



Republic of the Philippines
Department of Education
Region VII, Central Visayas
Division of Cebu Province

SELF-LEARNING HOME TASK (SLHT)

Subject: Media and Information Literacy Grade Level: 11/12

Quarter: 1 Week: 8

Knowledge: (Engage, Explore, Explain) Remember, Understand
Identify statements pertaining to the [intellectual property, copy right, and fair use guidelines](#);

Skills: (Elaborate) Apply, Analyze
Analyze statements and [cite practical situations when to apply knowledge in intellectual property, copy right, and fair use guidelines](#);

Values/Attitude: (Evaluate) Evaluate, Create
Create a [campaign ad](#) to combat [digital divide](#), [addiction](#), and [bullying](#);
Evaluate honestly the statements and situations pertaining to [intellectual property, copy right, and fair use guidelines](#).

Competency Code/s: _____

Name: _____ Grade & Section: _____ Date: _____

School: _____ District: _____

A. Readings/Discussions

Directions Engage in reading the terms and its meanings. Please read each word or keyword.

Vocabulary:

Addiction. It is a [brain disorder](#) characterized by compulsive engagement in [rewarding](#) stimuli despite adverse consequences.^{[3][5][2][6][7][8]}

Bullying. It is the use of force, [coercion](#), or threat, to [abuse](#), aggressively [dominate](#) or [intimidate](#).



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Campaign advertising. It is the use of an [advertising campaign](#) through the media to [influence](#) a political debate, and ultimately, voters.

Copyright. It is a type of [intellectual property](#) that gives its owner the exclusive right to make copies of a [creative work](#), usually for a limited time.^{[1][2][3][4][5]} The creative work may be in a literary, artistic, educational, or musical form. Copyright is intended to protect the original expression of an idea in the form of a creative work, but not the idea itself.

Digital divide. It is any uneven distribution in the access to, use of, or impact of [information and communications technologies](#) (ICT) between any number of distinct groups, which can be defined based on [social](#), [geographical](#), or [geopolitical](#) criteria, or otherwise.^[1]

Fair use is a [doctrine](#) in the law of the United States that permits limited use of copyrighted material without having to first acquire permission from the copyright holder. Fair use is one of the [limitations to copyright](#) intended to balance the interests of copyright holders with the public interest in the wider distribution and use of creative works by allowing as a defense to copyright infringement claims certain limited uses that might otherwise be considered infringement.

Intellectual Property: The intangible value we place on original, creative work: the ideas and concepts, and the physical things that represent that effort. Inventions, songs, paintings, formulas, designs, and the models, recordings, products etc. that result from or represent the creative effort.

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Reading. Directions. Read the selections below.

PART I. THE INTELLECTUAL PROPERTY OFFICE

Sec. 1. Title. - This Act shall be known as the “Intellectual Property Code of the Philippines”.



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Sec. 2. Declaration of State Policy. - The State recognizes that an effective intellectual and industrial property system is vital to the development of domestic and creative activity, facilitates transfer of technology, attracts foreign investments, and ensures market access for our products. It shall protect and secure the exclusive rights of scientists, inventors, artists and other gifted citizens to their intellectual property and creations, particularly when beneficial to the people, for such periods as provided in this Act.

The use of intellectual property bears a social function. To this end, the State shall promote the diffusion of knowledge and information for the promotion of national development and progress and the common good.

