

ATTITUDE TOWARDS INTELLECTUAL PROPERTY COURSES IN THE MEDIA INDUSTRY: SURVEY RESULTS FROM PRACTICE

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Abstract

Introduction: Journalism today reflects the world around us and the media play an extremely important role in today's dynamic and increasingly complex societies. News circulates faster today than any other period in human history due to the abundance of sources. Commentary texts and heated discussions on all issues generate traffic and attract onlookers. The audience has potential access to an unprecedented range of sources of journalistic material. However, the interests of media content authors are not always protected. The balance between business, society, state is disturbed.

Methodology: The following specific methods are used to achieve the purpose of the research and to solve the research tasks: statistical method, surveys, synthesis, graphic and tabular representation of the processed and summarized information.

Presentation: This paper presents the results of an empirical study of the awareness of professionals working in the media industry and their attitude towards the use of intellectual property in the Republic of Bulgaria. The analysis presents the awareness and attitude of 202 specialists working in the media industry towards the use of intellectual property in modern media in the Republic of Bulgaria. The findings of the survey show that journalists are positive about the creation of courses, seminars, and other forms of training. The information society of the XXI century is accelerating the pace of development of human intellectual activity. Unique creative works are created in the fields of science, literature, and art. The work of the journalists who create them – the ones practicing this profession, remains hidden, unclear. In other words, the greater the number of medias, the less we know about journalists and the key features of their profession. The legal rights of the authors of creative products in the media are the rights of intellectual property. Intellectual property is directly related to the information contained in its objects, and in this sense the information sources on the Internet can be attributed to the objects of intellectual property.

Results: The answers of the respondents working in modern media suggest that the journalists are positive towards the creation of a model for a strategy for the promotion of the intellectual legal aspects in the media industry. Changes are needed in terms of the legal infrastructure of the culture in the profession, as well as problem-oriented continuing education of media workers, which makes sense of the problems related to the protection of intellectual property on the Internet and is a direct link between training and raising competences and the change of their attitude towards the issue.

Conclusion: The modern information society imposes new requirements on the competences and adequate knowledge of modern journalists working in media today. Legislation worldwide seeks to respond to these dynamics and not lag behind the changes and provide the necessary legal framework. For their part, newsrooms and journalistic organizations must create and implement intellectual property policy as an important and necessary tool to clarify copyright compliance with the issues that arise when providing journalistic products - traditional and online.

Keywords: Journalism, media, copyright, journalistic products, media content, media industry, media industry.

1 INTRODUCTION

Journalism today reflects the world around us and the media play an extremely important role in today's dynamic and increasingly complex societies. News circulates faster today than any other period in human history due to the abundance of sources. Commentary texts and heated discussions on all issues generate traffic and attract onlookers. The audience has potential access to an unprecedented range of sources of journalistic material. However, the interests of media content authors are not always protected. The balance between business, society, state is disturbed.

The role of the media in the 21st century is huge, they have a decisive role in the life of the modern man. The growing influence of the Internet and the online life that the pandemic has imposed on the world

are a prerequisite for journalistic materials to be in even greater circulation. However, the huge sea of digital media content shows an increasing trend to use articles freely and for commercial purposes. The majority believes that the Internet is a place where everyone can take whatever and as much as they want, without caring about its creators and their rights. [1]

Authors of media products are authors of knowledge, information, culture for the whole society. They help to overcome the digital divide, to have no isolation between people, to have continuity between generations regardless of their differences. [2] The interaction between all of them is also important in order to be bound by copyright and related rights. This research examines the current state of copyright policy in the media - the extent to which journalists know copyright law, including exceptions and limitations to copyright for libraries, educational institutions, museums, archives, whether copyright and related rights are respected by media users, teach whether there are reporters, photographers, commentators in the media on this issue, what is the level of copyright competence of media managers, editors-in-chief and specialists. The survey aims to examine the attitude of the authors in the modern media to a specific model for a strategy to promote intellectual aspects. [3] Moreover, according to legal theory, the state protects three types of interests: individual, national (public interests), universal (world-recognized human rights and values). Therefore, the interests of journalists in the field of media must be protected without disturbing the balance between business, society and the state.

2 METHODOLOGY

The following specific methods are used to achieve the purpose of the research and to solve the research tasks: statistical method, surveys, synthesis, graphic and tabular representation of the processed and summarized information.

This paper presents the results of an empirical study of the awareness of professionals working in the media industry and their attitude towards the use of intellectual property in the Republic of Bulgaria. The analysis presents the awareness and attitude of 202 specialists working in the media industry towards the use of intellectual property in modern media in the Republic of Bulgaria.

