Nine Dates with Content and Coffee

Date 9: Credits and Other Legal Pitfalls



Credits to:

- Reporters
- Interviewers
- Writers
- Photographers
- Graphic artists
- Students

Reprints and photo credits

- Intertextuality
- Reprints OK but note that the same text may mean different things to different readers in a different context
- Good to have standard wordings

Reprints Standard Clauses

Reproduction of any article contained in the ISO publications should maintain the integrity of its text. Alterations to the reproduced article should not be made without permission from ISO. A credit line acknowledging the original source should be included. Examples of acknowledgement statement:

- Reprinted from No. XXX, CUHK Newsletter
- This article first appeared in No. XXX, CUHK Newsletter, reprinted with permission from Information Services Office, The Chinese University of Hong Kong. (when reprinted by a publication of a more serious nature)

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- Photo courtesy of Information Services Office, The Chinese University of Hong Kong
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Other Pitfalls

- Content duplication (or, plagiarism)
- Image rights
- Defamation
- Personal data
- Sensitive issues: gender, race, sexual orientation, professions, etc.

Content Duplication

- Easy to copy and paste from the web
- Difficult to oversee others' (colleagues, students, freelancers, etc.) work
- Texts and pictures
- No proper citation or acknowledgment

Ms Sheila Guo, ITSC, "Fine Line Between Duplication and Plagiarism of Web Contents":

https://www.iso.cuhk.edu.hk/restricted/resource/cuhk-website/webmaster-community-forum/2014/web_duplication_itsc.pdf

Image Rights



英國、加拿大交換生在中大發表演說 Presentation by Research Placement Students from the UK and Canada



Defamation

 Untrue statement of fact that lowers a living person in the estimation of others.

Personal Data

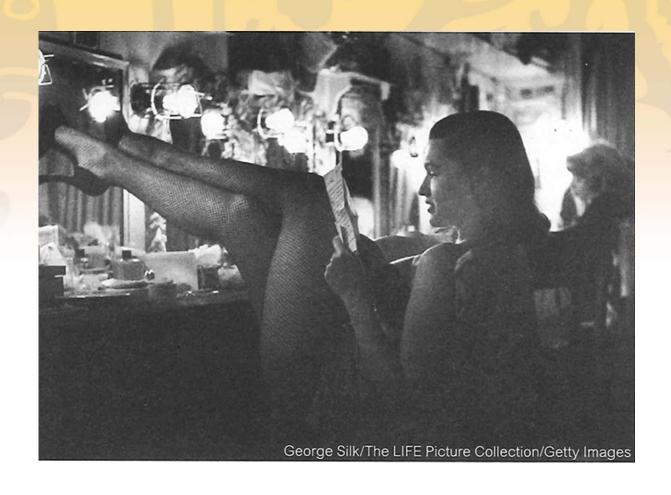
Any medium that can identify a living person

- Purpose of collection
- Excessive
- Right to inspect and amend
- Informed consent, opt-in

Potentially sensitive issues

- Gender language, images
- Race
- Sexual orientation
- Professions

astronomer vs astrologer doctors vs nurses, physiotherapists, chiropractors, dentists





To Recap Our Nine Dates

- House-styles (Chinese and English)
- Content-making
- Use of freelancers
- Web writing
- E-newsletters
- Legal awareness

Content-making

- Interviewing
- Headlines and captions
- Translating
- Sub-editing and proofreading
- Photos
- Cover design and publication templates

Our Role as Editor-in-Chief?

"The role of the professor now is part party host, part traffic cop, full-time enabler."

Kenneth Goldsmith, *Uncreative Writing: Managing Language in the Digital Age* (2011)