



Copy(write)

Intellectual Property in
the Writing Classroom



Perspectives
on Writing

Edited by

Martine Courant Rife

Shaun Slattery

Danielle Nicole DeVoss

**COPY(WRITE): INTELLECTUAL
PROPERTY IN THE WRITING
CLASSROOM**

PERSPECTIVES ON WRITING

Series Editor, Susan H. McLeod

The Perspectives on Writing series addresses writing studies in a broad sense. Consistent with the wide ranging approaches characteristic of teaching and scholarship in writing across the curriculum, the series presents works that take divergent perspectives on working as a writer, teaching writing, administering writing programs, and studying writing in its various forms.

The WAC Clearinghouse and Parlor Press are collaborating so that these books will be widely available through free digital distribution and low-cost print editions. The publishers and the Series editor are teachers and researchers of writing, committed to the principle that knowledge should freely circulate. We see the opportunities that new technologies have for further democratizing knowledge. And we see that to share the power of writing is to share the means for all to articulate their needs, interest, and learning into the great experiment of literacy.

OTHER BOOKS IN THE SERIES

Charles Bazerman and David R. Russell, *Writing Selves/Writing Societies* (2003)

Gerald P. Delahunty and James Garvey, *The English Language: from Sound to Sense* (2009)

Charles Bazerman, Adair Bonini, and Débora Figueiredo (Eds.), *Genre in a Changing World* (2009)

David Franke, Alex Reid, and Anthony Di Renzo (Eds.), *Design Discourse: Composing and Revising Programs in Professional and Technical Writing* (2010)

Doreen Starke-Meyerring, Anthony Paré, Natasha Artemeva, Miriam Horne, and Larissa Yousoubova, *Writing in Knowledge Societies* (2011)

COPY(WRITE): INTELLECTUAL PROPERTY IN THE WRITING CLASSROOM

Edited by
Martine Courant Rife
Shaun Slattery
Dànielle Nicole DeVoss

The WAC Clearinghouse
wac.colostate.edu
Fort Collins, Colorado

Parlor Press
www.parlorpress.com
Anderson, South Carolina

The WAC Clearinghouse, Fort Collins, Colorado 80523
Parlor Press, 3015 Brackenberry Drive, Anderson, South Carolina 29621

© 2011 by Martine Courant Rife, Shaun Slattery, and Dànielle Nicole DeVoss. This work is released under a Creative Commons Attribution-Noncommercial-No Derivative Works 3.0 United States License. All other rights reserved.

ISBN 978-0-97270-235-5 (pdf) | 978-0-97270-236-2 (epub) | 978-1-60235-262-9 (pbk.)

DOI 10.37514/PER-B.2011.2355

Produced in the United States of America

Library of Congress Cataloging-in-Publication Data

Copy(write) : intellectual property in the writing classroom / edited by Martine Courant Rife, Shaun Slattery, Danielle Nicole DeVoss.

p. cm. -- (Perspectives on writing)

Includes bibliographical references and index.

ISBN 978-1-60235-263-6 (hardcover : alk. paper) -- ISBN 978-1-60235-262-9 (pbk. : alk. paper) -- ISBN 978-0-97270-235-5 (pdf) -- ISBN 978-0-97270-236-2 (epub)

1. Fair use (Copyright)--United States. 2. Rhetoric--Study and teaching (Higher)--United States. 3. Universities and colleges--Law and legislation--United States. I. Rife, Martine Courant. II. Slattery, Shaun. III. DeVoss, Dànielle Nicole. IV. Title: Copyright.

KF3030.1.C67 2011

346.7304'82--dc23

2011036344

Copyeditor: Daisy Levy

Designer: Jeremy Harder

Series Editor: Susan H. McLeod

The WAC Clearinghouse supports teachers of writing across the disciplines. Hosted by Colorado State University, it brings together scholarly journals and book series as well as resources for teachers who use writing in their courses. This book is available in digital format for free download at wac.colostate.edu.

Parlor Press, LLC is an independent publisher of scholarly and trade titles in print and multimedia formats. This book is available in paperback, cloth, and Adobe eBook formats from Parlor Press at www.parlorpress.com. For submission information or to find out about Parlor Press publications, write to Parlor Press, 3015 Brackenberry Drive, Anderson, South Carolina 29621, or e-mail editor@parlorpress.com.

The editors dedicate this collection to the late Russ Wiebe. We miss you, friend and collaborator.

CONTENTS

Preface	<i>xi</i>
Martine Courant Rife, Shaun Slattery, and Dànielle Nicole DeVoss	
Part I: The Law, the Landscape.....	1
1 The Fair Use Battle for Scholarly Works.....	3
Jeffrey Galin	
2 Plagiarism and Promiscuity, Authors and Plagiarisms	29
Russel Wiebe	
3 Authoring Academic Agency: Charting the Tensions between Work-for- hire University Copyright Policies	49
Timothy R. Amidon	
4 Soul Remedy: Turnitin and the Visual Design of End User License Agreements	79
Barclay Barrios	
5 Images, the Commonplace Book, and Digital Self-Fashioning	99
Bob Whipple	
6 Intellectual Properties in Multimodal 21st-Century Composition Classrooms	107
Tharon W. Howard	
7 Is Digital the New Digital?: Pedagogical Frames of Reference and Their Implications in Theory and Practice	131
Robert Dornsife	

8 Response to Part I—“An Act for the Encouragement of Learning” vs. Copyright 2.0	149
John Logie	
Part II: The Tools	157
9 What We Talk About When We Talk About Fair Use: Conversations on Writing Pedagogy, New Media, and Copyright Law	159
Steve Westbrook	
10 Parody, Penalty, and Pedagogy.	179
E. Ashley Hall, Kathie Gossett, and Elizabeth Vincelette	
11 Copy-rights and Copy-wrong: Intellectual Property in the Classroom Revisited	205
Janice R. Walker	
12 Rhetorical Velocity and Copyright: A Case Study on Strategies of Rhetorical Delivery	223
Jim Ridolfo and Martine Courant Rife	
13 Following the Framers: Choosing Pedagogy to Further Fair Use and Free Speech	245
TyAnna Herrington	
14 Response to Part II—Being Rhetorical When We Teach Intellectual Property and Fair Use	263
James E. Porter	
Part III: The Pedagogy	273
15 Toward a Pedagogy of Fair Use for Multimedia Composition	275
Renee Hobbs and Katie Donnelly	
16 Intellectual Property Teaching Practices in Introductory Writing Courses	295
Nicole Nguyen	
17 Moving Beyond Plagiarized / Not Plagiarized in a Point, Click, and Copy World	309
Leslie Johnson-Farris	

18 <i>Couture et Écriture</i> : What the Fashion Industry Can Teach the World of Writing	327
Brian Ballentine	
19 The Role of Authorship in the Practice and Teaching of Technical Communication	347
Jessica Reyman	
20 Response to Part III—Fair Use: Teaching Three Key IP Concepts . .	369
Rebecca Moore Howard	
21 Afterword	375
Clancy Ratliff	
Biographical Notes	381
Index	387