PRISM:

Publishing Requirements for Industry Standard Metadata

PRISM Specification: Modular: Version 1.1

The PRISM Aggregator Message Namespace

2005 02 26

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1 Status

1.1 Document Status

The status of this document is:

✓	Draft
✓	Released for Public Comment
✓	Released

1.2 Document Location

The location of this document is:

http://www.prismstandard.org/ specifications/1.2/modularized/PRISM_aggregator_message_namespace_11.pdf

1.3 Version History

Version Number	***Release Date***	***Editor***	***Description***
1.1		McConnell	Initial version of spec-style PAM documentation

2 PRISM Documentation Structure

As of this release, PRISM is described in a set of formal, modularized documents that, taken together, represent "the PRISM Specification." Together these documents comprise the PRISM Documentation Package.

The initial release of the modularized PRISM Documentation Package, is the equivalent of the single document PRISM 1.2 Specification that was approved in December 2004. Moving forward, the monolithic PRISM Specification will no longer be maintained. All revisions will be made to individual documents in the PRISM Documentation Set, with each being versioned separately. Over time, new documents may also be added to the documentation set that makes up the PRISM Specification..

2.1 Normative and Non-normative Sections

Documents in the PRISM Documentation Package may contain both normative and non-normative material; normative material describes element names, attributes, formats, and the content of elements that is required in order for content or systems to comply with the PRISM Specification. Non-normative material explains, expands on, or clarifies the normative material, but it does not represent requirements for compliance. Normative material in the PRISM Documentation Package is explicitly identified as such; any material not identified as normative can be assumed to be non-normative.

2.1.1 Requirement Wording Note

The key words "MUST", "MUST NOT", "REQUIRED", "SHALL", "SHALL NOT", "SHOULD", "SHOULD NOT", "RECOMMENDED", "MAY", and "OPTIONAL" in this document are to be interpreted as described in [RFC-2119]. The PRISM Specification also uses the normative term, "STRONGLY ENCOURAGES," which should be understood as a requirement equivalent to MUST in all but the most extraordinary circumstances.

Capitalization is significant; lower-case uses of the key words are intended to be interpreted in their normal, informal, English language way.

2.2 The PRISM Documentation Package

The PRISM Documentation Package consists of:

Document	***Description***
PRISM Introduction [PRISMINT]	Overview, background, purpose and scope of PRISM; examples; contains no normative material.
PRISM Compliance [PRISMCOMP]	Describes two profiles of PRISM compliance for content and systems; includes normative material.
The PRISM Namespace [PRISMPRISMNS]	Describes the elements contained in the PRISM namespace; includes normative material.
The PRISM Subset of the Dublin Core Namespace [PRISMDCNS]	Describes the elements from the Dublin Core namespace that are included in PRISM; includes normative material.
The PRISM Rights Language Namespace [PRISMRLNS]	Describes the elements contained in the PRISM Rights Language Namespace; includes normative material.
The PRISM Inline Markup Namespace [PRISMIMNS]	Describes the elements contained in the PRISM Inline Markup Namespace; includes normative material.
The PRISM Controlled Vocabulary Namespace [PRISMCVNS]	Describes the elements contained in the PRISM Controlled Vocabulary Namespace; includes normative material.
The PRISM Aggregator Message Namespace [PRISMAMNS]	Describes the elements contained in the PRISM Aggregator Message Namespace; includes normative material.

Table 1.0: PRISM Documentation Package

2.2.1 Additional PRISM Documentation

The PRISM Aggregator Message (PAM), a DTD-based application of PRISM, adds a small namespace of its own, formally described here. The structure and use of PAM are described separately in Guide to the PRISM Aggregator Document Type Definition (DTD) V. 1.1. [PAMGUIDE]

2.2.2 Access to PRISM Documentation

The PRISM documentation package, the PAM Guide (see above), the PAM DTD, and a range of other information concerning PRISM are all publicly and freely available on the PRISM website, www.prismstandard.org.

3 Introduction

3.1 Purpose and Scope

The purpose of this document is to describe the basic elements that the PRISM Working Group has defined and included in the PRISM Aggregator Message namespace. All of section 4 of this document is normative.

This document does not serve as a complete guide to implementing PAM; users must have the [PAMGUIDE] as well.

All the element definitions appear in a uniform format. Each element definition begins with two fields – the Name and the Identifier of the element. The Name is a human-readable string that can be translated into different languages. Also, note that PRISM does NOT require that users be presented with the same labels. The Identifier is a protocol element. It is an XML element type and MUST be given as shown, modulo the normal allowance for variations in the namespace prefix used.

4 Element Definitions: The PRISM Aggregator Message Namespace

4.1 PRISM Aggregator Message Namespace

One of the key content interchange transactions in publishing is the transmission of articles from publishers to aggregators. To provide a standard structure for these transactions, the PRISM Working Group developed the PRISM Aggregator Message (PAM). PAM is the first formal application of the PRISM standard metadata elements. It consists of a guide document [PAMGUIDE], this formal specification of the PAM namespace, and the PAM DTD. In order to evaluate and implement PAM, readers will need all of these objects. All are available from www.prismstandard.org.

Although much of PAM is implemented using elements defined in the other PRISM namespaces, a small set of additional elements and attributes were required to meet the unique needs of this application. Those elements and attributes are documented here.

