**ЛЕКЦІЯ 7**

**WRITING TITLES**

**PLAN**

**1. Syntactic structures**

**2. Basic Rules (According to The Chicago Manual Style)**

**3. Controlling questions**

**WRITING TITLES**

Titles are important components of academic and research writing “responsible” for gaining readers’ attention and facilitating positive perceptions of any kind of written research. John M. Swales and Christine B. Feak, linguists and authors on academic writing textbooks, suggest the following **requirements** for good academic titles:

1. The titleshould indicate the topicof the study.

2. The title shouldindicate the scope of the study (i.e., neither overstating nor understating its significance).

1. The title shouldbe self-explanatory to readers in the chosen area.

In English research writing, there is a tendency now to compose eye-catching titles [. . . ], which aim at gaining readers’ attention (usually such titles appear before conference abstracts and journal papers in certain fields). Writing such titles requires, however, some experience and is not generally advised for beginning writers.

Titles may have quite different **syntactic structures.** The main structural types of English titles are as follows*.*

**1.** Nominative constructions, that is titles with one or more nouns as principal elements.

*[Inflation and Transition to a Market Economy]*

**2.** “Colon”-titles consisting of two parts separated by a colon.One of the colon’s typical functions is to separate ideas in such combinations as the following:

*Before the Colon: After the Colon*

Problem: Solution

General: Specific

Topic: Method

Major: Minor

*[Legal Regulation of E-Commerce: World Trends and Ukrainian Reality]*

**3.** Titles consisting of two parts (of different syntactic types) separated by a

punctuation mark other than the colon.These constructions are closein their rhetorical features to “colon”*-* titles.

*[Corruption – Transnational Aspects]*

**4.** Verbal constructions, that is titles containing a non-finite form of a verb as a principal element.

*[Combating Economic Crimes in Developing Countries]*

**5.** Titles in the form of complete sentences.

*Language is not a Physical Object*

There are alsosome other types of titles, which are, however, less widespread in Englishacademic discourse.

1. Titles beginning with the prepositions *on, to, toward(s).*

*[On Some Legal Aspect of Alcohol and Tobacco Advertizing on TV]*

2. Nominative titles with the conjunction *as*.

*Writing as Language*

The **types and length** of titles vary across fields*.* Hard and natural sciences usually use long, detailed nominative titles.

*Postoperative Chemotherapy and Delayed Radiation in Children Less than Three Years of Age with Malignant Brain Tumors*

Social sciences and humanities tend to use shorter but more diverse types of titles, often with the preference for “colon” -titles. Such titles separate ideas in the relation of “general-specific” with the first part indicating a research area and the second one naming an object/aspect of the investigation. “Colon” -titles may consist of the parts with quite different syntactic structures. For example, in the title “The Stress Axis at Work: How the Body Copes with Life's Challenges” the first part is a nominative construction, while the second one is a clause (Yakhontova, 2002).

Although the title comes first in an RP [research paper], it may sometimes be written last. Its final form may be long delayed and much thought about and argued over. Authors know that titles are important, they know that the RP will be known by its title, and they know that a successful title will attract readers while an unsuccessful one will discourage readers (Swales and Feak, 1994).

## Rules for Capitalizing and Lowercasing Words in Titles and Subtitles

Titles and subtitles require certain words to be capitalized and others lowercased. Below is a reference for the different situations of writing titles.

**Basic Rules (According to The Chicago Manual Style)**

* Always capitalize the first and last word.
* Capitalize all nouns, pronouns, adjectives, verbs, adverbs, and subordinate conjunctions (as, because, although).
* Lowercase of all articles, coordinate conjunctions (and, or, nor), and prepositions regardless of length, when they are other than the first or last word.
* Lowercase the “to” in an infinitive.
* Capitalize hyphenated and open compounds. Capitalize the second word attached by a hyphen to prefixes only if they are proper nouns or proper adjectives.
* Never use periods.

