

**PRISM:**  
**Publishing Requirements for Industry Standard Metadata**

PRISM Specification: Modular: Version 1.2

**The PRISM Inline Markup 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\\_inline\\_markup\\_namespace\\_12.pdf](http://www.prismstandard.org/specifications/1.2/modularized/PRISM_inline_markup_namespace_12.pdf)

### 1.3 Version History

<i>Version Number</i>	<i>Release Date</i>	<i>Editor</i>	<i>Description</i>
1.2	1/26/05	McConnell	Converted from unmodularized PRISM spec v 1.2



## 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 Package, 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 contents 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:

<b><i>Document</i></b>	<b><i>Description</i></b>
<a href="#">PRISM Introduction</a> [PRISMINT]	Overview, background, purpose and scope of PRISM; examples; contains no normative material.
<a href="#">PRISM Compliance</a> [PRISMCOMP]	Describes two profiles of PRISM compliance for content and systems; includes normative material.
<a href="#">The PRISM Namespace</a> [PRISMPRISMNS]	Describes the elements contained in the PRISM namespace; includes normative material.
<a href="#">The PRISM Subset of the Dublin Core Namespace</a> [PRISMDCNS]	Describes the elements from the Dublin Core namespace that are included in PRISM; includes normative material.
<a href="#">The PRISM Rights Language Namespace</a> [PRISMRLNS]	Describes the elements contained in the PRISM Rights Language Namespace; includes normative material.
<a href="#">The PRISM Inline Markup Namespace</a> [PRISMIMNS]	Describes the elements contained in the PRISM Inline Markup Namespace; includes normative material.
<a href="#">The PRISM Controlled Vocabulary Namespace</a> [PRISMCVNS]	Describes the elements contained in the PRISM Controlled Vocabulary Namespace; includes normative material.
<a href="#">The PRISM Aggregator Message Namespace</a> [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 in [PRISMAMNS]. 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](http://www.prismstandard.org).

## **3 Introduction**

### **3.1 Purpose and Scope**

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

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 Inline Markup Namespace

Some of the content models used in this section provide content models that use parameter entity references. Those parameter entities and their meaning are:

<i>Parameter Entity</i>	<i>Definition</i>
%AuthorityReference;	An attribute, “rdf:resource”, whose value is a URI referring to a term in a controlled vocabulary.
%content.mix;	Typical mix of elements for representing content, such as #PCDATA, <p>, <bold>, <quote>, etc. The details of the parameter entity will depend on the context in which the PRISM namespace is being used.
%ResourceReference;	An attribute, “rdf:resource”, whose value is a URI reference to a resource. The set of AuthorityReferences is a subset of the set of ResourceReferences.
%TimeSpecification;	A string specifying a date and time according to the W3C profile of ISO 8601 (e.g., YYYY-MM-DDThh:mm:ss.ssTZD) Note that this includes time zone data which may be important (see PRISM:publicationDate)[W3C-NOTE-datetime].

Table 2: Entities Used as Abbreviations in Element Definitions

### 4.1 PRISM Inline Markup Namespace

Metadata is typically considered as out-of-line information. Fields such as Author, Title, and Subject are stereotypical examples of information that is descriptive of the whole of a resource and is frequently held separately from it. However, the publisher members of the PRISM Working Group consistently identified a need for inline markup of organizations, locations, product names, personal names, quotations, etc. Such inline metadata was needed for a number of applications.

Therefore, the PRISM Specification defines a namespace of XML elements and attributes for inline metadata. Developers of XML specifications for the publishing industry can use the following DTD fragment to incorporate PRISM's inline markup elements into their DTDs. The fragment assumes that the basic textual content markup is described in another parameter entity known as %content.mix;

```
<!-- href attribute contains an authority file reference -->
<!ENTITY % inlineAttrs " href CDATA #IMPLIED">
<!ELEMENT pim:event          (%content.mix; )>
<!ELEMENT pim:industry       (%content.mix; )>
<!ELEMENT pim:location       (%content.mix; )>
<!ELEMENT pim:objectTitle    (%content.mix; )> <!ELEMENT pim:organization (%content.mix; )>
<!ELEMENT pim:person         (%content.mix; )> <!ELEMENT pim:quote      (%content.mix; )>

<!ATTLIST pim:event          %inlineAttrs; >
<!ATTLIST pim:industry       %inlineAttrs; > <!ATTLIST pim:person         %inlineAttrs; >
<!ATTLIST pim:location       %inlineAttrs; > <!ATTLIST pim:objectTitle    %inlineAttrs; >
<!ATTLIST pim:organization   %inlineAttrs; > <!ATTLIST pim:quote      %inlineAttrs; >
                                     placeRef CDATA #IMPLIED
                                     occasion CDATA #IMPLIED
                                     date      CDATA #IMPLIED >
```

