Perspectives on Plagiarism and Intellectual Property in a Postmodern World

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Foreword by Andrea Lunsford

Poaching and Plagiarizing: Property, Plagiarism, and Feminist Futures

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Over the past two hundred years very little has changed regarding how we view intellectual property. Plagiarism, piracy, and copyright infringement are the names given for the illegal copying of copyrighted works. Plagiarism is the logical outgrowth of the creation of intellectual property. Plagiarism as theft exists because a system of knowledge production that emphasizes creative genius, originality, and the proprietary author defines how we understand the expression of ideas. Once it becomes possible to think of literary work as property it becomes possible to "steal" that property.

Some literary critics argue that we are all plagiarists or, at the very least, engage in "textual poaching" (de Certeau 165–76). The recognition that we all embrace some form of plagiarism, even at a subconscious level, is increasingly important as intellectual property protection becomes a matter of big business. Where we draw lines between the cultural commons and private property has important implications for future creative work. The acceptable amount of appropriation becomes smaller each day as the law is utilized and expanded to reap larger profits from every aspect of a creative work. Copyright produces a tension between how texts are created (a process that relies on textual poaching, exchange, and sharing) and how texts are legally protected (a process reliant on originality and private property).

The proprietary author is indebted to a gendered understanding of authorship and ownership. The history of intellectual property is a history of masculine creation and birth. It is possible, and essential, to question the very foundations of the intellectual property system—that of the proprietary author. Even as intellectual property law grows in strength, the potential of a postmodern feminist approach makes it possible to offer a substantive critique. Uncovering the assumptions on which copyright is premised can make it possible to revise copyright in a manner appropriate for greater sharing and creativity.

Feminism is important in understanding intellectual property because it provides a lens through which to view the past, a theoretical understanding that can help interpret the present, and a set of principles for framing the future. Postmodern feminism is especially meaningful when thinking about the future because of its emphasis on ambiguity, appropriation, creativity, and play. This chapter makes the argument that given the gendered construction of intellectual property in the past and the overemphasis on ownership in the present, a possible alternative construction for intellectual property in the future can be discovered through a feminist framework.

I will first discuss the gendered historical construction of authorship and the envelopment of authorship within the paternity metaphor. Second, I will look at the postmodern nexus of plagiarism, property, and creativity as it plays out in a modern story of intellectual property. It is through this story that a postmodern feminist framework can best be understood. Finally, if we are to move toward any form of a feminist goal we must begin the process of envisioning an alternative to intellectual property law. I will look to the future and evaluate the possibilities for creativity if we unhinge it from intellectual property law and begin to view it through a feminist framework.

Discussing the history of intellectual property illustrates how impoverished our language is regarding creative work. There is only the language of property available to discuss creation. If we want to understand the possibilities of creativity in a feminist world we must create those possibilities ourselves. A feminist-oriented future can illustrate what an alternative to the current legal system may be and in the process dissolve the powerful assumptions of authorship and ownership so readily taken as truth.

Some Words on Intellectual Property

Copyright emerges in its modern form during the eighteenth century. By modern form, I mean that a system of property laws was created to deal with works of authorship and that authorship underwent a definitional revision through which the proprietary nature of the author over his work (and I say "his" on purpose) was emphasized (Mark Rose 1993). At a variety of levels, the emergence of intellectual property laws, specifically copyright laws, was gendered.

The philosophy of intellectual property has its roots in Locke and Hegel and hinges on the definition of intellectual work as private property (Hughes 297–358). The combination of Locke's theory of property, the patriarchal environment of the late seventeenth and early eighteenth century, and the characteristics of the book market created a discourse on copyright based on masculine creation. Both Locke and Hegel are the subject of extensive feminist critique, which I will not repeat (Butler 74–94; Benhabib, 129–145). How-

ever, the link between gender and intellectual property deserves space.

