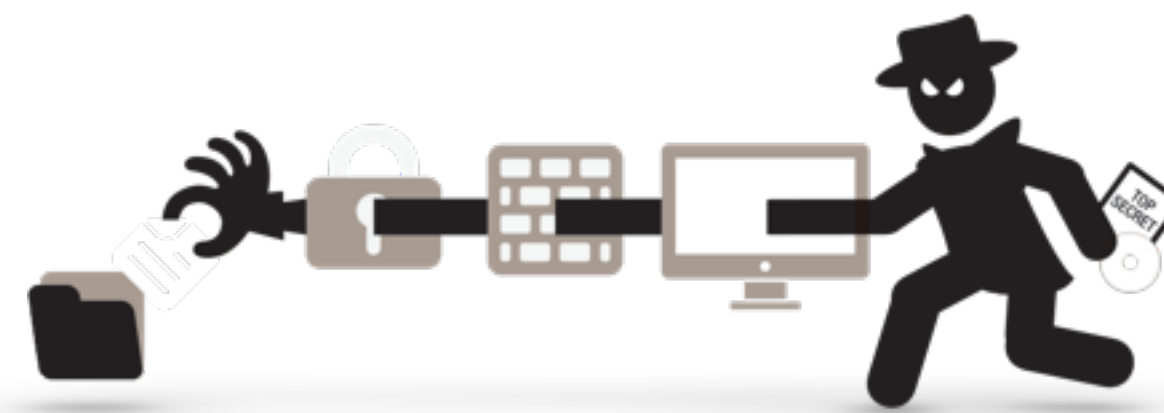


# INTELLECTUAL PROPERTY

## WHAT IS IT?

Creative expression of an idea that is put into a fixed form.





# PROPERTY PROBLEM

## WHAT IS IT?

Making something available on the Internet sometimes creates a disconnect between the content creator and the end user.



- Even in its tangible forms, intellectual property can be difficult to understand and connect value to.
- The confusion increases when the intellectual property is creative content that can be digitally distributed over the Internet.



# IT IS STEALING!

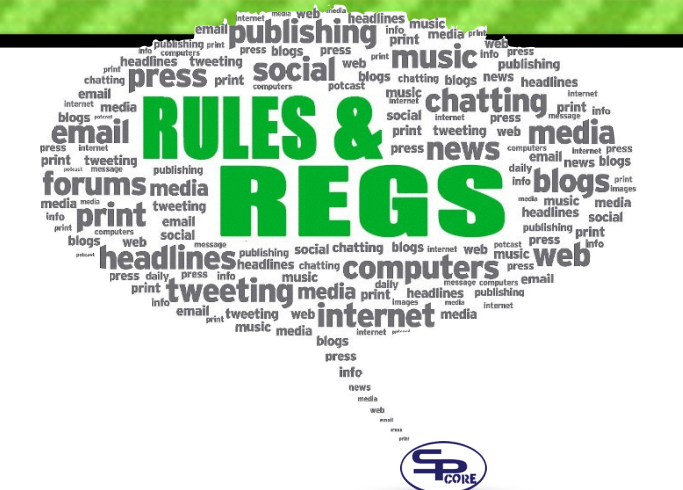
## PLAGARISM

Using someone else's ideas, words, or creative content without getting permission or giving proper credit.

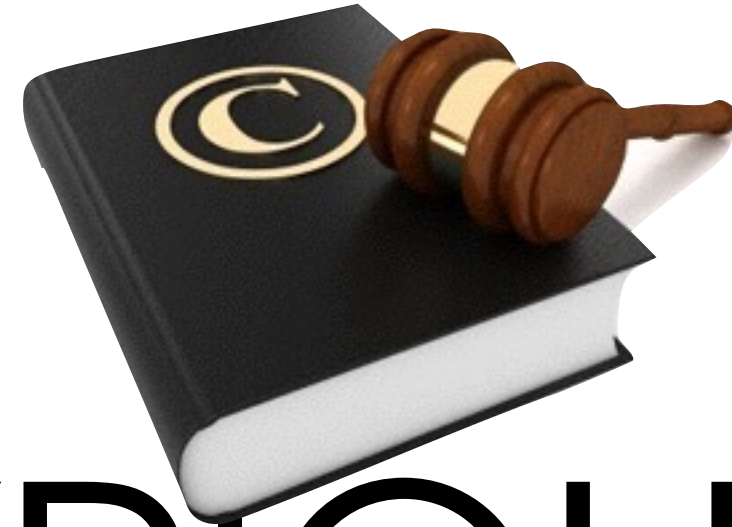
WHAT THE--

DON'T WORRY MARIO,  
I GOT HIM!

