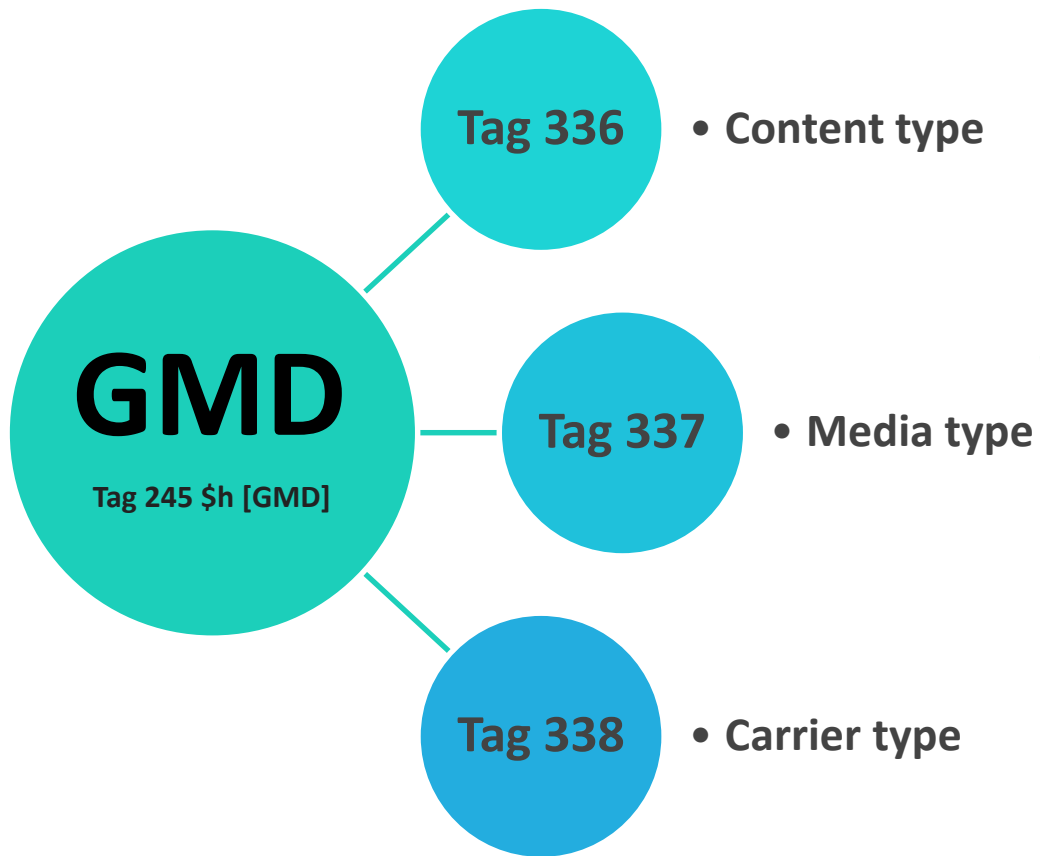


CONTENT TYPE (TAG 336)
MEDIA TYPE (TAG 337)
CARRIER TYPE (TAG 338)

Bengkel *Resource Description & Access* (RDA) Perpustakaan UiTM
25 – 27 Januari 2022
Perpustakaan IT, Perpustakaan Tun Abdul Razak
Universiti Teknologi MARA



General Material Designation (GMD)

- to describe the material type of the item
- for nonbook materials
- was considered imprecise and replace with RDA content, media, carrier types

List 1

braille
cartographic material
electronic resource
graphic
manuscript
microform
motion picture
multimedia
music
object
sound recording
text
videorecording

List 2

activity card
art original
art reproduction
braille
cartographic material
chart
diorama
electronic resource
filmstrip
flash card
game
kit
manuscript

microform
microscope slide
model
motion picture
music
picture
realia
slide
sound recording
technical drawing
text
toy
transparency
videorecording

AACR

Tag	I1	I2	Data
245	0	0	\$a Negeri Sembilan \$h [cartographic material]

VS

RDA

Tag	I1	I2	Data
245	0	0	\$a Negeri Sembilan
336			\$a cartographic image \$2 rdacontent
337			\$a unmediated \$2 rdamedia
338			\$a sheet \$2 rdacarrier



