Best Journal Submission Title Formats & When to Use Them

1. State the General Subject
   - These titles announce the general topic of your academic paper and include phrases, mostly composed of nouns, that clearly communicate the overall subject matter.
   - Examples:
     - Factors influencing the incidence of asthma in children.
     - The relationship between diet and heart disease.

2. State the Subtopic
   - Propose, mainly composed of nouns that clarify the general topic, followed by a colon or other non-alphabetic characters, and the subtopic. This structure is highly common.
   - Recommended use: a research paper, a clinical case, a rapid response, and short communication, and reviews.
   - Examples:
     - The role of vitamin D in bone health.

3. State Findings and Conclusions
   - These titles specify the main conclusion of your paper and usually include a full sentence that highlights key findings with study significance. An alternative format includes the overarching idea followed by a colon and a general description of the findings and its topic.
   - Recommended use: a research paper, a clinical case, a rapid response and short communication.
   - Examples:
     - New drug reduces the risk of stroke.
     - Long-term follow-up reveals promising results.

4. State Methodology
   - The title uses the methodology to obtain your findings. A typical title states the general topic, followed by a colon and a summary of the methodology used in the paper.
   - Recommended use: a research paper, a clinical case, a rapid response, and short communication, and reviews.
   - Examples:
     - A randomized controlled trial evaluates the effectiveness of a new asthma treatment.
     - An observational study assesses the association between exercise and heart rate variability.

5. Use Emotional Appeal or Wordplay
   - These titles incorporate wordplay to create interesting titles, however, some wordplay can be based on cultural reference or have a special meaning.
   - Recommended use: a research paper, a clinical case, a rapid response, and short communication, and reviews.
   - Examples:
     - Reaching new heights.
     - Blogging with a difference.