Intellectual property is about masculine creation. Ideas, expressed through the labor of an author, become possessed as property. Women, whose status as authors was problematic long before the institutionalization of intellectual property laws, were discouraged from writing and from public life. Women were discouraged from printing because it did not fit with the socially accepted feminine ideal (Wall 279–80). Additionally, early discourses on authorship masculinized publication and feminized that which was published, which impacted women's access to authorship and resulted in a masculine understanding of authorship. As Wendy Wall asks, "If women were tropes necessary to the process of writing, if they were constructed within genres as figures for male desire, with what authority could they publish? How could a woman become an author if she was the 'other' against whom 'authors' differentiated themselves?" (282). Thus, by the time booksellers institutionalized property rights in published works, women were already virtually excluded from authorship.

Excluding women from authority and authorship is only one aspect of early intellectual property. Originality through authorship was also interpreted as the domain of the masculine. In Hegel's philosophy, property becomes an expression of the will and personality (Hughes 333). Literary property was "original" because it originated from the uniqueness of a person's mind (Mark Rose 1993, 120). Many metaphors were tried in an effort to describe the act of authorship and legitimate ownership of the ideas, but the most common, according to Mark Rose, is the "author as begetter and the book as child" (38). Thus, the most common metaphor was one of paternity.

The paternity metaphor is significant for understanding copyright from a feminist perspective. Copyright invites the author to own his work. The work is not only the child of the author, but his property. Authorship was a method for establishing paternity over a text, the male creation. The paternity metaphor was replaced with the metaphor of the landed estate in the eighteenth century in part because it provided a better understanding of the proprietary nature of authorship. However, paternity metaphors continue to be part of the law to this day. In a recent law suit, the author sued for damages from the "denial of [his] paternity" when a publisher published contributions under a different byline (Morris Freedman 508). The paternity metaphor illustrates what later metaphors conceal—literary creation is masculine creation.

Despite the prejudices against them, women still became authors. Wendy Wall suggests they did so either at great expense or by appropriating specific genres of writing considered "acceptable" for women. An acceptable genre for women was the will, because it was socially appropriate for a dying woman to leave instructions to her children. Women appropriated this genre as an avenue into the public sphere as authors, creating subversive avenues into the largely male dominated public sphere (Wall 282–283).

Friedrich Kitler provides ever greater insight into the gendered production of authorship circa 1800 in *Discourse Networks: 1800/1900*. Kitler argues,

much along the lines of Wendy Wall, that women in the discourse network¹ of 1800 were not authors because they played a distinctly private role in society. However, he pursues this theme further and suggests that women during this period played a much more significant symbolic role. As Kitler states, "Nature, love, and women—the terms were synonymous in the 1800 discourse network" (73). From her place within Nature women could not write, but rather became the source of ideas voiced by men: "To the author's surprise, his words have not been his at all. It is as if they had been whispered by a prompter who in turn had them from the Woman or Nature" (Kitler 73).

When woman, in the role of nature, is the origin of ideas, then all is appropriated (or plagiarized) from her: "Through their mandate to represent The Mother, women made authors write. The Mother neither speaks nor writes, but from the depths of her soul arise the unembellished accents that the author rescues by writing" (Kitler 67). Through the gendered development of authorship in the 1800s, not only were women relegated to the private sphere where they could not write or speak, but through the symbolic transformation of women into "The Mother," male authorship appropriated from and spoke for women. It could be argued that authorship itself, in the 1800 discourse network, is plagiarism. Masculine creativity is dependent on appropriation and this appropriation is not recognized as plagiarism. Such textual appropriation played out in everyday life when women allowed themselves to be plagiarized. As one woman put it:

For ten years even our closest friends had no inkling of my part in my husband's creative work, and during these ten years even I was unaware that a portion of the praise, the honorable judgments pronounced by gladdened readers of stories my husband published, belonged to me. I was too deeply devoted to him, too immersed in my domestic duties, to call anything my own. (Kitler 126)

Such appropriation was considered a natural aspect of authorship. The very development of intellectual property, which carefully established the paternity of the text, is indebted to appropriation. By ignoring the connections between ideas and highlighting originality, intellectual property favored those who could be authors—men. Plagiarism is what happens to men, not women. Women, within the 1800 discourse network, did not have the authority or the originality necessary to make claims to their own ideas.

