

710 CORPORATE BODY NAME – PRIMARY RESPONSIBILITY

Field Definition and Scope

This field contains the name of the corporate body considered to have primary responsibility for work, in an access point form.

The name of the corporate body in this field provides that the record is created according to cataloguing rules recognising the concept of main entry.

It may not occur in the same record as field 700 Personal Name – Primary Responsibility, field 720 Family Name - Primary Responsibility or field 740 Uniform Conventional Heading for Legal and Religious Texts - Primary Responsibility, since a record can have only one access point with primary responsibility. If the concept of main entry does not exist in the cataloguing rules, or the source format does not distinguish it, this field does not occur: field 711 is used for all corporate body name access point (see Related Fields).

Subfields & Occurrence

Field/Subfield	Field/Subfield Name	Repeatability	Occurrence
710	CORPORATE BODY NAME – PRIMARY RESPONSIBILITY	NR	O
a	Entry Element	NR	MA
b	Subdivision	R	O
c	Addition to Name or Qualifier	R	O
d	Number of Meeting and/or Number of Part of Meeting	NR	O
e	Location of Meeting	NR	O
f	Date of Meeting	NR	O
g	Inverted Element	NR	O
h	Part of Name Other than Entry Element and Inverted Element	NR	O
o	International Standard Identifier for the Name	R	O
p	Affiliation/Address	NR	O
2	Source	NR	O
3	Authority Record Identifier	NR	O
4	Relator Code	R	O
8	Materials Specified	R	O

Indicators

Indicator	Value	Description
1		Specifies the Kind of Name of a Body
	0	Corporate name
	1	Meeting name
2		Form of Name Indicator
	0	Name in inverted form
	1	Name entered under place or jurisdiction
	2	Name entered under name in direct order

Indicators Description

Indicator 1: Specifies the Kind of Name of a Body

The first indicator specifies whether the corporate body is a meeting or not. Meetings include conferences, symposia, etc. If the name of the meeting is a subdivision of the name of a corporate body, the name is

regarded as that of a corporate body ([EX 13](#)). If the source format does not distinguish meeting names from other corporate names, the indicator position should contain the fill character.

Indicator 2: Form of Name Indicator

The second indicator denotes the form of the corporate name.

Value 0: Name in inverted form

An inverted form may be used when the first word of a corporate name or meeting begins with an initial or forename relating to a personal name ([EX 9](#), [10](#), [14](#)).

Value 1: Name entered under place or jurisdiction

Used for corporate names relating to governments or other agencies of jurisdiction that are entered under the name of the place ([EX 3](#), [5](#), [6](#), [7](#), [17](#)). According to certain cataloguing codes other kinds of institutions associated with a place are also entered under that place, e.g. universities, learned societies, art galleries ([EX 15](#)).

Value 2: Name entered under name in direct order

Used for all other kinds of corporate names.

Subfields Description

\$a Entry Element

The portion of the name used as the entry element in the heading; that part of the name by which the name is entered in ordered lists, i.e. the part of the name up to the first filing boundary. This subfield is must be present if the field is present. Not repeatable.

\$b Subdivision

The name of a lower level in a hierarchy when the name includes a hierarchy; or the name of the corporate body when it is entered under place ([EX 2-6](#), [13](#), [15](#)).

This subfield excludes any additions to the name added by the cataloguer to distinguish it from other institutions of the same name (see \$c, \$g, \$h). Repeatable if there is more than one lower level in the hierarchy ([EX 3](#), [4](#), [5](#)).

\$c Addition to Name or Qualifier

Any addition to the name of the corporate body added by the cataloguer, other than number, place and date of conference. Repeatable. ([EX 6-9,11,16](#)).

\$d Number of Meeting and/or Number of Part of Meeting

The number of a meeting when the meeting belongs to a numbered series. Not repeatable. ([EX 12-14](#)).

\$e Location of Meeting

The place where a meeting was held when it is required as part of the heading. Not repeatable. ([EX 11-14](#)).

\$f Date of Meeting

The date of a meeting when it is required as part of the heading. Not repeatable. ([EX 11-14](#)).

\$g Inverted Element

Any part of the name of the corporate body which is removed from the beginning of the name in order to enter the body under a word which is more likely to be sought. Not repeatable. ([EX 9](#), [10](#), [14](#)).

\$h Part of Name Other than Entry Element and Inverted Element

In a heading with inverted element, the part of the name following the inversion. Not repeatable ([EX 9](#), [10](#), [14](#)).

\$o International Standard Identifier for the Name

The ISNI or another international identifier assigned to the name recorded in the field.

The first four character positions contain an alphabetic code specifying the nature of the identifier; in the case of an ISNI, this code corresponds to the letters preceding the number. Repeatable.

\$p Affiliation/Address

This subfield contains the address of the corporate body ([EX 17](#)). Not repeatable.

\$2 Source

An identification in coded form for the relator code schema from which the code in \$4 is derived, when the code is not from UNIMARC Relator Codes. Not repeatable.