In view of the fact that the aim is maximum accuracy in the study and specificity of the information obtained, a restriction has been introduced – the target group is journalists, editors-in-chief, managers, photojournalists, artists, correspondents, columnists, management media, team leaders in print media. These respondents cover all professions in the media that have a degree of copyright competence. The survey includes questions formed in four panels. The first panel aims to establish the level of knowledge and awareness of the respondents on the issues of copyright of journalistic materials and intellectual property in the media in general. The second panel registers the attitude of the respondents to the practical application of copyright policy in the media as institutions, as well as to the problem of intellectual property - with questions from practice. The third panel covers issues that clarify the extent to which modern educational programs offer education on the subject. The last panel provides demographic information about the respondents.

3 RESULTS

The predominant number of respondents who completed the entire survey is from regional centers, fewer are representatives of cities with a population of up to 60,000 people. This suggests that in today's media environment, journalists outside major cities working in regional media are more likely to encounter copyright issues when fulfilling their professional commitments. There is clearly a need for community and centralization of the mass media system – a process that began in the years following the political and social change of 1989.

Respondents of all ages participated in the survey. The most active are those from 40 to 49 years old and from 50 to 59 years old – 29% and 28%, respectively. They are followed by 30-39-year-olds – 19%, 60-69-year-olds – 14%. The oldest respondent is 73 years old and the youngest is 18 years old. The fact that most of the respondents are middle-aged shows that, based on their professional experience, they are looking for ways to rethink certain statements in their work, to broaden their horizons, to find a new direction from each situation, to build a future. This result is supplemented by the result in the answers to the question related to the work experience of the respondents. Most of the respondents who answered are journalists with long experience - 49% have more than 20 years of experience, 32% have worked in the media for more than 10 years, the rest - 19% share journalists with less than 5 years of experience and between 5 and 10 years of experience. This confirms the statement that labor productivity is closely related to the experience gained from the work performed. And efficiency

increases with the accumulation of additional knowledge and experience and the acquisition of practical skills so that professional ideology can influence the content of the media.

Copyright turned out to be unknown territory for 52% of the respondents. They say they are „somewhat familiar“, 27% say they are well acquainted with copyright, 15% say they „have little knowledge of copyright“, 3% „don't even know“ and 3% „know everything“. These facts suggest that if they had proper training or copyright literacy courses, all respondents would overcome this ignorance and answer „I am well acquainted“ in a subsequent survey. The low awareness of the issue is evident in the answers to the question if they know „Which is the institution engaged in copyright in our country?“. 40% indicate the correct answer - the Ministry of Culture, but just as many - 40%, are those who believe that this is the Patent Office. 13% designate the Ministry of Justice. These answers show total ignorance at the most elementary level regarding the commented issues. At the same time, when asked „Does your profession require knowledge and awareness in the field of intellectual property“, 67% of respondents believe that the profession they practice in the media requires knowledge in the field of intellectual property. 14% of the respondents specify that the knowledge „should be as large as possible“ and 11% - minimal. For 6% of the respondents it is not necessary to know what intellectual property is, 2% are not interested in this issue at all.

As the respondents are people from the practice and create media content on a daily basis, in the survey (in the second panel) they comment on specific cases. The aim is to study their attitude to the practical application of copyright policy in the media. Six situations are considered: „Downloading journalistic materials from the Internet without knowing whether they are copyrighted“, „Downloading graphic material, part of journalistic material without paying a fee“, „Downloading part of journalistic material by paying fee“, „Transfer of a copyrighted file via e-mail, Skype, Facebook, Messenger, etc.“, „Burn a CD with copyrighted materials“. 53% of the respondents in each of the situations indicated that they had done similar actions and had fallen into such situations. 7 - 8% do not know, and 4 - 5% have not thought about it.

Table 1. Have you ever done any of the following?

Question		Yes		No		I don't know		Haven't thought about it	
		No	%	No	%	No	%	No	%
Have you done the following?	Downloading journalistic materials from the Internet without knowing whether they are copyrighted	108	53,5	71	35	15	7	9	4
	Downloading graphic material, part of journalistic material without paying a fee	101	52	75	37	17	8	9	4
	Downloading part of journalistic material by paying fee	38	19	154	76	8	4	1	0,5
	Transfer of a copyrighted file via e-mail, Skype, Facebook, Messenger, etc.	52	26	114	56	30	15	6	3
	Burn a CD with copyrighted materials	50	25	128	63	15	7	7	3
	Used someone else's material for your own work	83	41	108	53	5	2,5	5	2,5

The table illustrates the fact that respondents often download and use journalistic materials from the Internet without being informed whether they are copyrighted or not – 5%, which is more than half of the specialists; 35% do not, but 7% do not know, and 4% do not think about it at all. These results lead to the conclusion that there is a need for specialized training of authors in the media in terms of copyright policy, as well as the need for them to be trained to be consultants in case of cases and questions on the issue.

