

AVOID

Avoid redundancy in the
title of your paper,
but do not be too concise.

**After reading a title of a
paper only 1 in 500
people ...**

?

So you think they are going to read your paper?

1 in 3 Americans read gossip on blog websites

1 in 6 people read 12 or more books a year

1 in 100 people read a newspaper

ONLY 1 in 500 people read the abstract after reading the title

1 in 10,000 people read poetry

What is the problem with this title?

**An innovative Italian PhD
student scientific English
didactic methodology**



When you start reading it, it seems to have one meaning. But when you finish it, it has another meaning.

An innovative Italian PhD student ...

Rewrite the title. Include some prepositions and a verb.

An innovative Italian PhD student scientific English didactic methodology

Good titles have a **verb** and some **prepositions**.

An innovative Italian PhD student scientific English
didactic methodology

An innovative methodology **for**
teaching scientific English **to**
Italian PhD students

Good titles put the **adjective next to the noun** it refers to.

NO! An innovative Italian PhD student
scientific English didactic methodology

YES! An innovative methodology for
teaching scientific English to Italian PhD
students



“English likes to put a series of nouns in a string - **it is a more concise construction**. I've found titles like this by mother tongue English speakers - **so it must be an acceptable construction**”

“Using a lot of prepositions is wrong – **it looks like an Italian construction.**”

“English likes to put a series of nouns in a string
- it is a more concise construction.” **FALSE!**

“Using a lot of prepositions is wrong.” **FALSE!**

What grammatical form would improve the following horrible title?

- a) verbs
- b) articles (*the, a/an*)
- c) adverbs
- d) prepositions

Educational Software Specification
Definitions Trends

Prepositions help readers to understand relationships between nouns

Horrible!

Educational Software Specification
Definitions Trends

Trends **in** definitions **for** the specification
of educational software

"noun noun" vs "noun of noun"

- Development environment
- Mouse pad
- Sex shop

- Art state technology
- Mass destruction weapons
- Commerce Chamber

"noun noun" vs "noun of noun"

Art state technology

State-of-the-art technology

Mass destruction weapons

Weapons of mass destruction

Commerce Chamber

Chamber of commerce

Back to titles

The Definite Article

Importance of Improving Design of Internal Systems

The Definite Article

**The importance of improving
the design of internal systems**

A good title should ...

- Immediately make sense to the referee
- Catch attention of browser
- Have definite and concise indication of what it is written in the paper itself
- Contain key words

Two titles for Presentations

The first title (short) attracts attention.
PhD students have miniscule brains.



The second explains the first title.
Extremely low IQ levels in PhD student brains as an indicator of wasted tax-payer funding of pointless research



Moral of the story



If readers can't understand your title,
there is a 98.76532% chance they won't
read your paper.





Titles – what is wrong with these?

1. **The design** of an XYZ system for implementing ABC.
2. **An investigation** into the modeling of the XYZ process.
3. **The development** of an XYZ tool for predicting ABC.
4. **A study** of a **novel** ABC system.
5. **An insight** into XYZ.

Don't use words like *novel* and *innovative* in your titles. Why not?



Your title

- What is the main finding of your research? Invent a title that encapsulates this finding.

Think of the key words that make your research unique.

- Show it to your partner. He/She tries to improve it.