

Title

In this unit you will:

- Learn how to choose a topic
- Practice narrowing down the topic to establish a focus
- Come up with a working title
- understand the general functions and linguistic features of the title/author/keywords

Introduction

- One of the most challenging aspects you face when working on a project is to decide on an appropriate topic and establish a title.
- It needs to be a topic that you can narrow down enough to establish a clear focus so that the project is not too general.
- You may be interested in many aspects of a particular topic. However, by isolating one aspect, you can explore a subject in more depth.

Who is your audience?

- You must satisfy your audience. When your audience know you are interested in them they will become more interested in you.
- Are they students/ peers/ people of similar interests/ editor/ reviewer/ experts/ professors/supervisors/government servants?

Audience profile

- Who are they?
- What is their background knowledge?
- What is their purpose for listening/reading?
- What language is appropriate?

Move the focus

Writer-focused	Reader-focused
What do I know about this topic?	What does the reader know about this topic?
What do I want to say?	
What information should I include?	
What's the best way for me to say it?	
What do I want to say first?	
How should I organize the information/ideas?	
What do I mean to say here?	

WIIFM

- The critical difference – your audience's WIIFM
- What's in it for me?

Establishing a focus

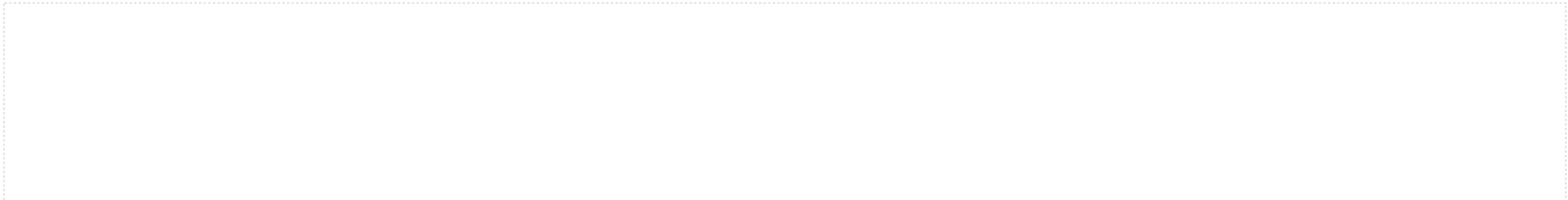
- Ask yourself questions about it.
- Tourism
 - Why is tourism important?
 - Who is affected by tourism?
 - What is tourism?
 - Where does tourism have the most impact?
 - Which countries are most dependent on tourism?
 - How is tourism evolving in the 21st century?

Exercise

- What makes someone a good language learner?
Is this something a teacher can influence?
- What is the definition of a “good language learner?”
- What are the main reasons why some people are good language learners?
- Is gender a factor? If “yes” , what evidence is there to support this?
- Is living in the target language country a major factor?
- Is it the teacher or the teaching method which makes a good language learner?

Analyzing the task

The needs of future generations are being met by current policies of sustainable development. To what extent do you agree with this statement?

- 
- 1. How is the task framed, e.g. statement/question/heading?
 - 2. What does the task ask you to do?

Answer:

- 1. The task is framed as a statement, followed by a question: *To what extent...?*
- 2. The question requires an answer.
- E.g. *a great deal, quite a lot, not much, not at all.*

Deconstructing the project question

- Asking yourself a number of questions, using various wh- question forms, as well as direct Yes/No question forms (e.g., *Are current policies effective?*)

Think about any current policies that might impact on future generations. Try to think of as many questions as you can.

List some more questions that you might ask in order to plan this project title.

1. What are the current policies?
2. Which is the most serious problem?
3. Is energy the most important priority for the future?
4. _____
5. _____
6. _____
7. What are some of the social factors involved?
8. How important

Possible answers

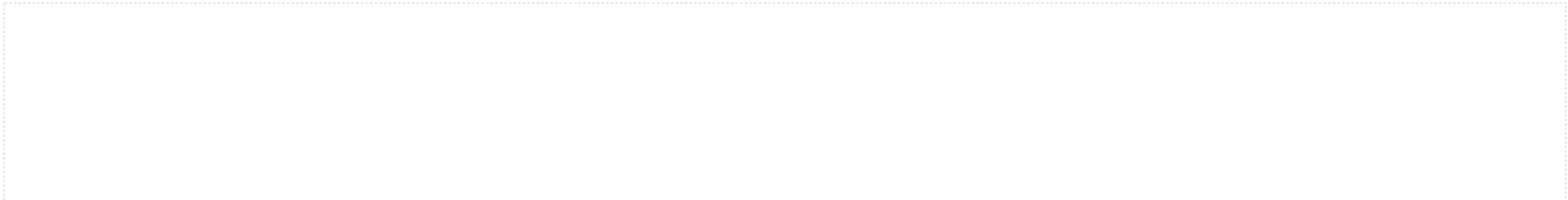
- If energy is the key factor, what can be done to meet this need?
- Is “recycling” an effective policy?
- How damaging is deforestation?
- What is “food security”?
- How important is “food security”?

Choosing a topic for your paper

- Choosing a topic requires careful consideration;
as you are working in your own subject area, you
need to display a specialized knowledge that
show you have a deeper understanding of the
subject.

Read these steps, which describe the process of choosing a topic. Put them in the appropriate order by numbering them 1–8.

- ☐ Decide how practical it is to work on this topic.
- ☐ Find something in your subject area you are interested in.
- ☐ Summarize your project idea in one sentence.
- ☐ Decide how much you already know about the topic.
- ☐ Talk about your ideas.
- ☐ Think about a possible working title.
- ☐ Look for sources.
- ☐ Make a plan.

