



How to Write a Good Title

Crafting Clear, Concise, and Captivating Titles

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Introduction

- A title is the first impression of your writing.
- It determines whether your audience reads further.
- A good title must be:
 - Clear – easy to understand
 - Concise – short but complete
 - Compelling – grabs attention

Why Titles Matter

A complex network graph with many nodes and edges, serving as a background for the slide. The nodes are represented by circles of varying sizes and colors, ranging from light blue to white. The edges are thin, light blue lines connecting the nodes, creating a dense web of connections. The overall structure is somewhat circular and radial, with a central cluster of larger white nodes and many smaller blue nodes extending outwards.

- Attract readers and reviewers
- Reflect the main idea of your work
- Improve search visibility
- Set the tone of your writing

Common Types of Titles



- Descriptive – The Effects of Sleep on Memory Performance
- Interrogative – Does Sleep Improve Memory?
- Creative – Dreams That Shape Our Minds
- Compound – Sleep, Memory, and Learning: A Behavioral Study

Formula for a Strong Title



- 1. Identify the Key Topic
- 2. Add the Focus or Method
- 3. Mention the Context (if needed)

- Example:
- Weak: AI and Health
- Better: Using Artificial Intelligence to Detect Skin Cancer in Early Stages

Tips for Writing Good Titles

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- ✓ Keep it under 15 words
- ✓ Avoid unnecessary jargon
- ✓ Use relevant keywords
- ✓ Use active language
- ✓ Revise and test multiple versions

Bad vs Good Titles

A complex network graph with many nodes and edges, serving as a background for the slide. The nodes are represented by circles of varying sizes and colors (blue, white, grey), and the edges are thin lines connecting them. The graph is dense and spread across the entire slide area.

- Bad: Technology and Education → Too broad
- Good: The Impact of Digital Learning Tools on Student Engagement in Higher Education
- Bad: AI Stuff → Informal
- Good: AI-Powered Systems for Crop Disease Detection in Smart Farming

Academic Writing Focus



- Include main variables and method
- Mention subject area or sample

Example:

Analyzing Consumer Trust in E-Commerce Using the Technology Acceptance Model (TAM)

Creative Writing Focus

A complex network graph with many nodes and edges, serving as a background for the text. The nodes are represented by circles of varying sizes and colors, ranging from small grey dots to large white circles. The edges are thin, light blue lines connecting the nodes, creating a dense, interconnected web. The overall structure is somewhat radial, with a central cluster of larger white nodes and many smaller nodes extending outwards.

- Focus on emotion or mystery
- Use metaphors or wordplay

Examples:

Whispers of the Forest

When the Clock Stopped at Midnight

Practice Activity



- Write a title for the following topic:
- ‘Impact of social media use on student productivity’
- Example:
- Weak: Social Media and Students
- Better: The Effects of Social Media Usage on Student Productivity During Online Learning

Summary

A complex network graph with many nodes and edges, serving as a background for the text. The nodes are represented by circles of varying sizes and colors, ranging from small light blue dots to larger white circles with blue outlines. The edges are thin, light blue lines connecting the nodes, creating a dense web of connections. The overall structure is somewhat radial, with a central cluster of larger white nodes and many smaller blue nodes extending outwards.

- A good title is specific, clear, and engaging
- Tailor it to your audience and purpose
- Always revise before finalizing

A complex network graph with many nodes and edges, featuring several large white nodes in the center. The nodes are represented by circles of varying sizes, and the edges are thin lines connecting them. The overall structure is dense and interconnected, with a central hub-and-spoke pattern.