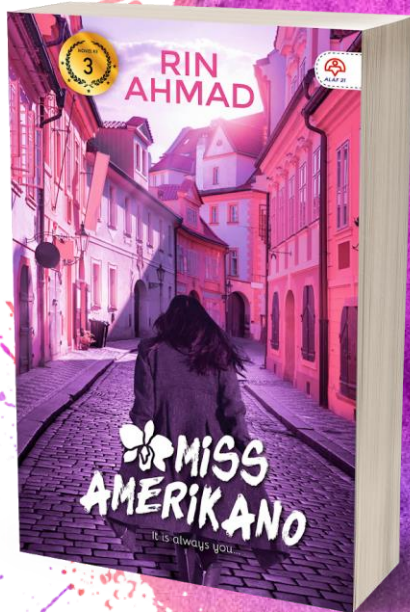
Content type (Tag 336)

- Bentuk komunikasi di mana kandungan bahan diekspresikan untuk disampaikan kepada penerima.
- Terdapat 25 content types
- Rujuk RDA Toolkit 6.9.1.3 untuk senarai content types dan rujuk RDA Toolkit untuk mengetahui istilah setiap content types.
- Format tag 336:

Tag	I1	I2	Data
336			\$a content type \$2 rdacontent

- Contoh:

Tag	I1	I2	Data
336			\$a text \$2 rdacontent



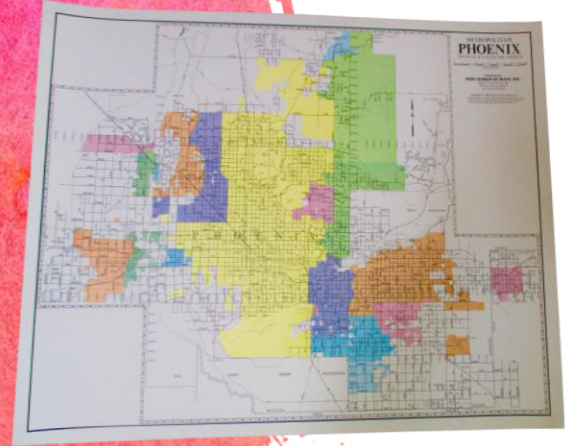
Content types :

text

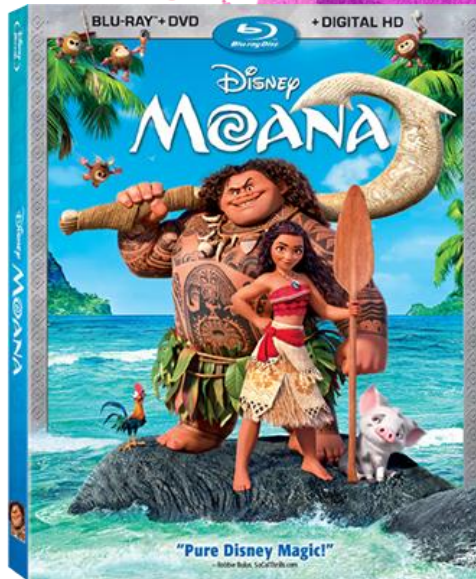
A content type consisting of content expressed through a form of notation for language intended to be perceived visually.

Content types :
cartographic image

A content type consisting of cartographic content expressed through line, shape, shading, etc., intended to be perceived visually as a still image or images in two dimensions.



Content types : two-dimensional moving image



A content type consisting of content expressed through images intended to be perceived to be moving, and in two dimensions.

Motion pictures using live action and/or animation, film and video recordings of performances, events, etc., other than those intended to be perceived in three dimensions, are included. Moving images may or may not be accompanied by sound.

Content types :
performed music

A content type consisting of
content expressed through
music in an audible form.



Content types : tactile text



A content type consisting of content expressed through a form of notation for language intended to be perceived through touch.

Braille text and other tactile forms of language notation are included.

Content types : Notated music

A content type consisting of content expressed through a form of musical notation intended to be perceived visually.

All forms of music notation other than those intended to be perceived through touch are included.