A Modern Story about Appropriation, or is it Plagiarism?

What choices do women have as they enter the world of authorship? This world, governed by intellectual property, is one where appropriation is called

plagiarism and ideas are property. Postmodern feminism provides strategies for cultural creation, but these strategies clash at the ideological level with the law. Jeffrey Koons could be considered a poster child for the clash between postmodern appropriation and the law. His experience illustrates why it is impossible for a postmodern feminist project to operate within the already existing laws of intellectual property (where they will be called plagiarists) and perhaps move into a future absent a notion of intellectual property.

Jeffrey Koons is a modern American artist accused of plagiarizing a photographic postcard created by Art Rogers. Rogers had originally taken the photograph, *Puppies*, for the owners of a litter of German Shepherd puppies. Rogers licensed *Puppies* to Museum Graphics who turned it into a postcard. The picture depicts the owners sitting on a bench holding the puppies. Koons encountered the postcard in a museum gift shop and decided the scene would fit in his art show on banality. Koons had the photograph reproduced as a wood carving entitled "A String of Puppies."

Koons understood he was reproducing a copyrighted photograph, but argued that since he had seen similar pictures of people holding animals, the picture should be viewed "as part of the mass culture—'resting in the collective sub-consciousness of people regardless of whether the card had actually ever been seen by such people" (Rogers 304). He instructed artisans to make the wood carving just like the photo. Because Rogers had not given permission to Koons to use his photograph he considered it an act of piracy and took Koons to court.

The court labeled Koons a plagiarist because Rogers had created an "original" work of art and held exclusive rights to its use (Rogers 307). Koons argued that his "String of Puppies" is a parody of society at large and thus a legitimate fair use (Rogers 309). As his art show suggests, he was commenting on banality in society. After all, what can be more banal than a couple holding a bunch of puppies? The Appeals court and the Supreme Court felt otherwise and argued that Jeff Koons had indeed violated Roger's copyright (Koons 365).

Appropriation, like that done by Koons, is plagiarism according to the law. It does, however, play an important role in social critique. As Martha Buskirk notes,

The appropriation of imagery from mass media and other sources is, of course, a strategy central to postmodern art. Koons is only one of a number of artists who have responded to an increasingly image-saturated society by taking pictures directly from the media, advertising or elsewhere and repositioning them within their own work. (37)

In a commodified world, appropriation provides an avenue for awareness of our situation. The postmodern voice is important. As Rosemary Coombe

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notes, "Postmodernists breach rules of discourse because they believe that form has implications and conventional forms of discourse may be inadequate to express alternative visions" (1856, fn 19). Thus, a postmodern strategy is to avoid playing by the rules and attempt to expand our understanding of creation, commodification, and property law. However, when brought to court the postmodernist will (evidently) lose.²

Intellectual property laws restrict the flow of texts, "freezing the connotations of signs and symbols and fencing off fields of cultural meaning with no trespassing signs..." (Coombe 1866). Appropriation like that of Koons's is an example of the fences constructed by intellectual property laws and the limits they put on cultural creation.

