

## 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**