It is worrying that there are journalists who have not thought about the issues involved in the specific cases. This is proof that texts are widely copied in the media and used for commercial purposes, although in practice this leads to uniformity, uniformity in individual editions, unification of leading topics and stories and respectively lost users and readers. And in the long run - the devaluation of the profession of the journalist.

The answers in the table show that a quarter of the respondents use Facebook in their work. Thus, the social network merges with the media landscape.

The attitude of the respondents towards their own rights regarding their work as authors of articles is also alarming. Question "Do you have copyrighted journalistic material?" found that 36% of the respondents had copyrighted material, 27% did not, and 37% did not know if they had copyrighted material at all.

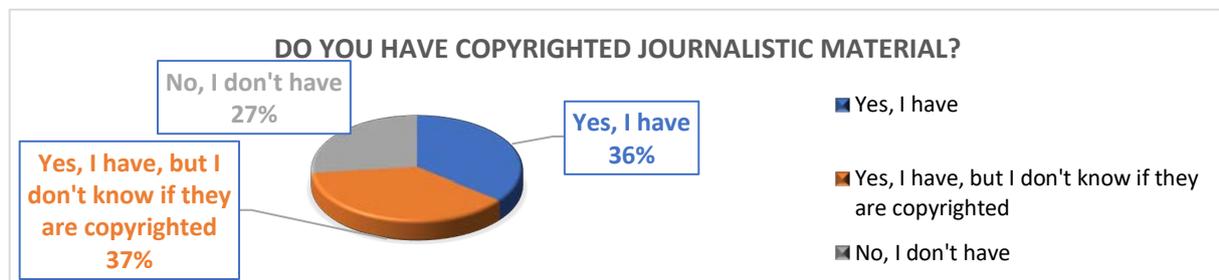


Figure 1. Distribution of the respondents regarding their number of journalistic materials with copyrights

Media owners do not ask permission from the authors to use their materials in question: „Does the media owner ask permission from you to use your work for the time and circulation as determined by him?“ 77% answered „No“ and 23% - „Yes“. At the same time, „Reprinting of copyrighted materials, investigations, reports, interviews without asking permission from their authors“ 44% of respondents rate as „Completely negative“, 30% - „Negative“, 14 – „Rather negative“, 10% state the answer „Neutral“, 2% are positive.

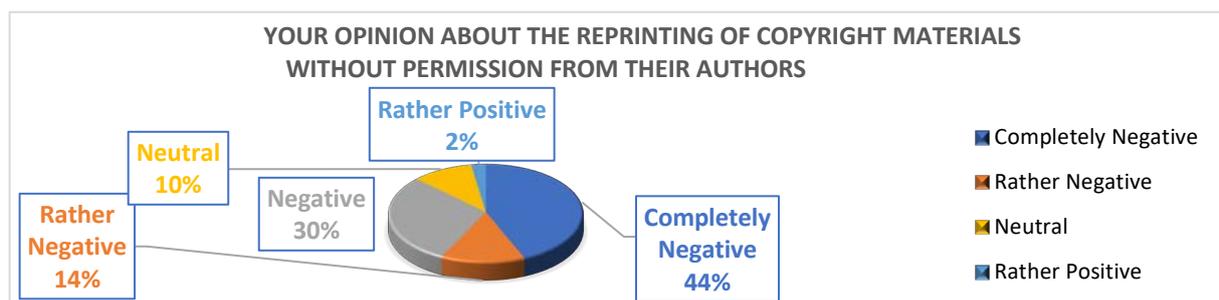


Figure 2. Distribution of the respondents according to their opinion about the reprinting of copyright materials without permission from their authors

Curious is their opinion about the redistribution of copyrighted materials without permission from their authors. Respondents indicate as „Unacceptable“ – 36% and „Strictly unacceptable“ – 41%, 12% consider it „Conditionally unacceptable“ and 5% - „Conditionally acceptable“. 4% answered „I am not impressed“ and 2% found it acceptable.