Postmodern appropriation has important links to feminist strategies as well. Ellen G. Friedman, in a discussion about Kathy Acker's work, makes this point:

Acker's purpose in appropriating well-known texts is profoundly political. Through plagiarism, Acker proposes an alternative to the classical Marxist explanation of the sources of power. With Jean Baudrillard she believes that those who control the means of representation are more powerful than those who control the means of production. Plagiarism undermines the assumptions governing representation. (243–44)

According to this feminist perspective, the means of representation are governed by male texts and desires:

In plagiarizing, Acker does not deny the masterwork itself, but she does interrogate its sources in paternal authority and male desire. By placing the search for modes of representing female desire inside male texts, Acker and others clearly delineate the constraints under which this search proceeds. (Friedman 244)

The process of appropriation (or plagiarism) has political motivations with a very specific cultural and feminist subtext. Appropriation encourages us to understand the sources of cultural production and "paternal authority," both aspects of intellectual property from which creation ought to be liberated. For the feminist and the postmodernist, appropriation or plagiarism are acts of sedition against an already established mode of knowing, a way of knowing indebted to male creation and property rights. Friedman suggests that there are "many reasons to adopt a complex attitude toward plagiarism" (174–75). Among these she lists different examples of appropriation, especially those by women who take texts and "refashion them into interrogations of the originals" (174–75). Ultimately, this radical approach to plagiarism is on a collision course with legal interpretations.

While Koons and his "String of Puppies" is not a feminist work, its example is close to a strategy that has postmodern feminist tendencies. At the very least, Koons helps problematize the concept of plagiarism, a goal which can be endorsed by feminists interested in deconstructing intellectual property. Current law, instead of recognizing the cultural dependence of all creativity, enforces ownership of original works. Appropriation within such a world is a valid social critique. To use the title of a recent article describing the trouble and cost of adhering to copyright law: "Just do it" (Stowe 32).

The law, confined as it is to statutes and precedence, cannot begin to address the cultural complexities of postmodern theory or practice. Nor can the law adequately address the problems associated with plagiarism unless there is a profit at stake.³ Unless drastic change occurs, further ownership will provide the assumptions on which our future is based.

It is important to ask why plagiarism is so upsetting. Plagiarism is upsetting because it is personal. Keeping in mind the cultural specificity of this claim, 4 people want to be acknowledged for their contributions (M. Freedman 508). Plagiarism can be a silencing mechanism as Neal Bowers, an American poet whose work has been plagiarized for several years by the same person, points out (545–55). There is a distinction the law does not address and which any future theory of intellectual property ought to address—that plagiarism is about personal feelings, not profits. It is a personal offense when someone plagiarizes your work. Copyright, by focusing exclusively on profits and the potential loss of market share, lacks the ability to deal with the personal issues of authorship and plagiarism.

The American system of copyright very clearly asserts property owner-ship over every possible aspect of a creative work and is used to halt appropriation that occurs without permission. The sense of a cultural commons within the copyright framework of the United States is one constructed through profit and production. If we want the future to take into consideration the fact that creation is inherently cultural we need to begin developing a language in which to talk about the future.

The origins of intellectual property law, authorship, originality, and plagiarism are indebted to understanding creation as the domain of males who are the only ones authorized to speak and write. Additionally, our present use of intellectual property calls virtually all acts of appropriation plagiarism without giving thought to the damage done to cultural exchange and sharing. This present approach provides an avenue for subversive feminist plagiarism such as that done by Acker; however, it remains a fringe possibility with most everyone playing by the intellectual property rules. The past and present cannot provide us with a language of creativity from which to begin our future. Thus, it would be best if a future language is a feminist one. As Ellen G. Friedman notes, "As male texts look backward over their shoulders, female texts

look forward, often beyond culture, beyond patriarchy, into the unknown, the outlawed" (244).

Looking into the future is one way of theorizing about what ought to be. Speculating about the future or devising the type of future one would want is not only a futurist practice but a postmodernist and feminist one. Postmodernism and feminism are normative approaches that outline what ought to exist instead of what does exist. As Frances Bartkowski writes, "Feminist fiction and feminist theory are fundamentally utopian in that they declare that which is not-yet as the basis for a feminist practice, textual, political, or otherwise" (12). In the process, many feminist theorists help us envision a future. The most important task for feminist theorists is to help envision a future that provides alternatives to the way intellectual property is conceptualized and legally protected.