It is also the policy of the State to streamline administrative procedures of registering patents, trademarks and copyright, to liberalize the registration on the transfer of technology, and to enhance the enforcement of intellectual property rights in the Philippines. (n)

[1] Introduced by R.A. No. 10372

[2] Amended by R.A. No. 10372

Chapter II. ORIGINAL WORKS

Sec. 1. *Literary and Artistic Works.* –

172.1. Literary and artistic works, hereinafter referred to as "works", are original intellectual creations in the literary and artistic domain protected from the moment of their creation and shall include in particular:

- (a) Books, pamphlets, articles and other writings;
- (b) Periodicals and newspapers;
- (c) Lectures, sermons, addresses, dissertations prepared for oral delivery, whether or not reduced in writing or other material form;
- (d) Letters;



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- (e) Dramatic or dramatico-musical compositions; choreographic works or entertainment in dumb shows;
- (f) Musical compositions, with or without words;
- (g) Works of drawing, painting, architecture, sculpture, engraving, lithography or other works of art; models or designs for works of art;
- (h) Original ornamental designs or models for articles of manufacture, whether or not registrable as an industrial design, and other works of applied art;
- (i) Illustrations, maps, plans, sketches, charts and three-dimensional works relative to geography, topography, architecture or science;
- (j) Drawings or plastic works of a scientific or technical character;
- (k) Photographic works including works produced by a process analogous to photography; lantern slides;
- (l) Audiovisual works and cinematographic works and works produced by a process analogous to cinematography or any process for making audio-visual recordings;
- (m) Pictorial illustrations and advertisements;
- (n) Computer programs; and
- (o) Other literary, scholarly, scientific and artistic works.

[1] Introduced by R.A. No. 10372

[2] Amended by R.A. No. 10372

Chapter VIII. LIMITATIONS ON COPYRIGHT

Sec. 1. *Limitations on Copyright.* -

184.1. Notwithstanding the provisions of Chapter V, the following acts shall not constitute infringement of copyright:

- (a) The recitation or performance of a work, once it has been lawfully made accessible to the public, if done privately and free of charge or if made strictly for a charitable or religious institution



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or society; (Sec. 10(1), P.D. No.49)

(b) The making of quotations from a published work if they are compatible with fair use and only to the extent justified for the purpose, including quotations from newspaper articles and periodicals in the form of press summaries: *Provided*, That the source and the name of the author, if appearing on the work, are mentioned; (Sec. 11, third par., P.D. No. 49)

(c) The reproduction or communication to the public by mass media of articles on current political, social, economic, scientific or religious topic, lectures, addresses and other works of the same nature, which are delivered in public if such use is for information purposes and has not been expressly reserved: *Provided*, That the source is clearly indicated; (Sec. 11, P.D. No. 49)

(d) The reproduction and communication to the public of literary, scientific or artistic works as part of reports of current events by means of photography, cinematography or broadcasting to the extent necessary for the purpose; (Sec. 12, P.D. No. 49)

(e) The inclusion of a work in a publication, broadcast, or other communication to the public, sound recording or film, if such inclusion is made by way of illustration for teaching purposes and is compatible with fair use: *Provided*, That the source and of the name of the author, if appearing in the work, are mentioned;

(f) The recording made in schools, universities, or educational institutions of a work included in a broadcast for the use of such schools, universities or educational institutions: *Provided*, That such recording must be deleted within a reasonable period after they were first broadcast: *Provided, further*, That such recording may not be made from audiovisual works which are part of the general cinema repertoire of feature films except for brief excerpts of the work;

(g) The making of ephemeral recordings by a broadcasting organization by means of its own facilities and for use in its own broadcast;

(h) The use made of a work by or under the direction or control of the Government, by the National Library or by educational,



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scientific or professional institutions where such use is in the public interest and is compatible with fair use;

(i) The public performance or the communication to the public of a work, in a place where no admission fee is charged in respect of such public performance or communication, by a club or institution for charitable or educational purpose only, whose aim is not profit making, subject to such other limitations as may be provided in the Regulations; (n)

(j) Public display of the original or a copy of the work not made by means of a film, slide, television image or otherwise on screen or by means of any other device or process: *Provided*, That either the work has been published, or, that the original or the copy displayed has been sold, given away or otherwise transferred to another person by the author or his successor in title; and

(k) Any use made of a work for the purpose of any judicial proceedings or for the giving of professional advice by a legal practitioner.

