

## **To Dear Authors(4)**

### **----What Should You Pay Attention To For Designing The Title of A Paper?**

Title is the core, commander in chief and soul of a paper. It is the beginning where readers try to know and understand a paper. It is also the starting point for editors to evaluate significance of the chosen topic. Therefore, title is the direct expression of chosen topic, the problem that the author is trying to investigate and theme of a paper. A lot of titles sent to us are ambiguous or obscure so that it can't convey theme of the paper precisely. Furthermore, it makes negative influence to judgments of editors greatly and assessment of the paper. So, we would like to remind authors:

First, you must be very careful with every single word of your title in order to make sure your title expresses the theme of the paper precisely and it is a summary of the core content.

Second, the language used in the title must be clear and concise. It must be easy for readers to get the theme of the paper and understand the problem writer tries to solve easily.

Third, the wording must be creative and exquisite so that it can show the value of paper and appeal readers effectively.