\$3 Authority Record Identifier

The identifier for the authority record for the access point. This subfield is for use with UNIMARC/Authorities format. ([EX 12](#)). Not repeatable.

\$4 Relator Code

Used to designate the relationship between the corporate body named in the field and the resource to which the record refers.

Relator codes can be either numerical or alphabetical. The list of numerical codes is to be found in [Appendix B](#). If greater precision is required for performers, a list of alphabetical codes is found at the end of field 146. An agency requiring greater precision should use the numeric code followed by the more specific alphabetic code in a repeated subfield. If another system is used, \$4 can be used to carry other codes, followed by \$2. Repeatable.

\$8 Materials Specified

Part of the described materials to which the field applies. Repeatable.

Notes on Field Contents**Form**

The form of the name which appears in this field is determined by the appropriate cataloguing rules and/or authorities used by the agency responsible for the preparation of the record.

It may not always appear obvious, when presented with a source record to be converted to UNIMARC, which sub-elements of the name in a source format correspond to which UNIMARC subfields. These notes are intended to give general guidance but are not exhaustive. It is necessary to be aware that names formed according to different cataloguing rules or even originating from different authority files based on the same rules will not always interfile correctly in one sequence. Until further standards are established UNIMARC can provide only a framework for identifying the distinct data elements.

Corporate names are problematic since many corporate bodies do not have a precise name which remains constant. Furthermore individual cataloguing rules formalise the names in different ways and therefore use different kinds of data elements.

Inverted Data

One type of name which often presents difficulties is a corporate name formed from a personal name, e.g., W. H. Smith & Sons Ltd, J. F. Kennedy Center, Winston Churchill Memorial Centre. Some cataloguing codes stipulate that these should be entered in direct order in subfield \$a; other rules require that the names be treated as a personal name and inverted hence coded in subfields \$g and \$h. UNIMARC accommodates both possibilities ([EX 9](#), [10](#), [14](#)).

Entry under Place

Names of governments at all levels, e.g. national, provincial, and local, are formalisations of a different kind. Many such bodies have long formal names, but the practice of cataloguing codes is generally to take

a short name of the place, e.g., France, Australia, rather than the formal name (Republic of France, Commonwealth of Australia) ([EX 7](#)). Subordinate governmental bodies are often prefixed with the name of the government ([EX 5](#), [6](#)). Cataloguing rules vary as to whether bodies under government control but without legislative or executive power, such as national museums, are entered under the name of the government or under their own names. If entered under their own name, e.g., Civic Museum, they may need a qualification to distinguish between other organisations of the same name in other places. Some cataloguing rules have a further category of organisation entered under name of place: bodies like universities, learned societies etc. which are specifically attached to a place and tend to have the place name as part of their name; these may be formalised in such a way as to bring the name of the place to the fore ([EX 15](#)). The remainder of the name will be stripped of connecting prepositions; thus it is not strictly an inversion.

Qualifications

Guidance may be required on what elements are to be considered qualifications and hence are to be entered in subfield \$c. This may be a place added in order to distinguish the body from others of the same name, e.g., Liberal Party (Australia). It may be a statement of type of body to distinguish it from a different type of body with the same name, e.g. Gibraltar (Diocese) to distinguish it from the colony, and New York (State) to distinguish it from the city. A third kind of addition consists of a term added to a name to convey that it is a corporate body, e.g., Eagles (Rugby club), Ecologica (Firm), HVJ (Radio station) ([EX 16](#)). Usually cataloguing rules prescribe that the qualification be added in parentheses as in the examples above.

Formalised Additions to Names of Meetings

There are no universally accepted standards for the data elements 'Number', 'Location' and 'Date of meeting'. Numbers may be in Arabic or roman numerals, place names may be entered according to the language of the record, or the language on the original ([EX 11-14](#)). The date may be entered in any form, although for an exchange record, if month and day are required in the heading, the date in international standard format (e.g., '19831101', for 1 November 1983) is recommended as it can easily be converted into any language if desired.

Punctuation

There are no standards for punctuation in this field. It is recommended that punctuation be retained where it is available in the source format. In source formats where punctuation is not available, but is printed out by an algorithm generated from the definition of the subfields, it is recommended that the punctuation which would be used in display be included in the UNIMARC record. This includes parentheses which occur at the beginning and end of one or a group of subfields.

Because there are no standards for punctuation in this field, recipients of records in the UNIMARC format will have to be aware of the practices adopted by the agency preparing the record. Agencies distributing records should attempt to be consistent in their own records. Details should be included in the documentation accompanying exchange tapes (see [Appendix D](#)).

Related Fields

200 TITLE AND STATEMENT OF RESPONSIBILITY, subfields \$f and \$g, First Statement of Responsibility and Subsequent Statement of Responsibility	Data in Field 200 is recorded as it appears on the resource. The name of the corporate body mentioned in \$f or, rarely, in \$g, to which is attributed primary responsibility for the resource, if any, will be entered in field 710 in access point form.
711 CORPORATE BODY NAME – ALTERNATIVE RESPONSIBILITY	A corporate body may have alternative responsibility to either a person, body or family named in fields 700, 710 or 720. In this case field 711 is used since there may be no more than one occurrence altogether in a record of fields 700 and 720.
712 CORPORATE BODY NAME – SECONDARY RESPONSIBILITY	A corporate name may have secondary responsibility, in which case it will be entered in field 712.

