

VAJ105: Copyright and Intellectual Property

(Total teaching hours: 32hrs)

Course Objective: Provide an understanding of copyright laws, fair use, and intellectual property rights in the media, with a focus on digital content

Course Outcome : Students will learn the legal frameworks that protect creative works, the ethical issues surrounding intellectual property, and how to navigate copyright in the digital age.

Unit 1: Introduction to Copyright

8 hours

- **1.1 Understanding Copyright:** Definition, history, and importance.
- **1.2 Types of Works Protected:** Overview of what is covered under copyright law.
- **1.3 Copyright Registration:** Process and benefits of registering a work.
- **1.4 Duration of Copyright Protection:** How long does copyright last?

Unit 2: Fair Use and Creative Commons

8 hours

- **2.1 Understanding Fair Use:** Definition and guidelines for fair use in journalism.
- **2.2 Creative Commons Licenses:** Overview of different types of licenses and their implications.
- **2.3 Case Studies in Fair Use:** Analyzing landmark fair use cases.
- **2.4 Ethical Considerations:** Navigating ethical issues related to fair use and licensing.

Unit 3: Intellectual Property Rights in Media

8 hours

- **3.1 Trademarks and Patents:** Understanding their role and significance.
- **3.2 Plagiarism vs. Copyright Infringement:** Differentiating between the two concepts.
- **3.3 The Role of Copyright in Journalism:** Implications for reporters and media organizations.
- **3.4 International Copyright Issues:** Overview of copyright laws in different countries.

Unit 4: Copyright Challenges in the Digital Age

8 hours

- **4.1 Digital Copyright Infringement:** Understanding challenges posed by the internet.
- **4.2 Social Media and Copyright:** How copyright applies to user-generated content.
- **4.3 Emerging Technologies:** Impacts of AI, blockchain, and digital rights management.
- **4.4 Future of Copyright Law:** Trends and predictions for the evolution of copyright in media.

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