- 
- “Working title”: a title in the developmental stage of writing a project.
 - A more specific title will probably emerge before the final version of the project is completed.

Possible Answer

- 2, 7, 4, 1, 5, 6, 3, 8

Developing a topic

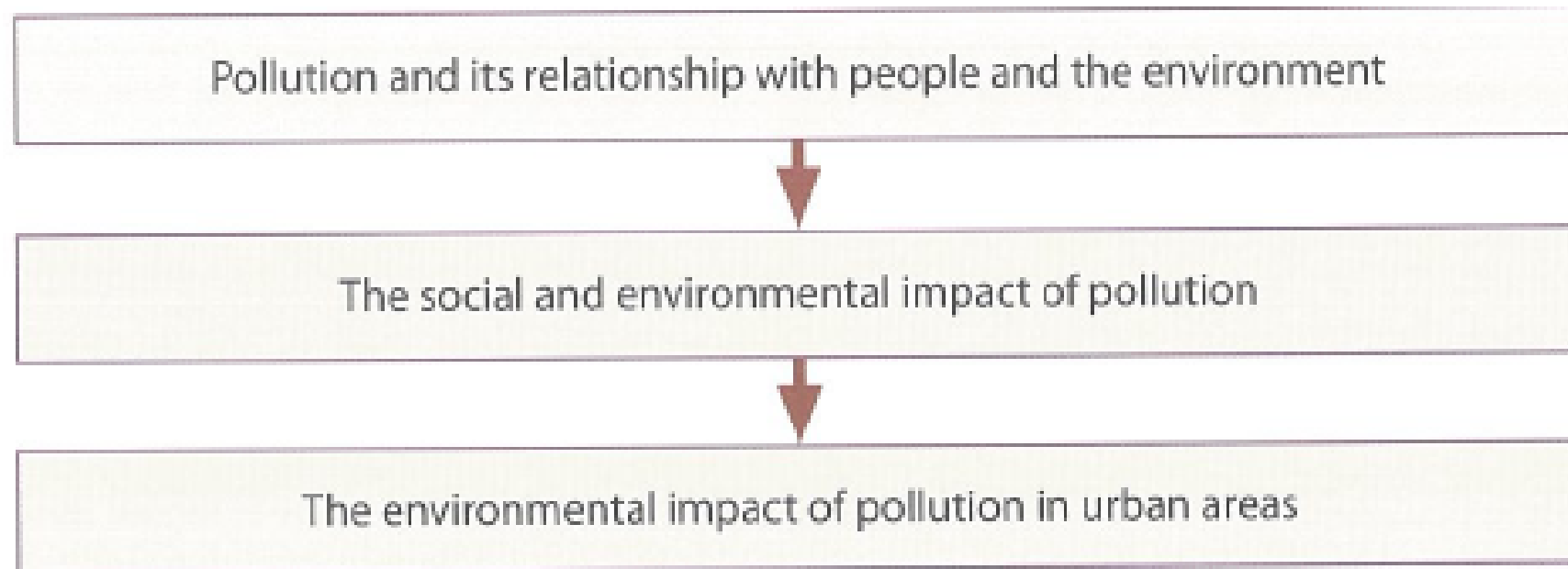
- Developing a specific focus will help you choose a suitable topic title and will inform your search for appropriate sources.

Look at the following essay titles. Write the numbers 1–9 where you think they should go in the table that follows, according to how general or specific each title is.

1. A comparative analysis of monetary policies in the USA and Japan during the crisis of 2008–2009
2. Why organic foods are better for the consumer
3. Three results of global warming in China
4. The causes of unemployment
5. The intelligence of intelligent buildings; evaluating current trends and examining what the future holds
6. The melting poles: the greatest danger from climate change
7. Herbal medicine and human health
8. The establishment of the Asian Currency Unit; a comparative analysis with the European Currency Unit
9. The Internet and marketing

Most general	General/specific	Most specific

A working title: flexible and developmental



Look at the titles. Decide why they are too general. Rewrite them to make them more specific.

- 1. Learning a second language
- 2. Organic food and health
- 3. The effect of technology on society

Project plan

What is your topic?

Why have you chosen this topic?

Key questions (what do you want to find out about this topic?)

What is your focus and/or working title?

Thesis statement

Specific title*

Planning your paper

Exercise

Complete sentences a–e with the correct endings 1–6. You will not use one of the endings.

- | | | |
|---|--------------------------|--|
| a. If I choose a topic that is too general, | <input type="checkbox"/> | 1. I might find it difficult to gather enough information. |
| b. If I choose a topic that is too specialized, | <input type="checkbox"/> | 2. it might be difficult to choose which information to use. |
| c. If I isolate one aspect of a general topic, | <input type="checkbox"/> | 3. my project will not be accessible to the average reader. |
| d. If I choose a topic I already know about, | <input type="checkbox"/> | 4. I will understand the information I use better. |
| e. If I display too much specialist knowledge, | <input type="checkbox"/> | 5. I can explore it in more depth. |
| | | 6. it will be difficult to establish a clear focus. |

General functions of the Title

- Summarizing the main text/the central idea
- Attracting the reader
- Facilitating the retrieval(检索)

linguistic features of the Title

- Using a phrase instead of a sentence
- Using more nouns, noun phrases, and gerunds

Writing requirements

- *Be brief and concise*, generally, no more than 20 words, 8 to 12 on average.
- It is not advisable to use decorative expressions in the title, such as
- “On the,” “Regarding,” “The Method of,” “Some thoughts on,”
- “Research of,” etc.

Writing requirements

- *Be Specific*
- Avoid questions
- Be Unified, “The design and *Preparing* of ...”
- Be Standard, terms known only to the writer should be avoided