

UNIT 1: INFORMATION, COMMUNICATION AND SOCIETY

1. DIKW System

Data, Information, Knowledge and Wisdom are the products of the mind, data having the least value, wisdom the greatest.

Data

Data is the building block for information and information is the building block of knowledge. Data is undifferentiated observation of facts in terms of words, numbers, symbols, etc. For example, scientific data collection in a laboratory experiment, social data with reference to population, or trade statistics, price index, etc.

Data → Raw Material → Cotton

Information

Information is processed data. Information is the building block of knowledge is generally relevant in library and information studies. For example, analysis of population data with reference to scientific and technical personnel in a country, weather forecasting based on the data collected on atmospheric conditions built up on the high seas, inferences obtained on the properties of materials acquired from moon, etc.

Information → Intermediary → Yarn

Knowledge

Knowledge is an organized set of statements of ideas, presenting a reasoned

Judgment Knowledge is consolidated and structured information as in encyclopedic articles, state-of-the-art reports, textbooks, etc.

Knowledge → Finished Product → Cloth

2. IPR (Intellectual Property Rights) and Copyright

Copyright includes

- ❖ Literary, Dramatic and Musical works
- ❖ Artistic Works
- ❖ Films, includes Cinematographic, sound track and video clips)
- ❖ Recordings, includes Disc, tape, Perforated rolls and other devices.

IPR includes

- ❖ Industrial Designs
- ❖ Inventions in all fields of human endeavor
- ❖ Literary, Artistic and Scientific work
- ❖ Performance of Performing Artists, Programs and broadcasts
- ❖ Trademarks, Service Marks, Commercial Names and Designations

Paris Convention (1883)

The Paris Convention for the Protection of Industrial Property, signed in Paris, France, on March 20, 1883, was one of the first intellectual property treaties. It established a Union for the protection of industrial property.

Berne Convention (1886)

- ❖ The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Bern in 1886
- ❖ This came into force in the United States on March 1, 1989 making it a party to the Berne Convention for the Protection of Literary and Artistic Works.

Rome Convention (1958)

The Rome Convention for the Protection of Performers, Producers of Phonograms and Broadcasting Organizations was accepted by members of BIRPI.

International Copyright Act of 1891

The International Copyright Act of 1891 is the first U.S. congressional act passed on March 3, 1891.

Universal Copyright Convention

The Universal Copyright Convention (or UCC), adopted at Geneva in 1952, is one of the two principal international conventions protecting copyright.

World Intellectual Property Organization (WIPO)

The World Intellectual Property Organization (WIPO) is the United Nations agency dedicated to the use of intellectual property (patents, copyright, trademarks, designs, etc.) as a means of stimulating innovation and creativity.

World Intellectual Property Organization Copyright Treaty

Copyright Treaty or WCT, is an international treaty on copyright law adopted by the member states of the World Intellectual Property Organization (WIPO) in 1996

Digital Millennium Copyright Act (1998)

Digital Millennium Copyright Act (DMCA) is a United States copyright law that implements two 1996 treaties of the WIPO. Passed on October 12, 1998

Copyright in India

- ❖ India signed Berne Convention in 1886
- ❖ India signed Universal Copyright Convention in 1952
- ❖ India signed the Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS) Agreement of 1995
- ❖ India is not a member of the Rome Convention of 1961, WIPO Copyrights Treaty (WCT) and the WIPO Performances and Phonograms Treaty (WPPT),
- ❖ India Copyright Act 1914 (Modified Version of British Copyright Act 1911)
- ❖ After Independence Indian Copyright is governed by the Indian Copyright Act 1957
- ❖ The Copyright Act, 1957 came into effect from January 1958
- ❖ Copyright Office of India is located in New Delhi

Copyright periods in India

- ❖ If published within the lifetime of the author of a literary work the term is the life time of the author plus 50 years.
- ❖ The films, records, photographs Posthumous publications, anonymous publication, works of government and international agencies, the term is 50 years from the beginning of the calendar year following the year in which the work was published.

Intellectual Property Rights in India

- ❖ The Design Act 1911
- ❖ The Trade and Merchandise Marks Act 1958
- ❖ Information Technology Act 2000
- ❖ Communication Bill 2000

- ❖ The Patents Act 1970
- ❖ The Cinematograph Act 1952.

The designs and patents offices in India

- ❖ The Design Office is located at Kolkata in the Patent Office.
- ❖ The Offices of The Patent Information System (PIS) and National Institute of Intellectual Property Management (NIIPM) are at Nagpur.
- ❖ In order to protect the Geographical Indications of goods a Geographical Indications Registry has been established in Chennai to administer the Geographical Indications of Goods (Registration and Protection) Act 1999.
- ❖ The Trade Marks Registry was established in India in 1940 and presently it administers the Trade Marks Act India, as a member of the World Trade Organization (WTO), enacted the Geographical Indications of Goods (Registration & Protection) Act, 1999 has come into force with effect from 15th September 2003.

Copyright Act in other countries:

- ❖ United Kingdom :Statute of Anne or Copyright Act 1709, the first copyright act of the United Kingdom
- ❖ Copyright, Designs and Patents Act 1988, current copyright law of the United Kingdom
- ❖ United States Copyright Act of 1790
- ❖ International Copyright Act of 1891, Copyright Act 1909
- ❖ The first Copyright Act of Canada was passed in 1921
- ❖ Australian Copyright Act 1968
- ❖ New Zealand Copyright Act 1994
- ❖ The Patent Cooperation Treaty (PCT) is an international patent law treaty, concluded in 1970
- ❖ The **Stop Online Piracy Act (SOPA)** is an anti-piracy bill, a United States bill introduced by U.S. Representative Lamar S. Smith (R-TX) to expand the ability of U.S. law enforcement to fight online trafficking in copyrighted intellectual property and counterfeit goods.

- ❖ **PIPA** (Preventing Real Online Threats to Economic Creativity and Theft of Intellectual Property Act, or PIPA)

The PROTECT IP Act is a proposed law with the stated goal of giving the US government and copyright holders additional tools to curb access to "rogue websites dedicated to infringing on counterfeit goods", especially those registered outside the U.S.

- ❖ **Wikipedia Black-out Day** against American laws internet piracy SOPA & PIPA on January 18, 2012.

Censorship

- ❖ The **Official Secrets Act 1923** is India's anti-espionage act held over from British colonization.
- ❖ The **Central Board of Film Certification** is a statutory censorship and classification body overseen by the Indian Government which can review classification decisions made by the Ministry of Information and Broadcasting concerning films, television shows, television ads, and publications for exhibition, sale or hire in India, Headquarters in Mumbai. It regulates the public exhibition of films in India under the provisions of The Cinematograph Act 1952.

3. Communication Models

- ❖ Harold D. Lasswell's Model (1948)
- ❖ Shanon & Weaver's Model (1949)
- ❖ T. M. Newcomb's Model (1953)
- ❖ Charles E. Osgood Model (1954)
- ❖ G. Gerbner's Model (1956)
- ❖ B.H. Westley's & M.S. Maclean's Model (1957)
- ❖ W. Schramm's model (1971)

Shannon theory

- ❖ Shannon-Weaver model of communication has been called the "mother of all models.