Jeff Williams
Performed by Casey Lee Williams Farewell Tribute from RWBY Jeff Williams (arr. by Micah Bonnell)
♩ = 84

ppp never felt that it was wise to
wish too much To dream too big would on-ly lead to be-ing crushed
pp Then I met you, you weren't a-fraid of an-y-thing You
taught me how to leave the ground to use my wings
never thought I be - no - would e-ver come my way But more than that I

Media type (Tag 337)

- Merujuk kepada jenis medium perantaraan yang digunakan untuk melihat, memainkan kandungan bahan.
- Terdapat 10 media types
- Rujuk RDA Toolkit 3.2.1.3 untuk senarai media types dan rujuk RDA Toolkit untuk mengetahui istilah setiap media types.
- Format tag 337:

Tag	I1	I2	Data
337			\$a media type \$2 rdamedia

- Contoh:

Tag	I1	I2	Data
337			\$a video \$2 rdamedia



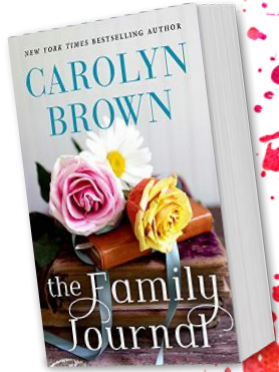
Media types : computer

A media type used to store electronic files, designed for use with a computer.

Media types :
audio

A media type used to store recorded sound, designed for use with a playback device such as a turntable, audiocassette player, CD player, or MP3 player.





Media types : unmediated

A media type used to store content designed to be perceived directly through one or more of the human senses without the aid of an intermediating device.

Media containing visual and/or tactile content produced using processes such as printing, engraving, lithography, etc., embossing, texturing, etc., or by means of handwriting, drawing, painting, etc., are included. Media used to convey three-dimensional forms such as sculptures, models, etc., are also included.

Carrier type (Tag 338)

- Format medium penyimpanan dengan kombinasi medium perantara yang digunakan untuk melihat, memainkan kandungan bahan.
- Terdapat 50 carrier types
- Rujuk RDA Toolkit 3.3.1.3 untuk senarai carrier types dan rujuk RDA Toolkit untuk mengetahui istilah setiap carrier types.
- Format tag 338:

Tag	I1	I2	Data
338			\$a carrier type \$2 rdacarrier

- Contoh:

Tag	I1	I2	Data
338			\$a audio disc \$2 rdacarrier

Carrier types :
volume

A carrier type consisting of one or more sheets bound or fastened together to form a single unit.



Carrier types : sheet

A carrier type consisting of a flat, thin piece of paper, plastic, etc.



Carrier types :
audiocassette

A carrier type consisting of a cassette containing an audiotape.





Carrier types : videodisc

A carrier type consisting of a disc on which video signals, with or without sound, are recorded.

Carrier types :
audio disc

A carrier type consisting of a disc on which sound waves, recorded as modulations, pulses, etc., are incised or indented in a continuous spiral groove.



Format tag 336/337/338

- All three fields are repeatable

terms used in subfield 'a' of these fields are a controlled vocabulary.

Tag	I1	I2	Data
336			\$a text \$2 rdacontent
337			\$a unmediated \$2 rdamedia
338			\$a volume \$2 rdacarrier

MARC code that identifies the source of the term or code used to record the content type information. Refer Genre/Form Code and Term Source Codes. The "\$2" subfields are **mandatory**



Tag 336

• text

Tag 337

• unmediated

Tag 338

• volume

Tag	I1	I2	Data
245	1	0	\$a BECOMING / \$c MICHELLE OBAMA
336			\$a text \$2 rdacontent
337			\$a unmediated \$2 rdamedia
338			\$a volume \$2 rdacarrier