How to Write an Introduction

1. Start with a Hook

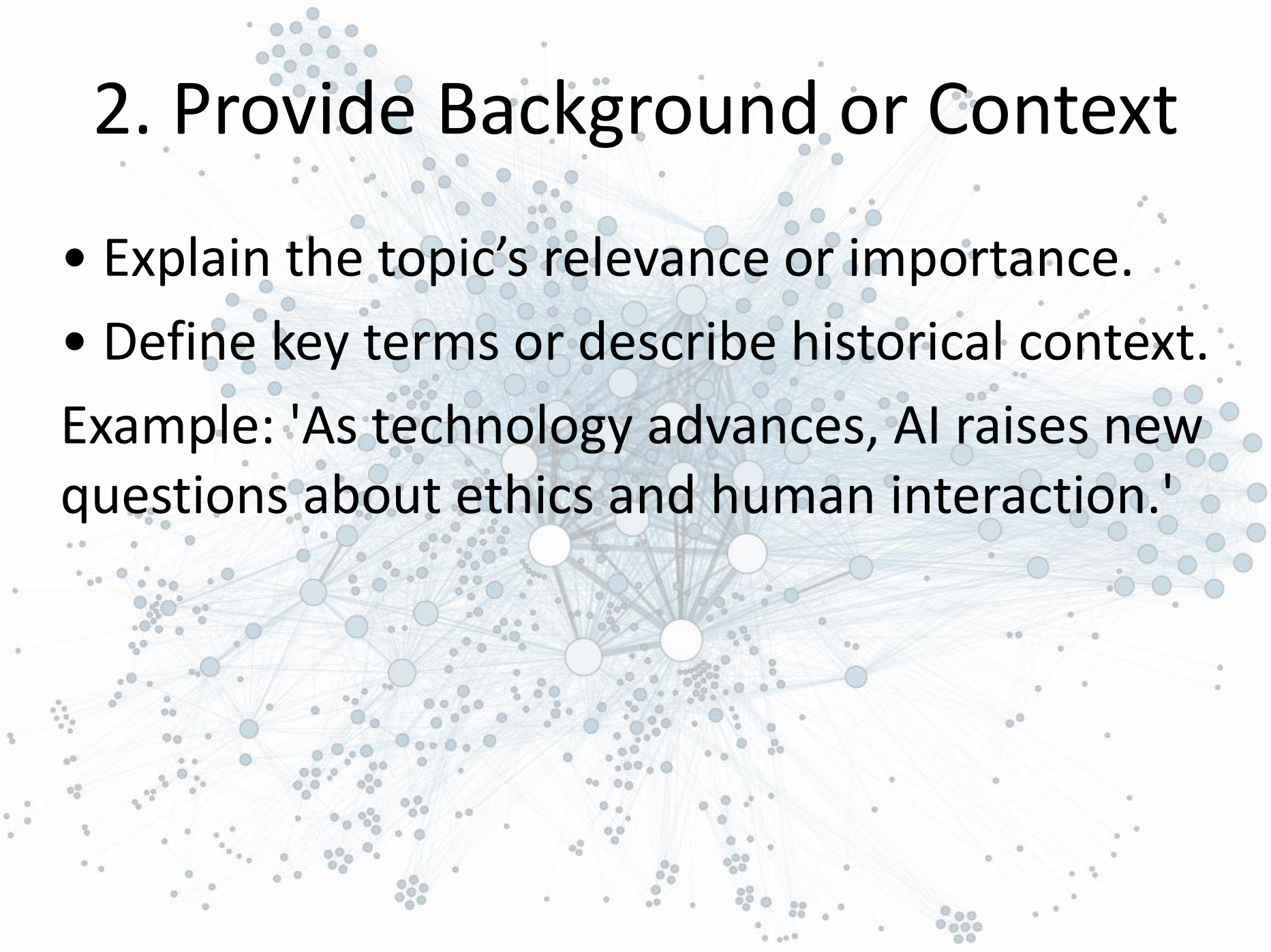
- Begin with an interesting fact, question, or short story.
- Aim to grab the reader's attention immediately.

Example: 'In the last decade, artificial intelligence has transformed industries from healthcare to education.'

2. Provide Background or Context

- Explain the topic's relevance or importance.
- Define key terms or describe historical context.

Example: 'As technology advances, AI raises new questions about ethics and human interaction.'



3. State the Problem or Gap

- Describe the issue or research gap you will address.

Example: 'Despite its benefits, there is limited understanding of how AI can be applied responsibly in education systems.'

4. Present Your Main Idea (Thesis Statement)

- State your central argument or purpose clearly.
- Example: 'This paper explores how AI can enhance personalized learning while ensuring ethical use of data.'

5. Outline the Structure

- Provide a brief overview of your sections.
- Example: 'The discussion begins with an overview of AI in education, followed by ethical challenges, and concludes with recommendations.'



Closing

“A good title is not just a label—it’s an invitation to read.”

Thank you!

Questions?