

125 CODED DATA FIELD: INTENDED AUDIENCE

Field Definition and Scope Note

Coded information indicated the intended audience of a work or an expression of a work.

According to IFLA-LRM, the intended audience of the entity can be considered a representative expression attribute. Therefore, it can be used at the work level, even though the intended audience is usually described at the expression level.

Subfields & Occurrence

Field/Subfield	Field/Subfield Name	Repeatability	Occurrence
125	CODED DATA FIELD: INTENDED AUDIENCE	R	O
a	UNIMARC Target Audience Code	NR	O
b	Other Coding for Intended Audience (level 1 category)	NR	O
c	Other Coding for Intended Audience (level 2 category)	NR	O
d	Other Coding for Intended Audience (level 3 category)	NR	O
2	Source	NR	O

Indicators

Indicator	Value	Description
1		Representative Expression Indicator
	#	Not specified
	0	Representative expression of work
2		Type of Category Indicator
	#	Other or unspecified
	0	Categorization as to age group
	1	Categorization as to sensory impairment
	2	Categorization as to educational level
	3	Categorization as to occupational group

Indicators Description

Indicator 1: Representative Expression Indicator

Value 0: Representative expression of work

Use for the data recorded at the work level.

Subfields Description

\$a UNIMARC Target Audience Code

This subfield contains a one-character alphabetic code representing the intended audience of a work or expression. Not repeatable.

Use the following codes in this subfield.

a	juvenile, general	Use when b, c, d or e have not been used or cannot be used.
b	pre-primary, ages 0-5	

c	primary, ages 5-10	
d	children, ages 9-14	
e	young adult, ages 14-20	
k	adult, serious	
m	adult, general	
u	unknown	

In case another system code is used, use subfields \$b-d to record the intended audience codes and \$2 to specify the name of the system.

\$b Other Coding for Intended Audience (level 1 category)

This subfield contains a code representing a first-level category from the system specified in subfield \$2. Mandatory if second-level category is used. Not repeatable.

\$c Other Coding for Intended Audience (level 2 category)

This subfield contains a code representing a second-level category from the system specified in subfield \$2. Mandatory if third level category is used. Not repeatable.

\$d Other Coding for Intended Audience (level 3 category)

This subfield contains a code representing a third level category from the system specified in subfield \$2. Not repeatable.

\$2 Source

An identification in coded form for the system from which the code in subfields \$b-\$d is derived. Mandatory if \$b, \$c or \$d are present. Not repeatable.

Notes on Field Contents

Use one of the codes listed in subfield \$a for the intended audience of a work or expression. If none of the terms is appropriate or sufficiently specific, use subfields \$b-d to record specific data related to the intended audience of a work or expression, and specify the source system code in subfield \$2. A list of source system codes can be found in UNIMARC Bibliographic Format Manual, Appendix A.

For an unstructured description in use field 333.

Related Fields

UNIMARC/Authorities Format	
333 USERS/INTENDED AUDIENCE NOTE	This field contains an unstructured note on the intended audience of a work or expression.
UNIMARC/Bibliographic Format	
100 GENERAL PROCESSING DATA (\$a pos. 17-19)	This field contains general data applicable to records of materials in any media. The target audience is specified in subfield \$a pos. 17-19. In LRM cataloguing, this data is applicable at the manifestation level only.

Examples

EX 1
125 00\$ab
333 ##\$aAlbum pour les tout-petits

<p><i>La nuit, on dort</i> by Jeanne Ashbé is a work dedicated to young children aged under 3 years old. The cataloguer used both a UNIMARC target audience code in subfield 125\$a, and an unstructured note in field 333 to give a more specific target audience. Field 125 is used in a work entity record, with value 0 in indicator 1, as the intended audience refers to the representative expression of the work.</p>	
EX 2	
125 00\$ab	
125 00\$bJAg0003\$2CNLJ	
<p>This description is more structured than EX 1. Subfield \$b is used as this code list does not have a hierarchical organisation. The same book is described using two 125 fields, one with a UNIMARC standard code for pre-primary children and one with a more specific code JAg0003 - for children under 3 years old derived from the CNLJ (French National Center for Youth Literature) list of codes.</p>	
EX 3	
125 #0\$bPEGI18\$2PEGI	
<p>This expression entity record for <i>Call of Duty: modern warfare trilogy</i> video game for Playstation 3 is dedicated to more than 18 years-old persons, according to the PEGI (Pan European Game Information) age labels showed on the cover of the material.</p>	
EX 4	
125 00\$ak	
125 02\$benseignement supérieur\$cmaster\$2SCOLOMFR 5.1	
<p>ScoLOM-FR registry is a comprehensive semantic web vocabulary for educational resources that includes code lists for groups of target audience, depending on the educational level. This work's representative expression is dedicated to master's degree students.</p>	

History

2020	New field.
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