

FUNDAMENTAL OF MULTIMEDIA PROFESIONAL ETHICS

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Assignment

Expected Outcomes

- In this chapter, Student will discussed what are the ethical concerns to the multimedia projects?
 - Should multimedia be protected by patents or copyright?
 - What constitutes "fair use" of copyrighted material that can be incorporated into an educations multimedia.
 - Are there ethical concerns and considerations that need to be aware of privacy and confidentiality issues?

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Copyright Law in Malaysia: Does the Balance Hold?[*] INTERNET LAW - Malaysia Cracks Down on Software /Sia's software piracy losses RM1.46b

Piracy



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Indeed, copyright owners may feel, given the proliferation of piraced products, the balance is heavil

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Little of the festerated their access to change and enable execution of comprehens wearing and accessively that its luctory Remarks 2. Indeed, copyright owners may teel, given the proliferation of prated products, the balance is bear indiced of frustrated their access to cheap and ready supplies of copyright works, and conclude that they are more inventional in the neutronian of a Sperm of network representative who common of unlinks are not. oliced or trustrated their access to cheap and ready supplies of copyright works, and conclude that the continuous more involved in the protection of a form of private property right, the owners of which are maintain rise to the necessarian rishts or surrenals that renewright law is enf cent more involved in the protection of a form of private property right, the owners of which are mail as criminal activities, thus giving rise to the perception, rightly or wrongly, that copyright law is enforced to the perception of the percept as criminal activities, thus giving rise to the perception, rightly or wrongly, that copyright law is enforcement of the sentence of the copyright owner, it should be made clear that the enforcement of the copyright owner, it should be made clear that the enforcement of the copyright owner, it is should be made clear that the enforcement of the copyright owner, it is should be made clear that the enforcement of the copyright owner, it is should be made clear that the enforcement of the copyright owner, it is should be made clear that the enforcement of the copyright owner, it is should be made clear that the enforcement of the copyright owner, it is should be made clear that the enforcement of the copyright owner, it is should be made clear that the enforcement of the copyright owner, it is should be made clear that the enforcement of the copyright owner, it is should be made clear that the enforcement of the copyright owner, it is should be made clear that the copyright owner, it is should be made clear that the copyright owner.

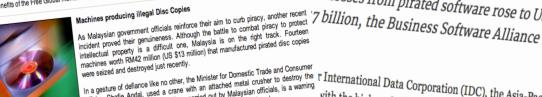
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As Malaysian government officials reinforce their aim to curb piracy, another recent incident proved their genuineness. Although the battle to combat piracy to protect intellectual property is a difficult one, Malaysia is on the right track. Fourteen machines worth RM42 million (US \$13 million) that manufactured pirated disc copies were seized and destroyed just recently.

Join the Internet Law Forum (ILF) to... discuss, share information and knowledge, questions and doubts... regarding the legal outh the filternet Law Forum (ILF) to... discuss, share morthagun and showedge, questions and doubts... regarding the regal aspects of the Internet. The ILF is ALL about the INTERNET... business, laws and regulations, social media... Sign up to enjoy the benefits of the Free Global membership in the IBLS international community!

Machines producing illegal Disc Copies



machines. This, like all other actions carried out by Malaysian officials, is a warning to the organizations that produce pirated DVDs and CDs that they are being watched and will be found.

Minister Apdal mentioned to reporters in Southern Negeri Sembilian state that the demolition of the seized machines

was to protect the interests of copyright owners, and also to make sure that the resources and resulting profits were Minister Apdal mentioned to reporters in Southern Negeri Sembilian state that the resources and resulting profits were was to protect the interests of copyright owners, and also to make sure that the resources and resolution, was to protect the interests of copyright owners, and also to make sure that the resources and resolution, was to protect the interests of copyright owners, and also to make sure that the resources and resolution, was to protect the interests of copyright owners, and also to make sure that the resources and resolution of the machines send out a hard-not used for unscrupiolous activities. Nor Hayati Yahaya, the country manager for the Motion Picture Association, was to protect the interests of copyright owners, and also to make sure that the resources and resulting profits were also that the resources and resources and resources are resources and resources and resources are resources are resources and resources are resources and resources are resources. THUL USED FOR UNSCRIPTIONS ACTIVITIES. NOT FLAYALL T analya, the country manager for the Motion Pricture Association, was equally impressed with this action and told reporters that not only did the destruction of the machines send out a hard-

R, May 11 — Malaysia's software piracy last year percentage point to 58 per cent but the e of losses from pirated software rose to US\$453

were seized and desarcy like no other, the Minister for Domestic Trade and outside the relational Data Corporation (IDC), the Asia-Pacific Affairs, Shafie Apdal, used a crane with an attached metal crusher to destroy the relationship of the relat vith the highest dollar losses from piracy.

Discuss on ethical issues arise in Multimedia Works in Malaysia



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Activity

- Identify the materials that used in your Multimedia Project
 Development that must follow the Fair Use Guidelines.
- Discuss the suitable way to protect developer's work for your project development and justify it.
- Present your finding & idea to the whole class.