(l) The reproduction or distribution of published articles or materials in a specialized format exclusively for the use of the blind, visually- and reading-impaired persons: *Provided*, That such copies and distribution shall be made on a nonprofit basis and shall indicate the copyright owner and the date of the original publication.^[1]

184.2. The provisions of this section shall be interpreted in such a way as to allow the work to be used in a manner which does not conflict with the normal exploitation of the work and does not unreasonably prejudice the right holder's legitimate interests.

Sec. 2. Fair Use of a Copyrighted Work. - 185.1. The fair use of a copyrighted work for criticism, comment, news reporting, teaching including limited number of copies for classroom use, scholarship, research, and similar purposes is not an infringement of copyright. Decompilation, which is understood here to be the reproduction of the code and translation of the forms of a computer program to achieve the interoperability of an independently created computer program with other programs may also constitute fair use under the criteria



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established by this section, to the extent that such decompilation is done for the purpose of obtaining the information necessary to achieve such interoperability.^[2] In determining whether the use made of a work in any particular case is fair use, the factors to be considered shall include:

- (a) The purpose and character of the use, including whether such use is of a commercial nature or is for non-profit educational purposes;
- (b) The nature of the copyrighted work;
- (c) The amount and substantiality of the portion used in relation to the copyrighted work as a whole; and
- (d) The effect of the use upon the potential market for or value of the copyrighted work.

185.2. The fact that a work is unpublished shall not by itself bar a finding of fair use if such finding is made upon consideration of all the above factors.

[1] Introduced by R.A. No. 10372

[2] Amended by R.A. No. 10372

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B. Exercises for skill subjects / Analysis questions using HOTS for content subjects

Exercise 1: Day 1

Identification. Directions. Identify statements pertaining to the [intellectual property, copyright, and fair use guidelines](#). Please write down your answers on a short-size bond paper or intermediate paper.

_____ 1, It is an Act that shall protect and secure the exclusive rights of scientists, inventors, artists and other gifted citizens to their intellectual property and creations, particularly when beneficial to the people.



_____ 2. It is a type of intellectual property that gives its owner the exclusive right to make copies of a creative work, usually for a limited time.

_____ 3. It is one of the limitations to copyright intended to balance the interests of copyright holders with the public interest in the wider distribution and use of creative works by allowing as a defense to copyright infringement claims certain limited uses that might otherwise be considered infringement.

_____ 4. It might be a literary, artistic, educational, or musical form.

_____ 5. These are the cinematographic works and works produced by a process analogous to cinematography or any process for making audio-visual recordings.

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Exercises 2 and 3

Essay. Directions. Reread the selections presented above. Analyze the given statements below and [cite practical situations when to apply knowledge in intellectual property, copyright, and fair use guidelines](#). Please write down your answers on a short-size bond paper or intermediate paper.

Given Statements:

Day 2: Intellectual Property Code shall protect and secure the exclusive rights of scientists, inventors, artists and other gifted citizens to their intellectual property and creations, particularly when beneficial to the people.

Day 3: The reproduction or communication for information purposes which is not expressly reserved shall not constitute infringement of copyright.

Criteria

Guidelines	VGE (10)	GE (9)	SE (8)	LE (7)	N (6)	Total
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1. The ideas in the paragraphs are well organized.						
2. The message is expressed logically and clearly.						
3. There are sufficient supporting ideas.						
4. The choice of words is appropriate.						
5. Biases are avoided.						
6. Sentences are free from grammatical mistakes.						
7. Ideas are written vividly and meaningfully.						
TOTAL:						

Legend: VGE-To a very extent (10)
 GE-To great extent (9)
 SE-To some extent (8)
 LE-To less extent (7)
 N-Not at all (6)

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Note: A set of guidelines shall be applicable to other exercises.

Exercise 4: Day 4.

Create a [campaign ad](#) to combat [digital divide](#), [addiction](#), and [bullying](#) in accordance with the Intellectual Property Code of the Philippines. Please write down your answers on a short-size bond paper or intermediate paper.