**Exercise 1.** *Characterize the following titles in terms of their* ***syntactic structures.***

1. Tax “Worries” Regarding Investment

2. Bankruptcy Regulation in Ukraine

3. Technology as a Source of Economic Change

4. Pro-activity, Partnership and Prevention: the UK Contribution to Policing Organized Crime in Europe

5. Cash is Dead: Think Again!

6. Cyber Viruses – How Business Can Win in a Battle that is not yet Won

7. Declaring Contracts Void: Tomorrow’s Possibilities and Problem Areas

8. Real and Potential Opportunities of Printed Mass Media

**Exercise 2.** *Expand the following titles by adding the* ***second part****.*

1. Legal Business:

2. Navigating Tax Audits in Ukraine:

3. What Women Do in Wartime:

4. Corruption in Ukraine:

5. Ukrainian Tax Police Management Education and Research:

6. The Changing Face of Digital CCTV:

**Exercise 3.** *Choose the best title for the given text.*

Virgin Mobile is a phone operator that provides a wide range of mobile communication services to its customers in the UK. Competition between mobile phone operators is strong and winning a large market share in the student market is vital. Students use their mobile phones a lot – to call friends and family, and also to get the information and play games. There are 2.5 million students in the UK, and 96% of them own a mobile phone. But it is difficult to market to students because they are hard to reach and are cynical about sales pitch. Virgin Mobile has decided that the best way to promote the brand to students is to find insiders: student marketers who will work on promotional campaigns in their own universities.

1. Marketing to Students.

2. Guerilla Marketing.

3. Students Like Mobile Phones.

**Exercise 4.** *Read the texts and write the**most appropriate titles for them.*

**1.** The right of the entrepreneur to have a value added tax (VAT) credit is very important as it allows the considerable amount of money to be saved. The order for recording tax sums paid as a tax credit is clarified in clause 4 of the Article 7 of the VAT Act of Ukraine. However, some provisions of this Act allow the time of the beginning of a right to record sums as a tax credit to be interpreted differently. This is why the courts usually consider a lot of claims with regard to the mentioned issue.

**2.** Fifty years ago, when products were more individual, manufacturers had the

upper hand. They could charge a lot for successful items because they were made in small quantities. As competition increased and became more global, there were more products to choose from and they increasingly resembled each other. This gave retailers the advantage because they could pick and choose which products to sell, and demand the best prices from suppliers. Now the consumer is taking command.

The arrival of the internet is one of the things responsible for the big shift in power. The web makes it easy for people to discover who offers the best deal. This could still be a retailer, but it could also be a manufacturer selling directly to consumers, or a trader on eBay.

**3.** Working out where great ideas come from is one of the big puzzles of modern

management. Corporate research laboratories and in-house product development groups are only part of the answer. Innovative products and processes can come from start-ups, competitors, university campuses and ordinary employees.

Eric von Hippel, a professor of management of innovation at the

Massachusetts Institute of Technology, has spent three decades studying the role played by customers in shaping new products. The results are nicely summarised in *Democratizing Innovation,* a useful book on what he calls “user-centered innovation.”

**4.** Step aside, Apple and Microsoft. If MIT’s little Sixth Sense gadget sees the commercial light of day, we can toss our multitouch devices out the window. Who needs a Surface or an [iPhone](http://www.cnet.com/apple-iphone.html) when the very idea of being able to access information by turning any flat surface into a touch-screen display sounds far more appealing? No surface available? Simply project a screen onto your hand, and voila. The folks at MIT have christened their wearable prototype [Wear Ur World (WUW)](http://fluid.media.mit.edu/projects.php?action=details&id=68), a device cobbled together using everyday gizmos like a mobile projector, Webcam, and mobile phone.

In the near future, WUW could become an indispensible digital wrist companion to enhance your lifestyle. It could provide product and price comparison information when shopping, retrieve flight information to let the wearer know about delays, automatically pull up related information from the Web when requested, and even snap pictures when you frame a subject with your fingers.

**CONTROLLING QUESTIONS (UNIT 9)**

1. Which requirements are suggested for writing good academic titles?

2. What are the main structural types of English titles?

3. What do the types and lengths of titles depend on?

4. Is it always necessary to write the title first?

5. When do we capitalize words in titles and subtitles?