Feminist Intellectual Property Futures

Feminists are especially good at developing alternative futures because nothing remotely akin to a feminist present can be found. Thus, throughout feminist theory and fiction one can find rich descriptions of alternative futures. I would like to draw on several feminist fiction writers to help begin the process of speaking a new intellectual property language—one that does not center on individual ownership of expression, but emphasizes the cultural communities we find ourselves to be members of.

The future of authorship and intellectual property is not certain. As David Lange puts it, "Authorship as an artifact of authority is indefensible; it deserves to die. But authorship in the preliminary sense of identifying, merely *entre nous*, the 'person to whom something owes its origin' is not only defensible, but inevitable as well" (qtd. in Aoki ft 108). Instead of calling for the death of the author (Foucault 1977, 113–38), we need to think more relationally about authorship. If we can emphasize a framework focused on sharing as identifying "to whom something owes its origin" is appropriate.

A feminist future for intellectual property would differ substantially from the legalistic, commercial future we can now expect. Where the legalistic/commercial future emphasizes ownership and control of property, a possible feminist future emphasizes the relational aspect of all learning and creation. It would emphasize the intellectual debts one owes and recognize that all work is connected to the intellectual streams within which one swims. 5 A relational attitude toward creative work, while acknowledged by many actually doing such work, is mutually exclusive with the current state of intellectual property.

To put it more concretely, no concept of intellectual property should exist in a feminist future. While authorship would remain and individual contributions would continue to matter, the emphasis would be taken off the proprietary nature of the creation and placed on the communitarian aspects. Actually, emphasizing the relational aspects of creation fits well with how ideas are communicated. Ideas once verbalized can never be privately owned. Unlike a tangible item, an idea can be shared by many and ownership of expressions can be difficult to enforce. As Ursula Le Guin notes in *The Dispossessed*, "It is the nature of the idea to be communicated: written, spoken, done. The idea is like grass. It craves light, likes crowds, thrives on crossbreeding, grows better for being stepped on" (79). Thus, a feminist future would eliminate the law of intellectual property, which is too often used to halt creativity, and replace it with an understanding of the community in which one creates. Feminists writing science fiction have already begun to develop such futures. 6

Fully fleshing out the future is beyond the scope of this chapter. However, it is necessary not only to identify how intellectual property depends on gendered assumptions to exist, but also to provide feminist visions for alternatives. The most important role feminists could play is to think about the future, to move beyond the law and the concept of private property, and develop meaningful relationships for humans and their creative work that fall outside property relationships. The law is a helpful tool as long as one wishes to stay within the pre-arranged definitions and agree to its premises. However, if new ways of thinking about what we call intellectual property are to be found, we must move outside the law and into the works of those who engage in envisioning the future. This is where the intellectual energy of feminists is most needed.

Notes

- 1. A Discourse Network is described in the Introduction to Kitler's book by David E. Wellbery as "A system in which knowledge was defined in terms of authority and erudition, in which the doctrine of rhetoric governed discursive production, in which patterns of communication followed the lines of social stratification, in which books circulated in a process of limitless citation, variation, and translation, in which universities were not yet state institutions and the learned constituted a special (often itinerant) class with unique privileges, and in which the concept of literature embraced virtually all of what was written." (Wellbery, qtd. in Kitler xviii).
- Buskirk notes that other artists have been sued for copyright infringement including Andy Warhol, Robert Rauschenberg, and David Salle, but all have settled out of court.
- 3. Neal Bowers, a poet who has worked for several years to halt the plagiarism of his poems writes that no lawyer would touch his case because the plagiarist did not have money to sue for and Bowers would have a difficult time proving the plagiarism

had caused him to lose money. This in itself is a critique of a system that only functions to preserve commercially valuable products while leaving nearly unprotected the creative works of those who have little or no commercial stake in their intellectual property. (Bowers 545–55)

- 4. China, for example, did not have copyright laws until forced to embrace them by the West. For a specific account of the history of Chinese copyright see William Alford's book *To Steal a Book is an Elegant Offense: Intellectual Property Law in Chinese Civilization*.
- I owe this language to Kathy Ferguson who helped provide clarity to these thoughts through several discussions.
- 6. These include Ursula Le Guin, Joan Slonczewski, and Marge Piercy.