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Rubric for Campaign Poster

Criteria	1	2	3	4
Organization	1 There is limited evidence of organization of layout.	2 Satisfactor y organization of layout.	3 Well balanced organization of layout.	4 Creative, eye-catching layout.
Information	1 The student produces a poster that communicates opinions and information with limited effectiveness.	2 The student produces a simple poster that communicates opinions and information with some effectiveness.	3 The student produces an effective poster which clearly communicates opinions and information.	4 The student produces an innovative poster which clearly and effectively communicates opinions and information.
Preparation/Poster Planning	1 The student	2 The student	3 The student	4 The student



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	identifies a solution to the artistic problem of combining pictures to create a campaign poster. He does not use teacher feedback to improve the final product.	identifies two solutions to the artistic problem of combining pictures to create a campaign poster. He makes a few changes to the template, using teacher feedback, to improve the final product.	identifies two effective solutions to the artistic problem of combining pictures to create a campaign poster. The student makes changes, using teacher feedback, to improve the final product.	identifies two creative and innovative solutions to the artistic problem of combining pictures to create a campaign poster. The student makes changes, using teacher feedback to improve the final product.
Spelling	1 Several spelling errors.	2 A few spelling errors.	3 1 or 2 spelling errors.	4 No spelling errors.



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C. Assessment/Application Day 5

Multiple Choice. Directions. Evaluate honestly an issue in varied ways to disseminate information using the codes, convention, and language of media. Choose the letter that corresponds to the right answer and write down your answers on a short-size bond paper.

1. What particular work is considered as a literary, artistic, educational, or musical form?
A. Creative work
B. Audiovisual work
C. Fair use
D. Intellectual Property
2. What are the cinematographic works and works produced by a process analogous to cinematography or any process for making audio-visual recordings?
A. Creative work
B. Audiovisual works
C. Fair use
D. Intellectual Property
3. What is an Act that protects and secures the exclusive rights of scientists, inventors, artists and other gifted citizens to their intellectual property and creations, particularly when beneficial to the people?
A. Creative work
B. Audiovisual work
C. Fair use
D. Intellectual Property Code of the Philippines
4. What is the limitation to copyright intended to balance the interests of copyright holders with the public interest in the wider distribution and use of creative works by allowing as a defense to copyright infringement claims certain limited uses that might otherwise be considered infringement?
A. Creative work
B. Audiovisual work
C. Fair use
D. Intellectual Property
5. What is the type of intellectual property that gives its owner the exclusive right to make copies of a creative work, usually for a limited time?
A. Copyright
B. Audiovisual work
C. Fair use
D. Intellectual Property
6. If the provision states that "The reproduction or distribution of published articles or materials in a specialized format exclusively for the use of



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the blind, visually- and reading-impaired persons: *Provided*, That, such copies and distribution shall be made on a nonprofit basis and shall indicate the copyright owner and the date of the original publication”, what particular chapter does this provision belong to?

- A. Chapter II. ORIGINAL WORKS
 - B. Chapter VIII. LIMITATIONS ON COPYRIGHT
 - C. PART I. THE INTELLECTUAL PROPERTY OFFICE
 - D. Chapter VIII, Sec. 2. *Fair Use of a Copyrighted Work*.
7. Chapter VIII, Sec. 2. states the *Fair Use of a Copyrighted Work*. Why does the printing of modules and Teacher-made Learner’s Home Tasks may qualify for fair use?
- A. It is because that the purpose and character of the use is of a commercial nature;
 - B. It is because that the purpose and character of the use is for non-profit educational purposes;
 - C. It is because that the purpose and character of the use is intended for periodicals and newspapers;
 - D. It is because the purpose and character of the use is intended for research publications.
8. If the poet wrote the poem entitled A Journey of Love at the Sea and published _____ it _____ at https://www.poetrysoup.com/poem/a_journey_of_love_at_the_sea_1108270, when such artistic work is protected with the Intellectual Property Code of the Philippines?
- A. Under Section 172.1 Literary and artistic works, hereinafter referred to as "works", are original intellectual creations in the literary and artistic domain protected from the moment of their publication.
 - B. Under Section 172.1 Literary and artistic works, hereinafter referred to as "works", are original intellectual creations in the literary and artistic domain protected from the moment of their second publication
 - C. Under Section 172.1 Literary and artistic works, hereinafter referred to as "works", are original intellectual creations in the literary and artistic domain protected from the moment of their revision.
 - D. Under Section 172.1 Literary and artistic works, hereinafter