If something that **resembles or mimics** your original idea is being used and you do not receive credit or royalties, **people are stealing from you** the rightful owner.







# COPYRIGHT LAW

## How long does it last?



- For individuals: 70 years after death of creator.
- For corporations: 95 years from first publication, or 120 years from its creation.
- After that it becomes known as “Public Domain” and is open for everyone to use.





# HOW ARE WE SUPPOSED TO **USE** STUFF WE FIND IN THE MEDIA?





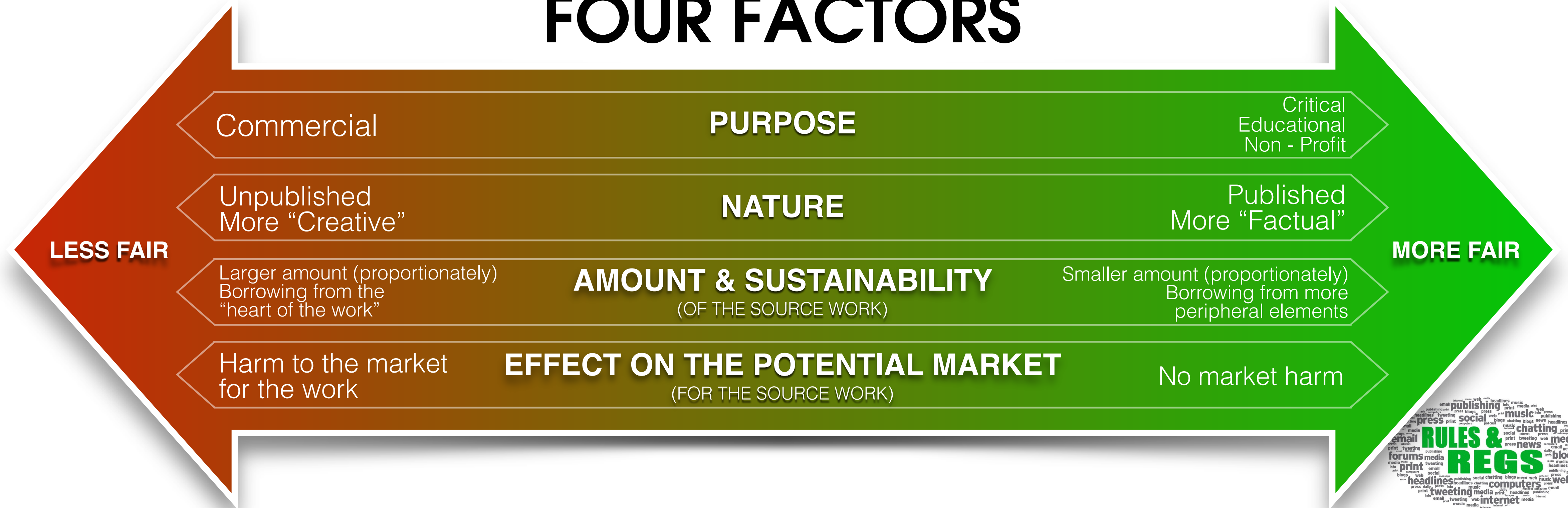




HOW ARE WE SUPPOSED TO **USE** STUFF WE FIND IN THE MEDIA?



# FOUR FACTORS





HOW ARE WE SUPPOSED TO **USE** STUFF WE FIND IN THE MEDIA?

# creative commons

Is a website that you can use to copyright your own ideas or cite that you are using someone else's with designated symbols.

Attribution



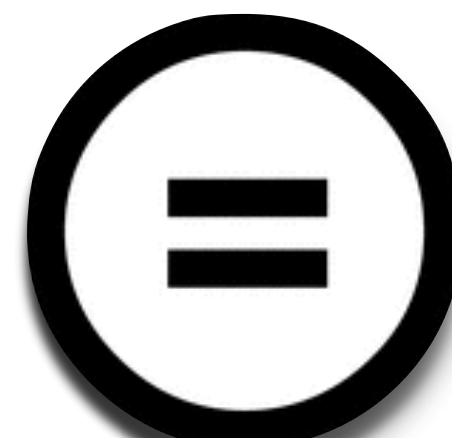
Compulsory - Must always **credit** me.

Noncommercial



Use it but don't make **money**

Non-Derivatives



Your version must **equal** mine - no changes

Share alike



If I allow you to change it, **repeat** my CC **licence**



HOW ARE WE SUPPOSED TO **USE** STUFF WE FIND IN THE MEDIA?

# FUNFACT

The song **“HAPPY BIRTHDAY to You”**

**is copyrighted.**

That’s why you rarely see it used in movies...because the producers would have to pay for it!



# CENS~~O~~RSHIP

Created by ruling authorities to protect the public from “offensive” material and messages.