Audio book



Tag 336

• spoken word

Tag 337

• audio

Tag 338

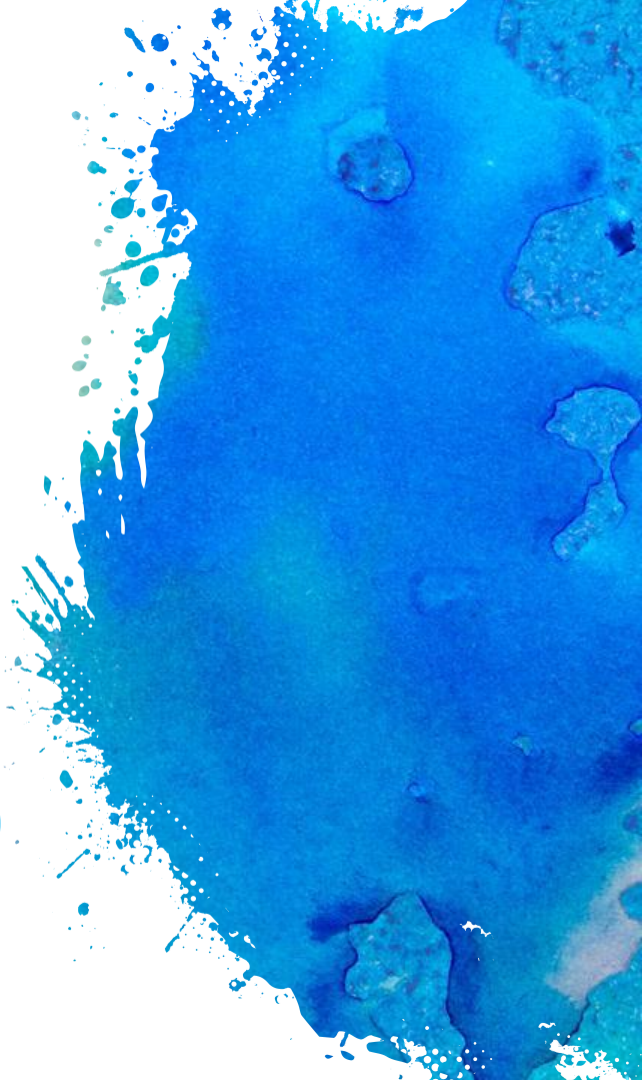
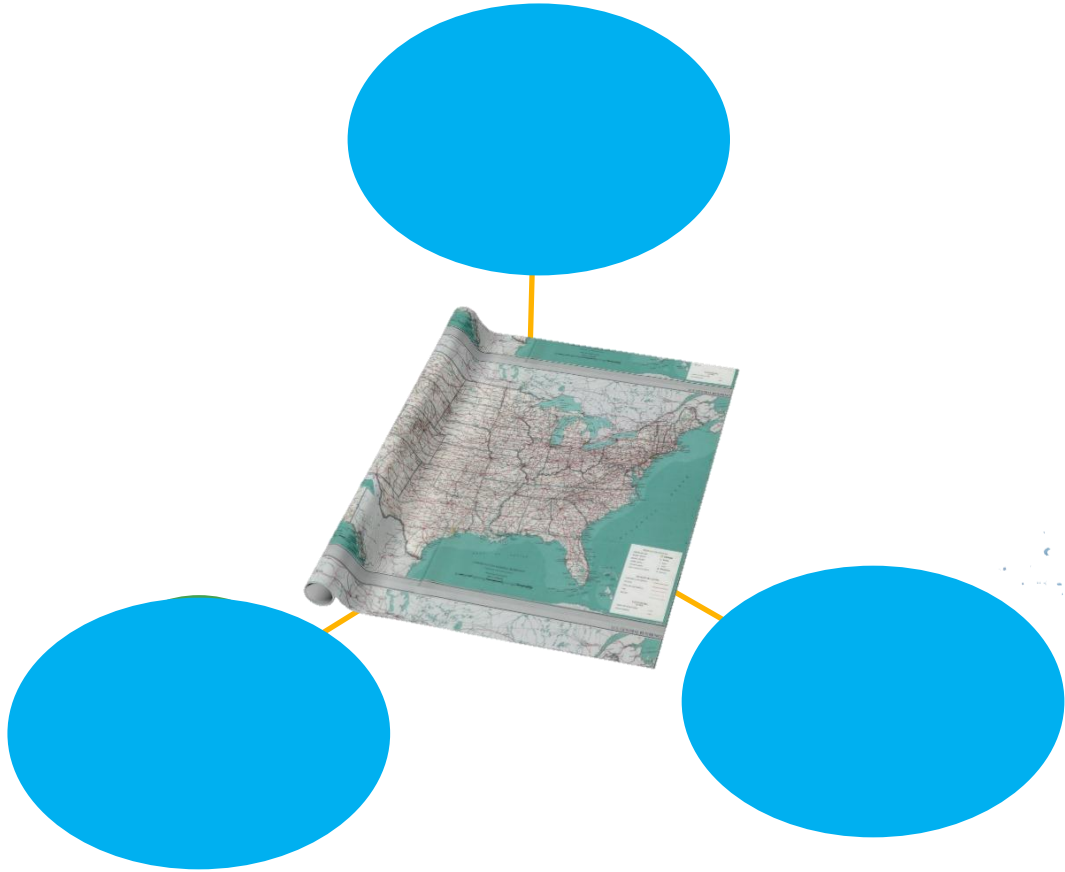
• audio disc