referred to as "works", are original intellectual creations in the literary and artistic domain protected from the moment of their creation.

9. When shall a copyrighted and published quotation be cited properly by a writer?
- A. The writer shall mention the appropriate personal data and educational qualifications of the original author who published the articles.
 - B. The writer shall mention and acknowledge the great works of the original author of the article or book for public information purposes.
 - C. To apply the fair use guidelines in citing a quotation, the writer shall include the name of the original author, the year of publication, the title of the article or book, and the source link if available.
 - D. The writer shall mention the brief introduction of the original author, as well as his or her published articles or original works.
10. You choose a situation that is not considered a fair use of a copyrighted work.
- A. The columnist writes his criticism and comments on political dynasties.
 - B. The TV news anchor does the news broadcast on his scheduled time.
 - C. The teacher uses the modules for the teaching delivery mode during the CoVid 2019 pandemic.
 - D. The individual is printing all the copies of the copyrighted and published book and binding it for sale.
 - E. A and B

Answer Keys:

Exercise 1: Day 1 Identification Answer Key:

- 1. Intellectual Property Code of the Philippines
- 2. Copyright
- 3. Fair use
- 4. Creative work
- 5. Audiovisual works

Exercise 2: Day 2. Essay. An answer varies...

Exercise 3: Day 3. Essay. An answer varies...

Exercise 4. Assessment: Answer Key:

1. A 2. B 3. D 4. C 5. A 6. B 7. B 8. D 9. C 10. D



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References:

- <https://cfrmorris.org/wp-content/uploads/2018/10/Intellectual-Property-Copyright.pdf>
- <https://docs.google.com/document/d/1C5qEmzoxadVHLIb3CU8C22j8jchY08q4yj7nRjmkcsI/edit>
- <https://docs.google.com/document/d/1OEAlYll-GLpoNsnjBKnsdt3NYJH8Rupa/edit>
- <https://en.wikipedia.org/wiki/Addiction>
- <https://en.wikipedia.org/wiki/Bullying>
- https://en.wikipedia.org/wiki/Campaign_advertising
- <https://en.wikipedia.org/wiki/Copyright>
- https://en.wikipedia.org/wiki/Digital_divide
- https://en.wikisource.org/wiki/Republic_Act_No._8293:_Intellectual_Property_Code_of_the_Philippines
- <https://iclg.com/practice-areas/copyright-laws-and-regulations/philippines>
- <https://www.officialgazette.gov.ph/1997/06/06/republic-act-no-8293/>
- <https://www.rcampus.com/rubricshowc.cfm?code=M94BBC&sp=true>

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GUIDE

For the Teacher

As the main source of learning, it is your top priority to explain clearly on how to use this SLHT to the learners. While using this, learner's progress and development should be recorded verbatim to assess their strengths and



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weaknesses while doing the activities presented independently in the safety of their homes.

For the Learner

This SLHT is especially crafted for you to grasp the opportunity to continue learning even at home. Using guided and independent learning activities, rest assured that you will be able to deeply understand the contents of the lesson presented and successfully recognize your own capacity and capability in acquiring knowledge.

For the Parent/Home Tutor

As one of the stakeholders of learning, your role as a parent/home tutor is vital for the success of the student's learning process. Guide the student in such a way that the transfer of the newly acquired knowledge and skills will be attained smoothly. If you have some questions, feel free to keep in touch with the teacher, who is just a text or call away.

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