

3.3 Writing an effective title

Before the workshop, complete the three tasks below and submit this assignment to MyCourses. At the workshop, be prepared to discuss your work with others.

Task 1. Improve your title or a title to a reference paper

Here, write the original title and two other versions of it

- A. (original title)
- B. (revised title 1)
- C. (revised title 2)

Task 2. Use the criteria below to analyze the three versions (in Task 1). Tick each criterion that applies to each title. (To understand the criteria, watch video on writing an effective title.)

	Catchy	Memorable	Accurate	Searchable
	<i>Has a hook?</i>	<i>Short but descriptive?</i> <i>Excludes non-standard abbreviations?</i>	<i>Predicts contents?</i> <i>Includes key terms?</i> <i>Has a key message?</i>	<i>Searchable?</i>
Title 1				
Title 2				
Title 3				

Task 3. Answer these questions.

- A. Which title (A, B, or C) best meets the criteria?
- B. Which title (A, B, or C) do you think is the most effective, and why?

