

Media Law Presentation

Assignment:

Media law is something you will inevitably encounter in your careers in advertising, marketing, and media production. As a class, we will divide and conquer media law. You and a partner will select one of the topics listed below, research the topic, and present the topic to the class.

Topics:

- Copyright Law - Basics
- Copyright Law - Fair Use
- Intellectual property
- SOPA/PIPA
- The Federal Trade Commission
- Net Neutrality
- The Federal Communications Commission
- The First Amendment – Free Speech
- Commercial Speech
- Freedom of Information Act
- Trademark Law

Presentation Days:

- Thursday 3/23 – 5 groups
- Tuesday 3/28 – 5 groups

What you produce:

- 12 minute presentation – in class – each group member must actively participate in this presentation.
- A take home note sheet – upload into Google Drive and bring hard copies for class
- Google Drive Powerpoint slides if necessary

Note sheet:

The note sheet is your discussion guide and class handout. Include all of the following (see format/layout example below).

Topic	Requirements
Sources	<ul style="list-style-type: none"> • Provide a full APA reference for each source you utilized • Use The Owl at Purdue for APA formatting
Definition/Explanation	<ul style="list-style-type: none"> • 6-8 sentence description/explanation of the topic • Single spaced
Key Concepts	<ul style="list-style-type: none"> • List any relevant concepts and their definitions • At least 4
Key Quotes	<ul style="list-style-type: none"> • List any useful quotes that you found when learning about this topic • Quotes could be definition oriented, case oriented, intriguing ideas, etc • At least 4
Case/Example	<ul style="list-style-type: none"> • Present either a landmark case – a case that defined the topic/field • OR a current events case – a case that is significant right now
Big Picture/Discussion Question	<ul style="list-style-type: none"> • Establish a set of important questions relevant to this topic • Questions should reflect important big picture ideas • Questions can be rhetorical, reference ethics, reference the case presented, address popular opinion, etc.

Group Members
Presentation Date
Topic

Sources:

- Source 1 (APA full citation)
- Source 2 (APA full citation)
- Source 3 (APA full citation)
- Source 4 (APA full citation)

Definition/Explanation:

Key Concepts:

- Concept 1:
- Concept 2:
- Concept 3
- Concept 4

Key Quotes:

- Key Quote 1: --- (In text citation)
- Key Quote 2: --- (In text citation)
- Key Quote 3: --- (In text citation)
- Key Quote 4: --- (In text citation)

Case/Example:

- Case title
- Date(s)
- Parties involved
- Brief summary of case – 5-8 sentences
- Outcome of case

Big Picture/Discussion Questions:

- Question 1:
- Question 2:
- Question 3:
- Question 4:

Useful Sources

Source	Website	Notes
Temple University Library – Course Guides	http://guides.temple.edu/	<i>These sections will likely be most useful to you:</i> Communication and Mass Media; Computer and Information Science; Film and Media Arts; Journalism; Legal Studies; Marketing; Political Science; Reference
Federal Communications Commission	https://www.fcc.gov/	<i>Info about:</i> The FCC; Proceedings and Actions; Licensing and Databases; Reports and Research; News and Events
Federal Trade Commission	https://www.ftc.gov/	About the FTC; News and Events; Enforcement; Policy
Annenberg Classroom: Resources for Excellent Civics Education	http://www.annenbergclassroom.org/	<i>Topics:</i> The Constitution; The First Amendment; Free Speech; Freedom of the Press; Legal Rights
FactCheck.org	http://www.factcheck.org/	<i>What you will find:</i> Political articles; current events; fact checking about political events
Cornell University Law School: Legal Information Institute	https://www.law.cornell.edu/	<i>Resources For:</i> Constitutional Law; Intellectual Property; Corporations; Consumer Protection; Legislation; Business Law
Stanford University Libraries – Copyright and Fairuse	http://fairuse.stanford.edu/	<i>Resources:</i> Copyright and Public Domain Dates/Rules; Copyright Facts; Public Domain; Fair Use; Law; Copyright Cases
United States Department of Justice – The Freedom of Information Act	https://www.foia.gov/	<i>Info:</i> What is FOIA; Data; Reports; Glossary; FAQs
Youtube – Crashcourse by John Green	https://www.youtube.com/user/crashcourse	Various subjects/History
New York Times	https://www.nytimes.com/	Current events articles; archived articles

Grading Rubric

Handout Format <ul style="list-style-type: none"> Name, presentation date, topic in header 1 inch margins Times New Roman (12 point) Format aligns with my stipulations/example 	0	1	2	3	4	5
Sources <ul style="list-style-type: none"> Use of at least 4 academic/scholarly sources Correct APA citations 	0	1	2	3	4	5
Definition <ul style="list-style-type: none"> 6-8 sentences Single spaced Definition provides all key ideas and main points regarding the topic 	0	1	2	3	4	5
Key Concepts <ul style="list-style-type: none"> At least 4 key concepts listed Provided concept and clear and valid definition All concepts are relevant to the topic 	0	1	2	3	4	5
Key Quotes <ul style="list-style-type: none"> At least 4 quotes listed Each quote reflects an important idea related to the topic 	0	1	2	3	4	5
Case/Example <ul style="list-style-type: none"> Case presented is either a landmark case or a current event case (or both) Case title Date(s) Parties involved Brief summary of case – 5-8 sentences Outcome of case 	0	1	2	3	4	5
Big Picture/Discussion Questions <ul style="list-style-type: none"> At least 4 questions Questions address big picture ideas Questions address important issues related to topic 	0	1	2	3	4	5
Presentation <ul style="list-style-type: none"> Group demonstrates clear preparation for presentation All group members have a significant role in the presentation Does not simply read the handout – uses it as a guide Hard copy of hand out for each student and instructor Use of visual aids if necessary – visual aids are appropriately structured 	0	1	2	3	4	5
Mechanics/Grammar <ul style="list-style-type: none"> Shows evidence of proofreading Well-structured, coherent sentences Uses active voice Subject-verb agreement and tense agreement Appropriate use of pronouns and articles 	0	1	2	3	4	5
Total Points	/45					