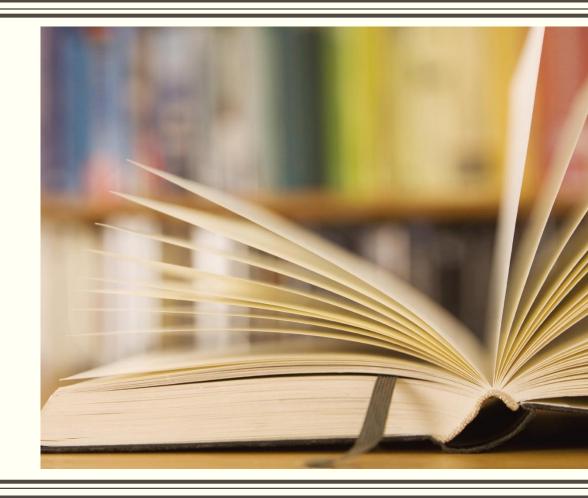
# HOW TO WRITE A TITLE?

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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 trihyroxyindole 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