

Editorial 2

Titling the Scientific Manuscript is an Art

Well begun is half done. In addition to catching the eye of potential readers, the title is your first chance to make a good impression on reviewers and journal editors. The strongest title can increase the strength of the manuscript and ultimately can impress the peers and lead to more readers.¹ Title is the face of the scientific manuscript. Lots of great researches may go unnoticed just because the title is not catchy. Whether you are a born poet or still a relatively clunky scribe, crafting a compelling title for an article takes creativity and concentration.² Success of the manuscript lies in its after-publishing usage. If the authors want their published article to be noticed by a large population, it has to be something new, innovative, interesting and useful that can automatically attract the readers in and around of the potential field. Your title is likely to be the only thing readers see in a list of search results.³ Strong titles have three elements: Keywords, Emphasis and Impact.³ Keywords are the terms that describe the topic of your article. Emphasis is the most important aspect of your article which must be prominently included in the title. Add impact to your title by indicating what is novel or innovative about the results, or how your work will affect the field.³



There is an interesting study done by Paiva et al⁴ which indicates how the titles can affect the success of the article. They found that the short-titled articles had higher viewing and citation rates than those with longer titles. Titles containing a question mark, specific geographical region, and that used a colon or a hyphen were associated with a lower number of citations. Articles with results-describing titles were cited more often than those with methods-describing titles. After multivariate analysis, only a low number of characters and title typology remained as predictors of the number of citations. However, not always the short titles help. I personally think that every word of the title must contribute significantly to describe the manuscript. Keep the keywords ready that best describe the manuscript before developing the title and arrange them beautifully with minimum use of supporting phrases. Unnecessary and nonspecific words may reduce the strength of the title. The title may include type of research, research area, concluding result and method (if interesting and different). The title should give the insight of the manuscript with a meticulous and precise arrangement of the words. At any given point of the manuscript, while reading, if the reader can relate back to the title I consider it as the best title.

Here are some tips to make the title strong. Try placing the important information first, and being specific about any relationships (e.g. 'increases' rather than 'affects'). Make a statement rather than using weak phrases like 'Evaluation of efficacy of...'. Revise the sentence and rearrange the words to remove extra words that detract the title's impact. Place the most important terms at the beginning and end of the title, as they will stand out to a reader who is skimming a table of contents.¹ Do not be too broad or vague. Do not use abbreviations, filler phrases and humor. Do not use wordy filler phrases like 'a study on' and 'the effects of.' Do not let your title become too long.³ Do not oversell your manuscript by using the terms, such as 'novel' or 'new', unless you are absolutely sure no one has published anything similar. Do not try to add 'fancy words or rhymes' to make the title attractive as the reader may feel that the author is not serious about the content of the manuscript. These terms are red-flags for reviewers and editors.¹ Following such simple tips, one can make the title catchy, attractive, readable and useful. Careful creation of the title, thus, is an integral part of the manuscript and should not be overlooked at all.

This issue contains three research articles including: (1) Shear bond strength of composite resin to enamel under various saliva contaminated conditions, (2) Correlation between combined width of maxillary anterior teeth with interpupillary distance and intercommissural width, and (3) Prevalence of dentulism and edentulism in Malwa region of India. The case reports are highlighting prosthodontic management of: (1) Subtotal maxillectomy, (2) Esthetic treatment with Andrew's bridge and (3) Lateral midfacial defect combined with hemimandibulectomy.

Happy Reading!

REFERENCES

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