How to Write Academic Style Titles

Summary: Typical scholarly titles for essays follow a very clear pattern. They consist of three distinct components, listed below. They should give the reader a good sense of what the scholarly paper's substance is, and therefore are best settled upon near the end of the essay-writing process.

Here are some examples of academic titles. What do they have in common?
"Female Consumerism and Household Authority in Early National New England"
"Strength through Joy: Consumerism and Mass Tourism in the Third Reich"
"Workers and the Wild: Conservation, Consumerism, and Labor in Oregon, 1910-30"
"Creating the New Egyptian Woman: Consumerism, Education and National Identity 1863-1922"
"The Poet in Society: Art, Consumerism, and Politics in Mallarme"
"Good Bye, Lenin!: Free-Market Nostalgia for Socialist Consumerism"

Academic Titles Have Three Parts
(A) A catchy "hook" that introduces the paper in a creative way: Buy Me a Date, Just Do It, or Is That a Horseshoe in Your Pocket?
(B) Specific keywords that identify the concepts the scholar will be exploring such as: consumerism, risk-taking, and male movie-star archetypes. This information often comes from the thesis statement.
(C) The "location" where those keywords will be explored such as: 21st century online dating, multiplayer video games, and cowboy western films. This information often comes from the thesis statement.

Put together, an academic-style title might sound like these:
1) Buy Me a Date: Consumerization and Theories of Social Interaction in 21st Century Online Dating Sites
2) Just Do It: Risk-Taking and Collaborative Learning Theory in Multiplayer Video Games

Formatting:
Main titles should be centered. Often, they need to be on two single spaced lines. Titles should not extend the full width of the page to be confused with text. Titles should be bold. All nouns in titles should have an initial capital letter. Example:

Creating the New Egyptian Woman:
Consumerism, Education and National Identity 1863-1922

Section Headings:
Section headings within writing are fairly easy. These short titles should follow the formatting rules above. Section titles should be directly related to the main idea or subject within the section. Keep these simple, but understandable for your reader. Example:

Educational Challenges

Conclusion Heading:
Conclusion headings should be simple. The best is, for example:

Conclusion