

THE ROLE OF TITLE OF AN ESSAY: ACADEMIC WRITING VIA ANALYTICAL READING

One of the best ways of teaching academic writing is to acquaint students with the most effective samples of creative writing and teach them analytical reading. The purpose of the given research is to comment on the role of title in academic writing and to work out the ways of choosing an effective one for an essay.

To write an effective essay one should choose a relevant title which is one of the components of the written matter and its first sign that catches the readers' attention. The title either explicitly or implicitly expresses the writer's intention, purpose and concept.

First the title was considered as unimportant. In the course of time both the writer's and reader's attitude to it changed, and now it is perceived as an important component of an essay structure, which makes the essay effective and guarantees its success. Analysis of 63 essays by American and English authors [1] show that though being short, the title can be expressed by different syntactical patterns, e.g. by one word (T.Carew Hunt, Euthanasia), an imperative sentence (G.H.Carroll, Sing Out the Glory), a participial phrase (A.Dillard, Living Like Weasels), etc. Most of the titles clearly point out the issue to be considered in the essay. Some of them intrigue the recipient, as the ambiguity of the title may arouse various associations on the part of the reader. Others can create the effect of the so called erroneous expectancy provoking the appearance of the result which the reader didn't expect.

The title is a compressed, unrevealed subject matter of the essay. In a concise form it expresses the message of the essay and gives a clue to its understanding. But complete understanding of the title comes after reading the whole work perceived as a structural-semantic unity.

References

1. Christensen, J.A., Ham, Stephen G., Johnson, Alice A., and others. Building English Skills: Blue Level.– Evanston, Illinois: McDougal, Little & Company, 1977.
2. Clee, Paul, Radu-Clee, Violeta. American Dreams: Readings for Writers. – California: Mayfield Publishing Company. Mountain View, 1996.
3. Clouse, Barbara Fine. Patterns for Purpose. –N.Y.: McGraw-Hill Inc., 1995. – 460p.
4. DiYanni, Robert. Literature: Reading Fiction, Poetry, Drama and the Essay. – 4th Edition.–Boston: McGraw-Hill, 1998. – Pp. 1711-1882.
5. Drury Donald. Varieties of the essay. Traditional and modern. – Belmont Calif, 1968.
6. Essay Depot, free essays on a variety of topics. [http:// www.essaydepot.com](http://www.essaydepot.com)
7. McCuen, J.R., Winkler, A.C. From Idea to Essay: A Rhetoric, Reader, and Handbook: 2nd Edition.– Chicago: Science Research Associates, Inc., 1980.
8. Reinking, James A., Osten, Robert von der. Strategies for Successful Writing: A Rhetoric, Research Guide, Reader, and Handbook: Seventh Edition. – Upper Saddle River, New Jersey: Pearson Education Inc., 2005.
9. Rosa A., Eschholz P. Models for Writers: Short Essays for Composition. – New York: St. Martin's Press Inc., 1989.