Examples

EX 1
710 02\$aLight Railway Transport League
Unnamed members of an organisation called The Light Railway Transport League wrote a book entitled <i>Johannesburg tramways</i> , and, according to the cataloguing rules, the organisation has primary responsibility for the work. The cataloguing code used generally stipulates the removal of initial articles from all corporate body headings.
EX 2
710 02\$aBell and Howell.\$bMicro Photo Division
A division within the organisation Bell and Howell is entitled Micro Photo Division.
EX 3
710 01\$aUnited States.\$bFarm Credit Administration.\$bPublic Affairs Division.
The division responsible for the document is a subordinate body of a subordinate body.
EX 4
710 02\$aAslib.\$bComputer Applications Group.\$bAcquisition, Cataloguing and Circulation Working Party
A working party of a group which is responsible to an organisation requires three levels.
EX 5
710 01\$aNew South Wales.\$bDepartment of Education.\$bDivision of Research and Planning
A government body preceded by the name of the state (province) in the form specified in the cataloguing code.
EX 6
710 01\$aEssex\$c(County).\$bAdvisory Unit for Computer Education
A local government body has a qualification indicating the level of government of the body.
EX 7
710 01\$aGermany.\$c(Democratic Republic)
Certain cataloguing codes prescribe qualifiers for names of countries where ambiguity might arise.
EX 8
710 02\$aNational Conference of Catholic Bishops\$c(United States)
A qualifier consisting of place name may be entered in order to distinguish between organisations of the same name in different countries.
EX 9
710 02\$aHugh Wilson and Lewis Womersley\$c(Firm)
710 00\$aWilson\$g(Hugh)\$hand Lewis Womersley\$c(Firm)
The above give examples of both direct order and indirect order for corporate names. Certain cataloguing codes invert the names of corporate bodies which begin with the name of a person. The part of the name which is placed after the 'surname' element is entered in \$g and the rest of the name of the body which followed the 'surname' in direct order is entered in \$h.
EX 10
710 02\$aE.A. Gibson Shipbrokers
710 00\$aGibson\$g(E.A.)\$hShipbrokers
Another example of both direct and indirect order.
EX 11
710 12\$aNASECODE II\$c(Conference)\$f(1981 :\$eTrinity College, Dublin)

Names of conferences are entered as headings in a formalised form. On the title page: 'proceedings of the NASECODE II conference held at Trinity College Dublin from 17th to 19th June 1981'. Conference is added as a qualifier to explain the term NASECODE II. The subfields are entered in the order required by the cataloguing rules. First indicator is set to 1.

EX 12

710 12\$3CRNO4586\$aWorld Airports Conference,\$d5th,\$eLondon,\$f1976

When the conference has a number which is not part of the name (compare [EX 11](#) above), it may be included as part of the formalised heading. An Authority Record Identifier is present.

EX 13

710 02\$aReading University Agricultural Club\$bAnnual Conference\$d(11th :\$f1977 :\$eUniversity of Reading)

If a conference is closely associated with a corporate body, many cataloguing codes stipulate that it be entered as a subordinate body to that corporate body, and therefore indicator position 1 is 0.

EX 14

710 10\$aRichards\$g(A.N.)\$hSymposium\$d(17th :\$f1975 :\$eKing of Prussia, Pa.)

710 12\$aA.N. Richards Symposium\$d(17th :\$f1975 :\$eKing of Prussia, Pa.)

Where the name of a conference begins with a personal name it may be formulated in the same way as in [EX 9](#) and [10](#). The above shows two ways of entering a conference that begins with a personal name. The name may be inverted or not, according to the cataloguing rules followed.

EX 15

710 01\$aCalifornia.\$bUniversity

A university entered under its place.

EX 16

710 02\$aMaria Teresa\$c(Ship)

The name of a ship with a qualification in order to convey that it is a corporate body.

EX 17

710 01\$aUnited States.\$bNational Technical Information Service.\$p5202 Port Royal Road, Springfield, VA 22161

The cataloguing code requires an address of a corporate body which is entered in \$p.

EX 18

710 02\$aEnglish Chamber Orchestra\$4545\$4och

In addition to \$4545 (musician), one can code specifically for the type of orchestra (\$4och = chamber orchestra).

EX 19

710 02\$a“A.B. Mullett & Co.”\$4070

Record describes drawing of alterations to bakery building. Creator role of the corporate body responsible for the architectural project is specified in \$4.

EX 20

710 02\$aArt Metal Construction Co.\$4410

Working drawings showing plans, details, and isometric projections. Creator role of the corporate body responsible for the design project is specified in \$4.

History

1994	New subfields/values: Addition of new subfield \$p Affiliation/address.
2005	Field issued/re-issued with corrections/additions.

2012	New subfield \$o, for ISNI for name.
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