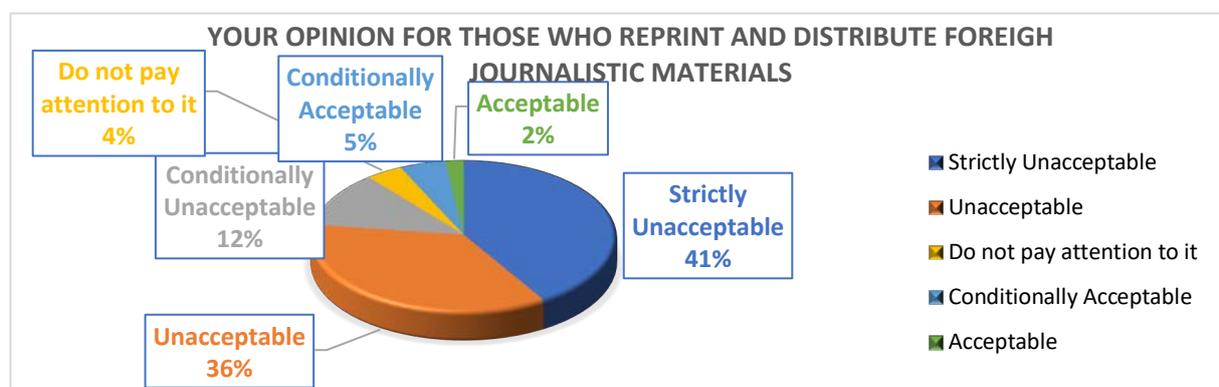


Figure 3 Distribution of respondents according to their opinion for those who reprint and distribute foreign journalistic materials

75% of the respondents define the use of foreign journalistic material as plagiarism. 15% remain neutral with the answer „As much as not, so much yes“. A total of 10% answered „No“, „Definitely not“ and „Rather not“.

92% have a negative attitude towards „persons who systematically use foreign journalistic material.“ They interpret the Law on Copyright and Related Rights in the part „Is it a crime to use journalistic materials without the consent of the authors“ as follows: 46% define it as a crime, 15% consider it a crime in all cases, 33% do not they can judge, and according to 6% it is not a crime.

83% in total believe that measures are needed to establish the copyright of journalists to regulate publishing in Bulgaria. 33% answered „Yes“, 28% answered „Rather yes“, 22% - „Definitely yes“. 16% did not think. 2% consider that no measures are necessary.

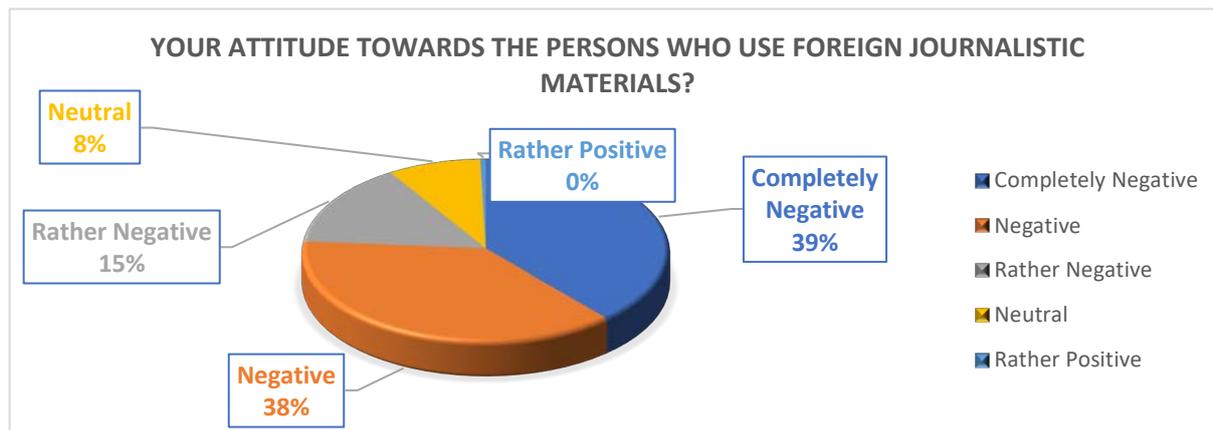


Figure 4. Distribution of the respondents according to the attitude towards the persons who use foreign journalistic materials

To the question „Is it necessary to change the status of journalistic materials, i.e., authors should have full ownership rights over them“ 73% generally believe that journalistic materials should have copyrights distributed as follows: 30% answer „Yes“, 29% - „Rather yes“, 14% - „Definitely yes“. 17% answer „As much as not, so much yes“. A total of 10% believe that there is no need to change the status of journalistic materials and for authors to have full ownership rights over them.

55% of the respondents admit that they have created „journalistic materials - commissioned works, within the framework of an employment relationship“. 11% have created, but not by employment, 4% have created such works, but without a contract with the media and 30% have not created. But it is noteworthy that 42% of all respondents have never received royalties, 14% - regularly, 8% - rarely, 8% - almost never, 7% - often, 4% - very often.