#### 4.1.1 pim:event

Name	Event
Identifier	pim:event
Definition	The event element tags the name of an event, such as a meeting or historic occasion.
Comment	
Attributes	href (for an AuthorityReference)
Model	(%content.mix;)
Occurs In	
Example	<p>&lt;p&gt;During the &lt;pim:event&gt;Toronto Film Festival&lt;/pim:event&gt;, films from 17 countries were shown.&lt;/p&gt;</p> <p>&lt;p&gt;Recent conflicts in the region include the &lt;pim:event&gt;Iran-Iraq War&lt;/pim:event&gt;, the &lt;pim:event&gt;First Gulf War&lt;/pim:event&gt;, and the &lt;pim:event&gt;Second Gulf War&lt;/pim:event&gt;.&lt;/p&gt;</p>

#### 4.1.2 pim:industry

Name	Industry
Identifier	pim:industry
Definition	The industry element tags mentions of industry sectors.
Comment	
Attributes	href (for an AuthorityReference)
Model	(%content.mix;)
Occurs In	
Example	<p>&lt;p&gt;The &lt;pim:industry&gt;records industry&lt;/pim:industry&gt; attributes the recent slump in CD sales to rampant piracy of their intellectual content.&lt;/p&gt;</p> <p>&lt;p&gt;&lt;pim:industry&gt;Forestry&lt;/pim:industry&gt;, pardon the pun, is the new growth industry.&lt;/p&gt;</p>

#### 4.1.3 pim:location

Name	Location
Identifier	pim:location
Definition	The location element tags a geographical location in the text.
Comment	Even at the simplest level, the location element helps to distinguish, for example, the Scottish city "Paisley" from the fabric design, or the country "China" from the tableware.
Attributes	href (for an AuthorityReference)
Model	(%content.mix;)
Occurs In	
Example	<p>&lt;p&gt;He spoke on the history of the&lt;pim:location&gt;Great Lakes basin&lt;/pim:location&gt; at the Royal Ontario Museum in &lt;pim:location&gt;Toronto&lt;/pim:location&gt;.&lt;/p&gt;</p> <p>&lt;p&gt;China patterns were selected before their honeymoon in &lt;pim:location href= "http://prismstandard.org/vocabs/ISO-3166/CN"&gt;China&lt;/pim:location&gt;.&lt;/p&gt;</p>

#### 4.1.4 pim:objectTitle

Name	Object title
Identifier	pim:objectTitle
Definition	The pim:objectTitle element tags the title of an object (such as a book, song, movie, etc.) in the text.
Comment	
Attributes	href (for an AuthorityReference)
Model	(%content.mix;)
Occurs In	
Example	<p>Some analysts compared the recent events to the film <pim:objectTitle>Wag the Dog</pim:objectTitle>.</p>

#### 4.1.5 pim:organization

Name	Organization
Identifier	pim:organization
Definition	The organization element tags the name of any organization, such as a government, department, ministry, corporation, charity, private company, or club.
Comment	
Attributes	href (for an AuthorityReference)
Model	(%content.mix;)
Occurs In	
Example	<p><pim:organization href="http://prismstandard.org/vocabs/NYSE:NT">Nortel Networks</pim:organization> saw its stock fall in the face of the Brazilian devaluation.</p>

#### 4.1.6 pim:person

Name	Person
Identifier	pim:person
Definition	The person element tags the name of a human individual (real or imaginary) in the text.
Comment	
Attributes	href (for an AuthorityReference)
Model	(%content.mix;)
Occurs In	
Example	<p>Prime Minister <pim:person>Tony Blair</pim:person> will meet with the other <pim:organization>EU</pim:organization> leaders to discuss agricultural policy.</p>  <p>Catch-22 is <pim:person href="http://lc.gov/catdir/LC-NAF? Heller,+Joseph">Joseph Heller</pim:person>'s best-known work.</p>

#### 4.1.7 pim:quote

Name	Quote
Identifier	pim:quote
Definition	Marks the words attributed to a specific person in the text.
Comment	Note that quotes may contain other quotes.
Attributes	<p>speakerRef – authority file reference to speaker</p> <p>placeRef – authority file reference to place</p> <p>date – ISO date</p> <p>occasion – Textual description of the occasion</p>
Model	(%content.mix;)
Occurs In	
Example	<pre>&lt;pim:quote speakerRef="USPres#JFK" placeRef="city/Berlin"   occasion="Address to West Berlin" xml:lang="de"&gt;Ich bin ein Berliner &lt;/pim:quote&gt;</pre> <p>(assuming an earlier xml:base has set the base attribute to "http://prismstandard.org/vocabs/").</p>

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