

become an author whose name is sought — this starts with good research and good titles.

Catchy title . . . but how?

Here are seven proven ways:

- (1) Adjectives are attractive.
- (2) Some keywords carry the passion of the time. Encountering them in titles excites the reader who is keen to keep up to date with the latest happenings in science.
- (3) Verbal forms (gerundive and infinitive) are more active and potent than strings of nouns connected by prepositions.
- (4) A shorter title is more attractive than a long one, and a general title is more attractive than a specific one.
- (5) Words that announce the unexpected, the surprising, or the refutation of something well established all fuel the curiosity of the reader.
- (6) Unusual words that belong to a different lexical field intrigue the reader.
- (7) Questions are great, but are often reserved for the few who have reached professorship or Nobel Prize status.

To make a title catchy, there is only one rule: catchy, yes; dishonest, no.



What do you think of your title? Does it have enough of the qualities mentioned here? Is your contribution featured at the head of your title? It is time to have a closer look.