

Nine Dates with Content and Coffee

Date 9: Credits and Other
Legal Pitfalls



香港中文大學

The Chinese University of Hong Kong

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

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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





George Silk/The LIFE Picture Collection/Getty Images



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)