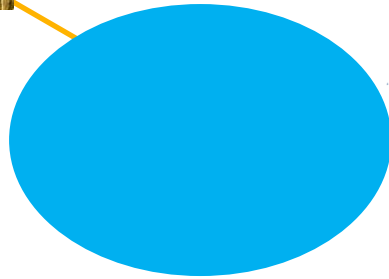
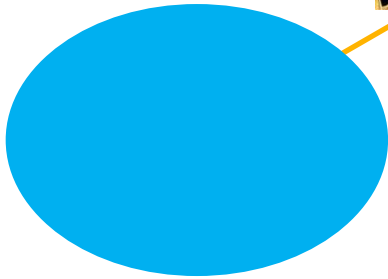
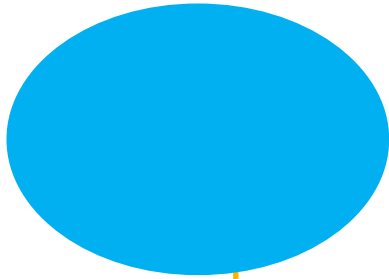
Tag	I1	I2	Data
245	1	0	\$a PROJECT MANAGEMENT FOR YOU / \$c CESAR ABEID
336			\$a spoken word \$2 rdacontent
337			\$a audio \$2 rdamedia
338			\$a audio disc \$2 rdacarrier

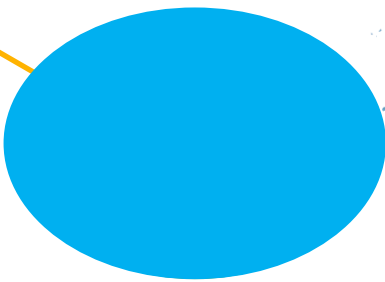
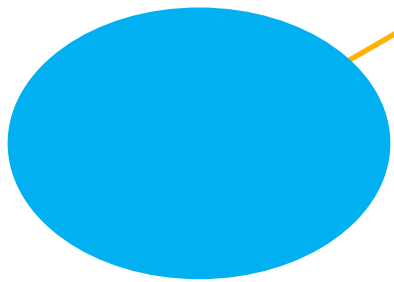
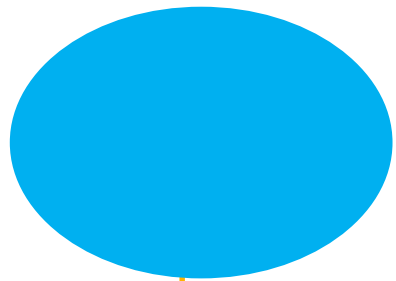


