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International Target Audience Code (ITAC) :
a proposal and report on its development
and testing

prepared by
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for the
IFLA International Office for UBC

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Abstract

Considers the development of a target audience code for the extraction of relevant bibliographic records from a data base. A proposed code is given for the preliminary screening of data to save user and machine time in mechanized systems, and for use in cataloguing-in-publication data and publicity material.

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FOREWORD

The present report originates in a proposal, put forward at a session of the IFLA Committee on Cataloguing (now designated an IFLA Section) during the 39th IFLA General Council at Grenoble in August 1973, for IFLA to seek a contract with Unesco for:

the preparation of codes for distinguishing the intellectual level and the function of a work taking into account existing codes of this kind.

A year earlier in 1972, at the LIBER Conference on Co-operative Cataloguing in Strasbourg, several delegates stressed that existing machine-readable cataloguing formats did not provide adequately for the retrieval requirements of large libraries and in particular that there was a definite need for the inclusion in the bibliographic record of information on the audience at which a work was directed.

Under contract to Unesco within the UNISIST programme, the IFLA Cataloguing Secretariat (from July 1974 the IFLA International Office for UBC) arranged for Russell Sweeney of Leeds Polytechnic, United Kingdom, to investigate existing target audience codes (the renamed Intellectual Level Code) and to devise a draft code having international application. A further Unesco contract enabled the first international testing of the proposed code to be undertaken.

It is anticipated that the code will be of use to publishers, to librarians for retrieving appropriate bibliographic records, and of use in cataloguing-in-publication data and publicity material. A co-operative test, limited to English language material, is under consideration by four major national bibliographic agencies in English-speaking countries, using the recommended code given in Appendix 1. The code will also be submitted to the International Organization for Standardization. It is anticipated that an acceptable international standard based on these proposals can be agreed in the near future.

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