



HOW TO WRITE A TITLE?

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A good title

- will immediately make sense to the referee
- will easily be found by a search engine or indexing system
- will attract the right kind of readers rather than discouraging them, and will also catch the attention of browsers. Note 'attraction' does not mean resorting to newspaper-like headlines, but simply containing those words that readers in your field would expect to find
- does not consist of a string of nouns and will be immediately comprehensible to anyone in your general field
- 5 is short
- 6 has a definite and concise indication of what it is written in the paper itself. It is neither unjustifiably specific nor too vague or generic

How Can I Write A Good Title?

- What have I found that will attract attention?
- What is new, different and interesting about my findings?
- What are the 3–5 key words that highlight what makes my research and my findings unique?

How can I make my title more dynamic?

- Examples

A study of the factors affecting the trihydroxyindole procedure for the analysis of deoxyribonucleic acid

An investigation into some psychological aspects of English pronunciation

- Similar words that are often redundant are: *inquiry, analysis, evaluation, and assessment.*

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How can I make my title more dynamic?

- But you sometimes need them to sound less conclusive
- S5. *The determinants of customer satisfaction
- S6. An investigation into the determinants of customer satisfaction
- Less Conclusive:
- S7. Some determinants of customer satisfaction
- S8. Determinants of customer satisfaction

Can I make a Claim instead as a Title

- Many referees and journals editors do not appreciate authors who use the title to present their major conclusion and thus perhaps overstate the importance of their findings.

For example:

- The consumption of one apple per day precludes the necessity of using medical services
- THESE TITLES ARE COMMON IN MEDECINE AND BIOLOGY

Questions as titles

- Does the ocean-atmosphere system have more than one stable mode of operation?
 - If homo economicus could choose his own utility function, would he want one with a conscience?
 - Why Do Some Countries Produce So Much More Output Per Worker Than Others?
 - When do foreign-language readers look up the meaning of unfamiliar words? The influence of task and learner variables.
-
- Less common, Good for Conferences, Attract more attention.
 - The same issue for two part titles

Title Punctuation

- titles never end with a period (.)
- Two part titles are separated with a colon
- For question titles ? Is necessary.

Title Capitalization

- the first word in the title.
- Don't capitalize articles (a, an the) and prepositions (for to into).
- Sometimes, the journal asks you to capitalize only the first word. So, look at the style of your journal.

What type of words to use

- Use -ing instead of making nouns. Makes it shorter and more readable.

The *Specification* and the *Evaluation* of Educational Software in Primary Schools

✓ *Specifying* and *Evaluating* Educational Software in Primary Schools.

▪ Silicon Wafer Mechanical Strength *Measurement* for Surface Damage *Quantification*

✓ *Quantifying* Surface Damage by *Measuring* the Mechanical Strength of Silicon Wafers

- Try to choose adjectives that indicate the unique features of your work, e.g. *low cost, scalable, robust, powerful*

How can I make my title shorter?

- use synonyms with less letters.
- Example:
 - achieve : gain
 - Apportion: allot
 - examination, investigation: study
- Delete redundant words
- Use verbs rather than nouns.

Is it a good idea to make my title concise by having a string of nouns?

- NO

*Cultural heritage audiovisual material multilingual search gathering requirements.

✓ Gathering requirements for multilingual searches for audiovisual materials in the cultural heritage

- Examining narrative cinema fiction and fact boundaries

✓ Examining the boundaries between fiction and fact in narrative cinema

Is it a good idea to make my title concise by having a string of nouns?

- However, strings of nouns and adjectives must be used if they are names of pieces of equipment or procedures.
- An Oxford Link SATW ultra-thin window EDX detector
- A Hitachi S3500N environmental scanning electron microscope
- A recently developed reverse Monte Carlo quantification method

Using A/AN in titles

Use your ears! They'll tell you what to do.

*An hybrid approach to X.

*An unique approach to Y.

- Note also the words in italics in the following italics:

GNRA tetraloops make *a U-turn*

The evacuation of the Machault, *an 18th-century* French frigate

An NLP application with a multi-paradigm architecture