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MediaCorp sponsors Entertainment Law course award



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The award ceremony will take place next month. MediaCorp has committed to the award for 15 years.

Pioneered in 2009 by Associate Professor David Tan, who is also a fine arts and fashion photographer, the course examines key aspects of the entertainment industry, such as personality rights claims and intellectual property rights, and seeks to impart an understanding of legal issues concerning the movie, music and broadcasting industries.

Dr Tan explained that the course “covers technical legal issues like copyright and trademarks but illustrates the law through a selection of cases that covers aspects of pop culture familiar to students”. He said: “The students seem to enjoy the comparative approach and at the end of the day, having a more global outlook makes them better lawyers.”

The module has a quota of 50 students and has been oversubscribed every year.

The inaugural recipient of the MediaCorp Prize in Entertainment Law is Ms Sonia Tan, who is enrolled in the Master of Laws programme, specialising in Corporate and Financial Services Law. She graduated from NUS in 2007 with a Bachelor of Law with Honours and practised as a corporate lawyer in the area of mergers and acquisitions before returning to her alma mater for postgraduate studies.

Ms Tan wanted to study a subject beyond the realm of traditional corporate law subjects. Entertainment Law fitted the bill as it allowed her to “explore a different spectrum of commercial issues, as well as the public and private interests that are at stake when celebrity brands and popular icons are used in films, books, art and social media”.

Dr Tan said: “As one of the most influential media and broadcasting companies in Singapore, MediaCorp’s partnership with the law school through the sponsorship of the subject prize has opened more doors for many creative collaborative opportunities ahead.”