4.1.1 pam:article

Name	Article
Identifier	pam:article
Definition	(Element) Contains the metadata and markup for one article.
Comment	See [PAMGUIDE] for the structure and a full description of pam:article.
Attributes	Dir, xml:lang, xmlns:dc, xmlns:prism, xmlns:pam, xmlns:pim
Model	head (body)? (redefined in the PAM DTD to serve as containers) See [PAMGUIDE].
Occurs In	pam:message

Example	`<pam:message>`
	`  <pam:article>`
	`  <head>`
	`...`
	`  </head>`
	`  <body>`
	`...`
	`  </body>`
	`  </pam:article>`
	`</pam:message>`

4.1.2 pam:credit

Name	Credit
Identifier	pam:credit
Definition	(Element) A caption-style attribution.
Comment	Permits capture of credits for media associated with an article, especially where the credit is different than the overall article credit, captured in dc:creator.
Attributes	
Model	#PCDATA
Occurs In	pam:media, pim:quote
Example	`<pam:credit>PHOTOGRAPH BY ANTONIN KRATOCHVIL/VII</pam:credit>` `<pam:credit>FRED WESTBROOK</pam:credit>`

4.1.3 pam:extension

Name	Extension
Identifier	pam:extension
Definition	(Element) The file extension of the media object referred to by a pam:media instance. Has also been used to hold extended descriptors, metadata, or marked-up content related to the media object described by an instance of pam:media.
Comment	Since PAM 1.1 allows multiple paragraphs in a textdesc within an instance of pam:media, use of pam:extension for other than file extensions is now deprecated.
Attributes	
Model	ANY
Occurs In	pam:media
Example	`<pam:extension>GIF</pam:extension>`

4.1.4 pam:media

Name	Media
Identifier	pam:media
Definition	(Element) An alternative to the XHTML img element. Permits referring to and providing metadata for a media object related to an article.
Comment	When publishers transmit image captions, descriptions, and credits to aggregators, pam:media provides a way to do so. pam:media includes elements and attributes from XHTML (e.g. caption), Dublin Core (like dc:type), PRISM Aggregator Message (e.g. pam:credit), and PRISM (e.g. prism:copyright). XHTML will be treated as the default namespace in a PAM document, so that XHTML elements in the document's examples will not have a namespace prefix. Caption in the example below is an example using xhtml: as the default namespace
Attributes	xmlns:dc, xmlns:prism, xmlns:pam, xmlns:pim, xmlns:prl
Model	dc:type*, pam:mediaref*, pam:credit*, caption?, prism:copyright?, pam:textdesc?, pam:extension?
Occurs In	pam:article

Example	`<pam:media>`
	`<dc:type>COLOR PHOTO</dc:type>`
	`<pam:credit>Fred Westerbrook</pam:credit>`
	`<caption>[See caption above]</caption>`
	`</pam:media>`

4.1.5 pam:mediaref

Name	Mediaref
Identifier	pam:mediaref
Definition	(Element) Names the media file referred to by pam:media.
Comment	In a pam:media element, pam:mediaref is a means to name the media object -- image file, sound file, video file, etc. It's attributes, refid and mimetype, hold the name of the file and a type description.
Attributes	pam:refid, pam:mimetype
Model	#PCDATA
Occurs In	pam:media
Example	`<pam:mediaref pam:refid="TINGUS.gif"/>`

4.1.6 pam:message

Name	Message
Identifier	pam:message
Definition	(Element) Root element for message from publisher to aggregator. Contains one or more article elements.
Comment	See [PAMGUIDE] for the complete description of the pam:message structure.
Attributes	xmlns:dc, xmlns:prism, xmlns:pam, xmlns:pim, xmlns:prl
Model	pam:article+
Occurs In	
Example	`<pam:message xmlns:pam="http://prismstandard.org/namespaces/pam/1.0/" xmlns:prism="http://prismstandard.org/namespaces/1.2/basic/" xmlns:pim="http://prismstandard.org/namespaces/1.2/pim/" xmlns:dc="http://purl.org/dc/elements/1.1/"> <pam:article> ... </pam:article> <pam:article> ... </pam:article> </pam:message>`

4.1.7 pam:mimetype

Name	Mimetype
Identifier	pam:mimetype
Definition	(Attribute) The mime type of the media referred to by a pam:mediaref element.
Comment	Use this attribute to provide a mime type as a further descriptor of a media object.
Model	CDATA
Occurs In	pam:mediaref
Example	`<pam:mediaref pam:refid="TINGUS.gif" pam:mimetype="image/gif"/>`

4.1.8 pam:refid

Name	Reference ID
Identifier	pam:refid
Definition	(Attribute) Use to hold the actual name of the media file in a pam:mediaref, or a unique identifier.
Comment	
Model	CDATA
Occurs In	pam:mediaref
Example	`<pam:mediaref pam:refid="TINGUS.gif" pam:mimetype="image/gif"/>`

4.1.9 pam:status

Name	Status
Identifier	pam:status
Definition	Defines the processing status of the article
Comment	(Element) Contents of this element MUST be one of {A, C, D, U}, indicating that the article is to be **A**dded (i.e., it's a new article, never before transmitted to the recipient), or is a **C**orrection, a **D**elete request, or an **U**pdate for a previously transmitted article.
Attributes	None
Model	#PCDATA
Occurs In	pam:article
Example	`<pam:status>A</pam:status >`

4.1.10 pam:textdesc

Name	Text Description
Identifier	pam:textdesc
Definition	(Element) Contains a textual description for the item referred to in a pam:media element.
Comment	Permits a fully-marked up description of a media item to accompany it.
Attributes	xmlns:dc, xmlns:prism, xmlns:pam, xmlns:pim, xmlns:prl
Model	#PCDATA
Occurs In	pam:media
Example	`<pam:textdesc>Photo of President Bush and Prime Minister Blair</pam:textdesc>`

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