MARC Coding of LC Demographic Group Terms Describing Audience in Bibliographic and Authority Records

BACKGROUND: Demographic group terms may be assigned to describe intended audiences of resources and may appear both in bibliographic records and in authority records for works. This instruction sheet provides guidelines on the MARC 21 coding of LC demographic group terms when they are used to describe the intended audiences of resources. For full information on coding in bibliographic records, see the MARC documentation at http://www.loc.gov/marc/bibliographic/. For full information on coding in authority records, see http://www.loc.gov/marc/authority/. For guidelines on assigning terms describing the audiences of resources, see L 480.

1. General rule. The MARC 21 coding of LC demographic group terms describing the audiences of resources is identical in bibliographic records and in authority records for works.

Use the 385 field of MARC 21 bibliographic records and authority records for works to describe the intended audience of a resource. The indicators are blank. The $a subfield contains an authorized term and does not end with a mark of punctuation unless the term ends in a closing parenthesis. A $2 subfield containing lcmdgt is included at the end of each field.

The field may contain an $n subfield containing the code assigned to the demographic group category. It may also contain a $0 (zero) subfield for the control number of the record of the authorized term used in the $a subfield.

2. Repeatability of data elements. The 385 field is repeatable, as are the $a and $0 subfields within a single 385 field. The $n subfield is not repeatable. The following examples depict several of the many options for coding the intended audience for the same resource, An introduction to Spanish for health care workers: communication and culture.

Option 1.a: Terms assigned in a single 385 field, without $n or $0 subfields

385 ## $a Medical personnel $a English speakers $2 lcmdgt

Option 1.b: Terms assigned in a single 385 field, with a $0 subfield; without an $n subfield because the terms assigned are from different categories, and the $n subfield is not repeatable

385 ## $a Medical personnel $0 (DLC)dg2015060198 $a English speakers $0 (DLC)dg2015060276 $2 lcmdgt
2. Repeatability of data elements. (Continued)

Option 2.a: Terms assigned in repeated 385 fields, with $n$ subfields, but without $0$ subfields

385 ## $n$ occ $a$ Medical personnel $2$ lcwdgt
385 ## $n$ lan $a$ English speakers $2$ lcwdgt

Option 2.b: Terms assigned in repeated 385 fields, with $n$ and $0$ subfields

385 ## $n$ occ $a$ Medical personnel $0$ (DLC)dg2015060198 $2$ lcwdgt
385 ## $n$ lan $a$ English speakers $0$ (DLC)dg2015060276 $2$ lcwdgt

Option 2.c: Terms assigned in repeated 385 fields, with $0$ subfields; without $n$ subfields because the demographic group category is provided in the authority record for the term

385 ## $a$ Medical personnel $0$ (DLC)dg2015060198 $2$ lcwdgt
385 ## $a$ English speakers $0$ (DLC)dg2015060276 $2$ lcwdgt

Option 2.d: Terms assigned in repeated 385 fields, without $n$ or $0$ subfields

385 ## $a$ Medical personnel $2$ lcwdgt
385 ## $a$ English speakers $2$ lcwdgt

LC practice: Follow Option 2.d above.

3. Additional examples. The following additional examples adhere to Option 2.d.

a. Bibliographic records.

245 00 $a$ Canadian Bates’ guide to health assessment for nurses.
385 ## $a$ Nurses $2$ lcwdgt

245 00 $a$ Teaching the scientific literature review: $b$ collaborative lessons for guided inquiry.
500 ## $a$ “A practical guide for teachers and librarians to teach students the steps of developing a scientific literature review…”-Foreword.
385 ## $a$ Librarians $2$ lcwdgt
385 ## $a$ Teachers $2$ lcwdgt
3. Additional examples.

a. Bibliographic records. (Continued)

245 00 $a Seventeen.
246 13 $a Seventeen magazine
385 ## $a Teenagers $2 lcdgt
385 ## $a Girls $2 lcdgt

100 1# $a Blume, Judy.
245 10 $a It’s not the end of the world.
520 ## $a When her parents divorce, a sixth grader struggles to understand that sometimes people are unable to live together.
385 ## $a Children of divorced parents $2lcdgt
385 ## $a Preteens $2 lcdgt
385 ## $a Middle school students $2 lcdgt
385 ## $a Junior high school students $2 lcdgt

245 00 $a Continuing education for librarians : $b essays on career improvement through classes, workshops, conferences and more.
520 ## $a "It is an exciting time to be a librarian. Advances in technology have allowed libraries to expand far beyond walls and lead the way in information delivery. This book offers a cornucopia of practical advice about how to acquire new skills as well as formal and informal credentials through all stages of a career"–Provided by publisher.
385 ## $a Librarians $2 lcdgt

245 00 $a A bad case of the giggles : kids’ favorite funny poems.
385 ## $a Children $2lcdgt

b. Authority records.

100 1# $a Collins, Suzanne. $t Hunger Games (Novel)
385 ## $a Teenagers $2 lcdgt

130 #0 $a Irwin young adult fiction
385 ## $a Teenagers $2 lcdgt
[Serial authority record]