From Kant to Foucault: What Remains of the Author in Postmodernism

Gilbert Larochelle

Unprecedented growth in communication and information technology, nowadays, makes it necessary to thoroughly review the rules that must prevail in the production and transfer of knowledge. The mechanisms regulating intellectual works were created, for the most part, at the end of the eighteenth century. The creative ingenuity of the Age of Enlightenment, from Diderot to Voltaire and Kant to Fichte, had set the foundations for juridical individualism, in terms of diffusion of ideas, thus helping shape a vocabulary that would have seemed strange in the Middle Ages. This brings to mind the interwoven relationships of this era, between the writer, hereafter known as *author*; the text, having become *literary property*; a contract with a chargé d'affaires called *publisher*; an abstract public space perceived as *readership*; the market, transforming the book into a *copy* for mass production; commercial regulation by a *bookstore*; and finally, the imposed registration of intellectual works known as *copyright*.

Introduced into the legal system, the dissemination of thought thus integrated the standardization of exchanges and a network of economic universality. The limits set by the legal framework provided an understanding of the respective possessions of the author, reader, and publisher, whose task remained, as noted by Kant, to ensure "the conclusion of a business deal in someone else's name" (120). The protection of ideas by law fits into the process of capacitation of market return. Normalization in the control of intellectual works included, on the other hand, the principles for the definition of a counterfeit (pirated edition). The practice proliferated at the end of the eighteenth century and reinforced the need for a contractual philosophy to define the borders between a legitimate publication (authorized by the author), a counterfeit (pirated edition), and plagiarism (despoliation of someone else's ideas).

The notion of plagiarism cannot exist without referring to the philosophy of modernity that gave birth to the idea. Reconfiguration of the idea of author in the postmodern discourse recently helped emphasize the ambiguity of

those limitations are of questionable legality. This public anxiety, in turn, reinforces a view that the law must be as it is perceived by allowing false protection notices to stand without direct legal challenge. Such challenge is likely to come only from those with profit motives and a team of lawyers, from corporate holders of copyright, who will challenge only creations sufficiently popular to be profitable or sufficiently incisive to be embarrassing. Since profitability is incorporated into the criteria for determining fair use, such challenges are more likely to be decided in favor of megaholders, creating precedent for arguing subsequent cases involving fair use—and, eventually personal use. Intertextual innovations like the collage rant become increasingly risky.

of its most interesting. We have already set the climate of intimidation (Patstripped by law or by intimidation of its best and brightest, at the least, of some yond his or her mailbox—in direct contradiction to the constitutional mandate vative work might never get beyond its creator's mind and certainly not beterson and Lindberg's "in terrorem effect") such that some of the most innolegacy we leave to our grandchildren and great-grandchildren will have been creative modes of civic and artistic literacy. The legally permissible cultural generation's being represented in the cultural canon only by its less appealing and less incisive texts. We risk losing the collage rant, one of GenX's most ing GenX texts at home in a postmodern world, then we have acquiesced in a subject to litigation. If such litigation or the threat of it succeeds in suppressfollowing and thus come to the attention of copyright holders, would be most etary status quo. Those texts of the most apparent value, those which gather a to use copyright for suppressing texts troubling to the economic and proprithe means to use copyright for censorship (Patterson and Lindberg)—that is into brute fact the warning that copyright extensions of 1976 and later provide tic and critical work to be declared illegal or to be perceived as such, making We have already prepared the ground for a postmodern generation's artis-

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