

SELECT A PROPER TITLE

The Importance of Titles: Titles are important. As you have learned, a proper title **limits** the scope of your report. It also gives you something on which to build. Furthermore, the proper title **invites readership**.

SIX TIPS TO HELP YOU WRITE BETTER TITLES

- 1 Be specific.** Tell the reader what you plan to deliver.

3 Use nouns and verbs to create specific pictures. Avoid strings of vague adjectives: *best*, *biggest*, *wonderful*.

5 Ask a question, one that requires a thoughtful answer, to provoke the reader's curiosity.
- 2 Promise the reader a benefit.** Let the reader know quickly what's in it for him or her.

4 Cite a reasonable number of steps that offer the reader a quick solution.

6 Use "new" in titles. Readers are generally interested in new solutions or developments.

Directions: Analyze the following titles. Which tip or which combination of tips did the writer use? In the answer box, write the number(s) of the corresponding tip(s) (e.g., **4** or **4, 2**).

A. Six Tips to Help You Write Better Titles	Tip #(s):
B. What You Should Know About Colds	Tip #(s):
C. Why Should We Pay Our Best Teachers More?	Tip #(s):
D. Twenty-five Tips for Good Health and Great Looks	Tip #(s):
E. Will This Man Control the Panama Canal?	Tip #(s):
F. How to Escape a Fire	Tip #(s):
G. New Ways to Help Your Child Excel in School	Tip #(s):
H. Problem Solving Made Easier	Tip #(s):

MASTER ANSWER KEY & PEDAGOGICAL TITLE ANALYSIS

Report Title	Primary Tip	Combination	Rhetorical Justification
A. Six Tips to Help You Write Better Titles	Tip 4	4, 2	Explicitly cites a number of steps (<i>Six Tips</i>) while promising the reader improved writing performance.
B. What You Should Know About Colds	Tip 2	2, 1	Promises a direct personal health benefit (<i>What You Should Know</i>) on a specific subject (<i>Colds</i>).
C. Why Should We Pay Our Best Teachers More?	Tip 5	5, 1	Poses a provocative, thoughtful policy question requiring argumentative proof rather than a simple yes/no.
D. Twenty-five Tips for Good Health and Great Looks	Tip 4	4, 2	Specifies a quantified list (<i>Twenty-five Tips</i>) coupled with double reader benefits (<i>Health & Looks</i>).
E. Will This Man Control the Panama Canal?	Tip 5	5, 3	Sparks high curiosity through an intriguing question; uses concrete nouns (<i>Man, Panama Canal</i>) to paint a vivid picture.
F. How to Escape a Fire	Tip 3	3, 2 (or 1)	Uses active, dramatic verb and noun (<i>Escape, Fire</i>) creating instant urgency and life-saving utility.
G. New Ways to Help Your Child Excel in School	Tip 6	6, 2	Leverages the potent word " New " to announce innovation, tied directly to parental benefits (<i>Child Excel</i>).
H. Problem Solving Made Easier	Tip 2	2, 1 (or 4)	Offers an immediate, compelling benefit to the reader: reducing cognitive friction (<i>Made Easier</i>).

The Dual Role of Titles

A title performs two inseparable functions: **Structural Boundary** (limiting the report's scope to what can be thoroughly proven) and **Rhetorical Magnet** (inviting readership by establishing clear relevance and value).

Grading Flexibility for Combinations

Because professional titles often combine techniques, award full credit for either the primary tip or any valid combination listed in the table (e.g., for Title A, accepting **4** or **4, 2** or **2, 4**).

CLASSROOM WORKSHOP: THE HEADLINE MAKEOVER STUDIO

Train students to diagnose and rewrite flat, ineffective titles using the 6 Tips:

- Flat: "Exercising is Good" → Tip 4 + 2: "**Five 10-Minute Morning Habits to Double Your Energy**"
- Flat: "Pollution in Oceans" → Tip 5 + 3: "**Can Robotic Traps Clean the Great Pacific Garbage Patch?**"
- Flat: "Solar Energy" → Tip 6 + 1: "**New Solar Paint: How Buildings Will Generate Their Own Power**"