Different ways of writing a title

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There are a few common approaches to creating titles with impact. Here are six common examples from two journals in advertising and business. There are many other patterns or combinations of clauses that you may be able to identify.

This document provides a method of reading titles for grammar, clarity and impact. These are all titles of published, peer-reviewed journal articles and full references can be found in the bibliography.

1. **Subject oriented noun compound/s: process oriented noun phrase**
   "Knowledge Acquisition, Cost Savings and Strategic Positioning: Effects on Sino-American IJV Performance"

2. **Subject oriented noun compound/s: -ing verb clause + noun phrase**
   "Decay Effects in Online Advertising: Quantifying the Impact of Time Since Last Exposure on Branding Effectiveness"

3. **Question focused on main critical question**
   "Will Internet Users Pay for Online Content?"

4. **Dichotomy (paired concepts that identify a predictive model) = measurable process + paired items**
   "The Relationship between Interactive Functions and Website Ranking"

5. **-ing verb clause + subject, -ing verb clause + method**
   "Benchmarking Marketing Productivity Using Data Envelopment Analysis"

6. **-ing verb clause: methodological noun phrase**
   "Creating Brand Identity: A Study of Evaluation of New Brand Names"

Exercise

- Identify a series of journal articles from your own field.
- Identify titles that are particularly clear and effective in summarizing the content and focus of the paper.
- Analyse the structure of these titles.
- Compare this with any titles you have written (or are working on) for essays, reports, dissertations, theses, journal articles or conference papers.
- Can you edit or change any of your titles to be more effective?

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