



COPYRIGHT COMPETENCE AND CULTURAL INSTITUTIONS

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Today, information specialists are faced with increasingly complex issues related to intellectual property, in particular copyright and related rights, as compared to the recent and distant past. This results from new challenges facing the profession: application of information and communications technologies (ICT); working with diverse formats and new intellectual property objects (databases, multimedia products, computer software, sound recordings, etc.); transition to consortia acquisition, sharing and provision of access to electronic information resources; creation of digital collections; cooperation in respect of remote and mobile learning and for the creation of institutional repositories; provision of opportunities for open access to various works of intellectual work and a number of others.

„*Copyright Competence and Cultural Institutions*“ is a book which positions the importance of legislation in the field of intellectual property, and in it regulates issues such as the free use of works, including the reproduction of already published works with academic purpose or for the purpose of preservation of works, as well as other problem areas, corresponding with protection of intellectual property rights and operation of libraries, archives and other cultural institutions in the dissemination of information to the public.

In the light of the digital age, interest and commitment to issues of copyright and related rights on the one hand and, on the other hand the balance with public interest and needs, have been increasing, which determines *the topicality of the scientific study*. Specific manifestations of interaction between creators of digitized information (libraries, universities, museums, archives and other institutions), their role as portals to digitized information, as most democratic institutions providing access to knowledge, information and culture to society, and for overcoming the digital divide and isolation, and the need for this to be subject to compliance with copyright and related rights – outline the importance of the topic. It is interdisciplinary in nature and covers issues of library and information science (LIS), cultural heritage science and law science.

Copyright issues in digital space are of interest to researchers and practitioners, both in the Member States of the European Union and around the world. In recent years, international research teams and experts have been working on interdisciplinary problematics related to digital information, the role of libraries, educational and cultural institutions, and the observance of copyright regulations in terms of the new realities of the digital age. The activities of expert groups and committees at the World Intellectual Property Organization (WIPO), the International Federation of Library Associations (IFLA), the European Bureau of Library, Information and Documentation Associations (EBLIDA), the Association of European Research Libraries (LIBER), Library Copyright Alliance, the Electronic Information for Libraries Network (eIFL.net), as well as the high level expert group in the field of digital libraries at the European Commission and others stand out.

Professional literature addressing copyright issues, reflecting on the activities of library, educational and cultural institutions, is growing steadily. For the purposes of this study, a significant amount of relevant

literature – books, articles, thematic collections, manuals, teaching aids and e-resources, written both by individual scientists and expert research teams with interdisciplinary profile (e.g. eIFL resources), has been reviewed and considered.

The purpose of the book is to examine the copyright literacy of specialists from libraries and other cultural institutions in Bulgaria, also in comparison with the situation in other countries, to explore the interconnectedness of *academic education – continuing education – practice* in the development of information, media and copyright literacy of information specialists, and to position the importance of the application of a copyright policy in organizations providing information services to the society. The study has the following *thesis*: in terms of the modern information environment, it is very important for professionals working in libraries, archives, museums and other cultural institutions to achieve high level of copyright literacy and ability to implement an institutional copyright policy. Copyright literacy becomes increasingly important for specialists from libraries and information and cultural institutions, since the management of copyright-related challenges has a key role in shaping the future of the profession.

The content of the book „*Copyright Competence and Cultural Institutions*“ includes: an introduction, five chapters (1st Chapter, entitled “Information, Media and Copyright Literacy”; 2nd Chapter “Research Project “Copyright Policy of Libraries and Other Cultural Institutions”; 3rd Chapter ‘Copyright Literacy of Specialists from Libraries and Other Cultural Institutions’; 4th Chapter “Copyright Policy of Cultural Institutions“ and 5th Chapter, entitled “Academic and Continuing LIS Education and Copyright Competency of professionals”), a conclusion, reference apparatus containing: references in Cyrillic characters; references in Latin characters; a list of tables; a list of figures; a list of appendices; seven applications and abstract in English.