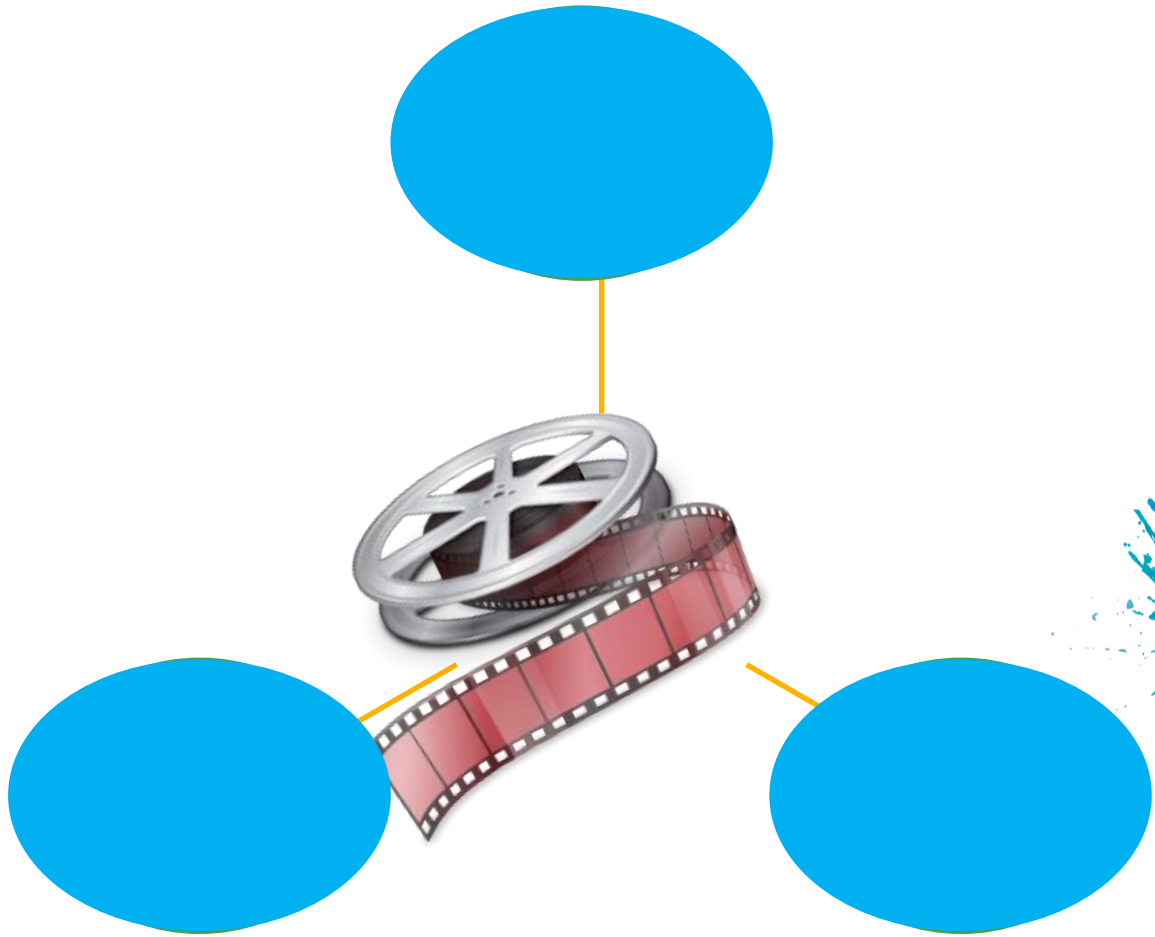


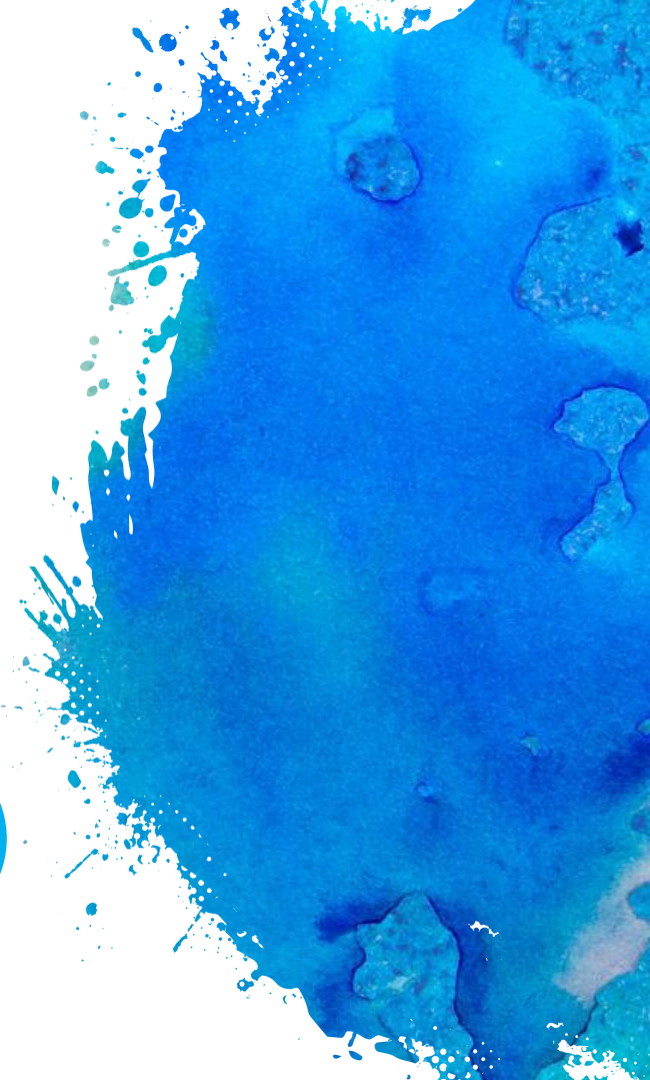
“Mari uji kefahaman anda”











TAMAT

Topik Seterusnya: *RDA & MARC 21:
Bahan Monograf*