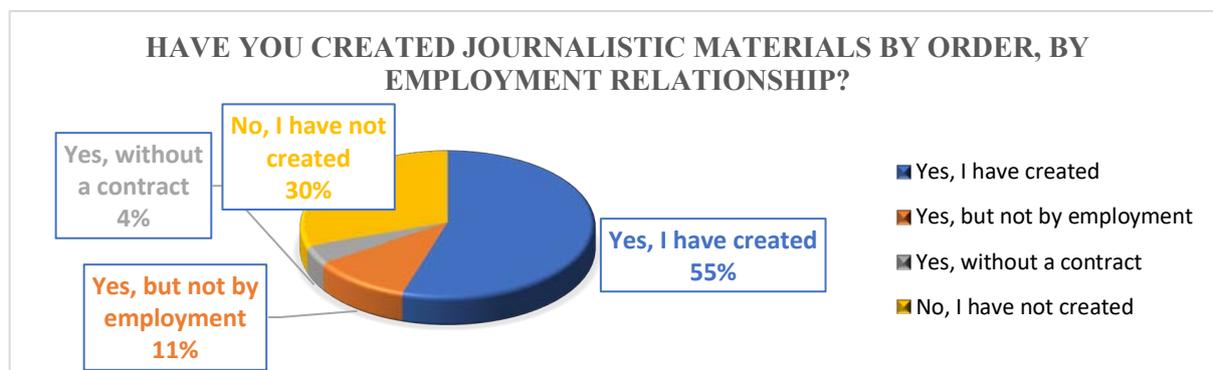


Figure 5 Distribution of the respondents according to the number of created journalistic materials by order

These data say that salaries are not a priority for journalists. But it can also be interpreted as a finding that journalists impose self-censorship without this being done by the institution in which they work. The media market is small, so journalists are dependent on their employers. This deprives the profession of perspective and them of an alternative job.

Against this background, the desire of most respondents for their materials to be protected by copyright is reasonable. To the question „Should journalistic materials in the media be protected by the copyrights of the authors themselves?“ 38% answered „Yes“, 28% - „Rather yes“, 18% - „Absolutely yes“, 7% answered „No“ and „Rather no“, and 9% - „As much as so yes.“

There is a new media culture in the production of media content. Professional standards are not sufficiently protected. Authors' freedom is limited. It constantly mixes editorial content with advertising, which confuses users.

The results from this panel are not surprising. Because in the third panel, where the questions are related to intellectual property education in university programs, the answers show the low level of theoretical training of journalists. Because journalists are presumed to be critical of themselves, they point to the practical orientation of their training as a deficit. 77% of the respondents in the survey did not study a discipline concerning the problems of intellectual property protection. 23% said yes.



Figure 6 Distribution of the respondents according to the studied disciplines related to intellectual property

Of those who have studied a discipline concerning the problems of intellectual property protection, they specify in their answers that: 63% - „At university“, 23% have self-taught, 6% - from „Seminars, conferences, round tables“, 4% - "Professional qualification and 3% - „Additional courses“ and 1% - from web pages. The same respondents who studied the issue rated the educational content in intellectual property as: „Completely satisfactory“ - 1%, „Satisfactory“ - 8%, „Absent“ - 26% „Sufficient“ - 7%, „Unsatisfactory“ - 38 % and „Very unsatisfactory“ - 20%.

78% are absolute in their opinion that „It is necessary in the curricula of journalism specialties to include a discipline related to the protection of intellectual property“, for 20% of respondents it is necessary, but not mandatory - the answer is: „Yes, NOT mandatory“, and 2% believe it is not necessary.

The findings of the survey show that journalists are positive about the creation of courses, seminars, and other forms of training. The information society of the XXI century is accelerating the pace of development of human intellectual activity. Unique creative works are created in the fields of science, literature, and art. The work of the journalists who create them – the ones practicing this profession, remains hidden, unclear. In other words, the greater the number of medias, the less we know about journalists and the key features of their profession. The legal rights of the authors of creative products in the media are the rights of intellectual property. Intellectual property is directly related to the information contained in its objects, and in this sense the information sources on the Internet can be attributed to the objects of intellectual property.

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4 CONCLUSIONS

The modern information society imposes new requirements on the competences and adequate knowledge of modern journalists working in media today [9]. Legislation worldwide seeks to respond to these dynamics and not lag behind the changes and provide the necessary legal framework. For their part, newsrooms and journalistic organizations must create and implement intellectual property policy

as an important and necessary tool to clarify copyright compliance with the issues that arise when providing journalistic products - traditional and online.

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