

Unit 12: Innovation

The Title

A good title catches your readers' attention and gives them a good idea of what they're going to read about in your text. There are a few rules for writing a good title in English:

1. The title should be brief, interesting, and a good preview of the text.
2. The title should be written in the same font as the rest of the text.
3. The first and last words and all other words in the title should be capitalized except:
 - articles (*a, an, the*)
 - short prepositions (*of, to, for, etc.*)
 - coordinating conjunctions (*and, but, or, so, etc.*)
 - the *to* in infinitives (*to live, etc.*)

A Evaluate the following titles and correct any capitalization mistakes.

1. the Importance of Proper Pet Care
2. *The Story of My Life*
3. Choosing the right cellular telephone for your lifestyle
4. Homework
5. Mistakes Some People Make When Caring for Their Elderly Parents with Health Problems in the Home or Nursing Facility
6. Having it All: Weight Loss Diets and Good Nutrition
7. Is There Life on Mars?
8. Learning About Life While Playing the Piano

B Write titles for the following:

- the text about air travel in Unit 7
- the text about the homeless man in Units 8–10
- your text about life lessons in Unit 11

Writing Tip

Many people choose to write the title last, after they have finished the rest of the text.

C Choose Topic A or B and write a three-paragraph text.

1. First, review Unit 11 and make a plan for your text.
2. Next, Review units 8–10 and write an introduction, body paragraph, and conclusion.
3. Review the rest of the units and then read your text carefully. Make sure you have used correct punctuation, compound and complex sentences to show relationships between ideas, and transitions so that your sentences flow smoothly.
4. Finally, write a title.

Topic A: Explain what you are doing now to prepare for your future.

Topic B: Compare your present life with the life you imagine for yourself in the future.