



TITLES

The title is the **first** impression that the reader will have of a paper. It attracts attention and prepares the reader for what is to come. The writer should consider the following information on the **purpose** and **composition** of a title.

What does a title do?

1. Makes the topic and the writer's view of their topic, known.
2. Attracts and channels reader's attention.
3. Allows readers to know what to expect.
4. Gives readers ideas to ponder while reading a paper.
5. Makes a paper thoughtful and complete.

Where to look for a Title

1. A catchy phrase or important word from the actual paper
2. A quotation from another source
3. A restatement of the thesis
4. A question

Other Ideas for the Perfect Title

1. Alter titles of articles or books that are related to your topic.
2. Use punctuation for emphasis. ("Chivalry is Dead" vs. "Chivalry is Dead!")
3. Take advantages of word ambiguities. "The Social Set" was given to a paper on television.
4. Use statements that challenge familiar beliefs or ideals.

Further Considerations

1. ~~Select~~ a title after the first draft. Revise it as you revise your paper.
2. The best titles are short, informative, and clever. Humor is good sometimes! It may not be appropriate for some papers.
3. Keep your audience in mind.
4. A good title should be descriptive (letting readers know what the paper is all about) and, imaginative (sparking readers interest.)

More Title Tips!

- Use words or phrases that explicitly identify the topic.
- Play with language. Try using:
 - **Alliteration**: repetition of initial sounds
 - **Assonance**: repetition of vowel sounds
- Consider variations of well-known expressions.
- Think about two-part titles: separate two parts with a colon.
- Match the tone of the title to the tone of the paper.
- Write several titles and choose the best one. Don't be afraid to get a second opinion, so **ASK** someone!