## 4 MOTIVES OF CENSORSHIP

MILITARY

POLITICAL

RELIGIOUS

CORPORATE



# CENS~~OR~~SHIP

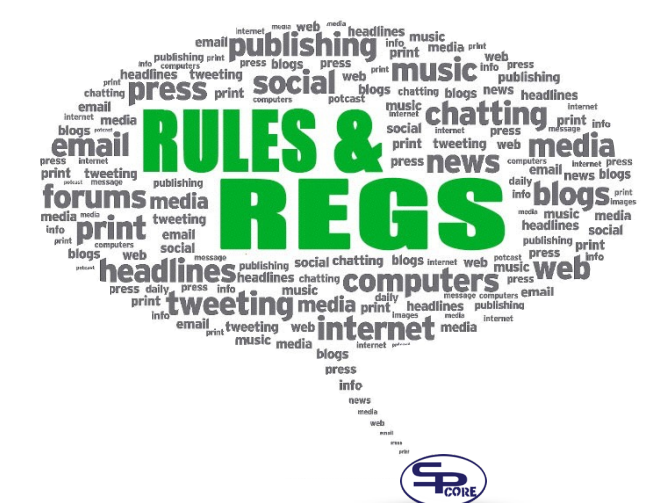
## MILITARY

- Set up to prevent any chance of jeopardizing military operations
- During war all photos and stories must be first sent to DOD for approval

During the Vietnam War a picture managed to sneak through and get published in news papers.



Sgt. Ken Kozakiewicz crying over the loss of his friend. Photo: David Turnley. AP/WORLD WIDE PHOTOS



# CENS~~O~~RSHIP

## POLITICAL

- Politics represent a group of people's beliefs. Political censorship is when a represented group takes something down because it goes against their beliefs.

### EXAMPLES



Stanford University Abortion Controversy



China/North Korea Everything  
Sony Pictures "The Interview"



# CENS~~OR~~SHIP

## RELIGIOUS

- Destroying or denying a message that goes against spiritual beliefs.



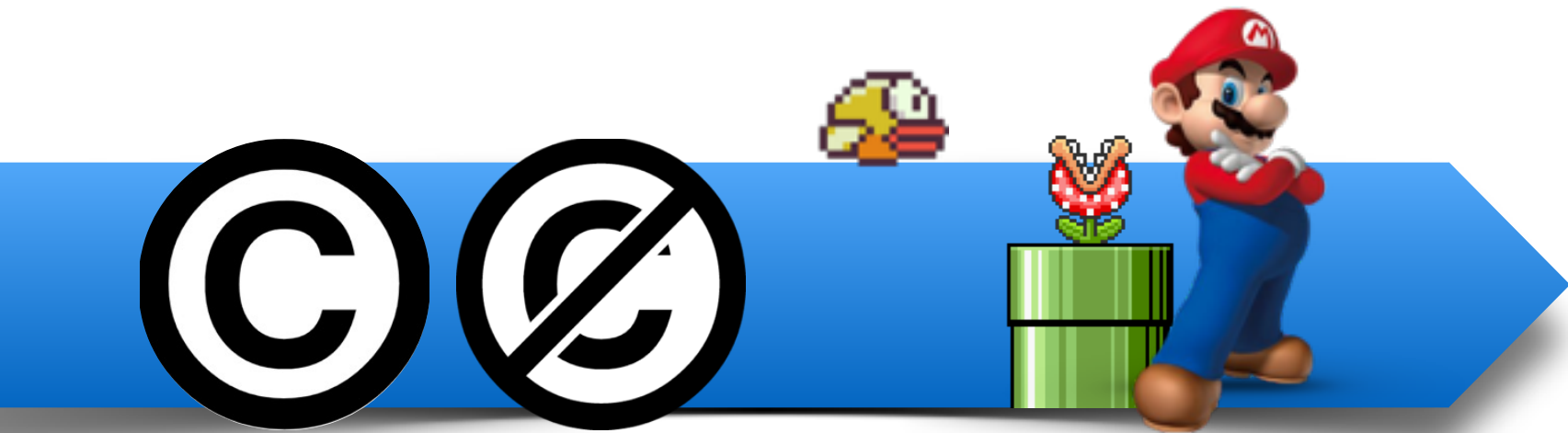
1497- The Burning of Vanities in Italy







# REVIEW



For **written work** be sure to cite your sources (tell where you got your information) either in the paper itself or by using a Works Cited page at the end.



For **creative content** that you are using from the web, apply the “Four Factors of Fair Use” and then cite your source, make significant changes, ask for permission to use, or make sure you’re following the creator’s wishes.



**Stopping a message** from being delivered in order to protect certain authorities.





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