The problematics in respect of copyright literacy of specialists from information and cultural sector is a complex and significant – committed to the primary mission of libraries and cultural institutions as the most democratic places for access to information, knowledge, education and culture for all citizens. It meets educational, informational and regulatory needs resulting from the reforms taking place in higher education and in the system of the Bulgarian cultural institutions, as well the interest of scientific community on issues related to digital presentation of the cultural and historical heritage and the exchange of scientific information in electronic format.

The book has highlighted the importance of copyright issues for librarians and professionals from the cultural sphere. The nature and characteristics of copyright literacy in modern global information environment have been clarified, and the significance of copyright literacy in the broader framework of the digital and information literacy has been proven. The upgrading of copyright literacy with copyright competency of information specialists is well grounded, subject to the application of a copyright policy in libraries and cultural institutions. The level of copyright literacy of specialists from libraries and other cultural institutions in Bulgaria has been established also in comparison with other twelve countries from Europe and America, namely United Kingdom, Lithuania, Mexico, Norway, Portugal, Romania, United States of America, Turkey, Hungary, France, Finland and Croatia. Knowledge and skills required for modern information professionals have been identified and opportunities for organizing thereof in academic practical studies for training and in forms of continuing education have been offered. Theoretical and methodological formulations have been summarized for: achieving high level of copyright literacy of the professionals from library and cultural sector; developing copyright policy in cultural institutions and the establishment of the position of a copyright advisor; updating academic curricula and educational content in the forms of continuing training in this subject area.

Conclusions and achievements have underlined the need of targeted training and continuing qualification of specialists in respect of these matters, in order to achieve the required copyright literacy for professional conduct in the conditions of global information environment. Surveys and analyses of the existing level of information and copyright literacy of professionals that have been made – show unsatisfactory results and reveal a serious problem that is neglected. Complex solutions must be applied by means of partnership between academic education on LIS, archival studies and cultural heritage science, professional associations and the collegium of library professionals. Issues related to copyright literacy as a component of information literacy and media literacy and copyright competency of specialists from

libraries and other cultural institutions have been positioned as important in terms of its theoretical and practical application before the Bulgarian and international scientific community. An international scientific research group has been established and forms for continued communication have been determined: a website of the research project “Copyright Policy of Libraries and Other Cultural Institutions“ (<http://copyrightlib.unibit.bg/>) and a webpage on copyright literacy in an international context in English (International Copyright Literacy: <https://copyrightliteracy.org/about-2/international-copyright-literacy/>) as part of the UK Copyright Literacy Website.

Copyright specialization of professionals is required in response to the current and proposed amendments to national and international law and the specifics of working with new information carriers and new media, digital libraries, cloud structures, online education platforms, streaming services, the possibilities for creating personal digital content, etc. This research draws the attention of the collegium to this promising field of development.

References to the book may serve as a bibliography on the outlined problematics to enhance awareness. It is a continuation of current publications for the period 2013-2017 of the detailed thematic bibliographic study “Publications on Copyright and Policies of Libraries, Educational and Cultural Institutions” issued in 2013 (Vasileva 2013)¹. The prospect is this solid bibliographic array to be objectified in a thematic online bibliographic database, which could ensure information provision meeting a variety of research and educational needs.

The chronological table “Documents and Events related to Copyright and Libraries and Cultural Institutions, and Positions of Library Associations (2010-2017)“, which is an information source with opportunities for adding new data and application to different scientific and educational task, also contributes to the problematics addressed in the monography.

The study is was intended to deepen the knowledge of students of the professional field “Public Communications and Information Science”, preparing for professional fulfillment in library and information and cultural sector, as well as of currently working specialists – in respect of matters on the protection of intellectual property, and in particular copyright and related rights, with a view to developing and implementing institutional copyright policy as a tool of the modern management of cultural institutions. It is also intended to facilitate academic staff, researchers, experts, methodologists and managers from memory institutions to find inconsistencies in copyright literacy of professionals, and take adequate measures for the acquisition of the required knowledge and confidence to be able to make adequate practical decisions, meeting daily challenges of the working environment.

¹ Vasileva, R. (2013), *Copyright Publications: Thematical Bibliography*, Za bukвите-O pismeneh, Sofia, p. 442.