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### At the IFLA Markets: Be Clear and Concise to get Published

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Congress News and Media, 17-23 Aug 2013, Singapore

## **At the IFLA Markets: Be clear and concise to get published**

Tuesday, 20 August 2013 — Yeo Pin Pin

The aim of this session was to provide guidance on getting published in academic and professional journals, including the IFLA Journal and other IFLA publications.

Ian Johnson, Series Editor for IFLA/De Gruyter's "Global Studies in Libraries and Information", addressed the reasons why one should write and seek publication; it's not for everyone. He pointed out that as a member of the Library and Information Science profession, there is always a need to share information and experiences—and to interact with others in a variety of ways. This helps everyone understand what works, why it works, and to demonstrate this in different library contexts.

Paul Sturges, former FAIFE Chair, compared the publication of a paper to having a one-sided conversation. He stressed the importance of selecting the right audience or journal, of anticipating readers' questions and addressing these throughout the paper.

During the questions and answers segment, participants asked where new authors can look for mentors and help. These include: book/journal editors, reviewers, colleagues, and friends. One good tip was that a new author might find it easier to first work with an (experienced) co-author, as the synergy can help to produce a better paper.

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