MARC Coding of LC Demographic Group Terms Describing L 410 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 **lcdgt** 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.*

<u>Option 1.a</u>: Terms assigned in a single 385 field, without $n or $0 subfields
```
385 ## $a Medical personnel $a English speakers $2 lcdgt
```

<u>Option 1.b</u>: 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 lcdgt
```

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 lcdgt
385 ## $n lan $a English speakers $2 lcdgt
```

Option 2.b: Terms assigned in repeated 385 fields, with $n and $0 subfields
```
385 ## $n occ $a Medical personnel $0 (DLC)dg2015060198 $2 lcdgt
385 ## $n lan $a English speakers $0 (DLC)dg2015060276 $2 lcdgt
```

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 lcdgt
385 ## $a English speakers $0 (DLC)dg2015060276 $2 lcdgt
```

Option 2.d: Terms assigned in repeated 385 fields, without $n or $0 subfields
```
385 ## $a Medical personnel $2 lcdgt
385 ## $a English speakers $2 lcdgt
```

  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 lcdgt

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 lcdgt
385 ## $a Teachers $2 lcdgt
```

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 $2 lcdgt
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 $2 lcdgt
```

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]
```