

Dijah Aju Pramesti, A PRELIMINARY STUDY ON THE TITLES IN THE COVER STORY COLUMN EDITIONS 1 TO 12 VOLUME XVIII IN DIALOGUE ENGLISH MAGAZINE. English Language Education Programme, Department of Language and Arts Education, Faculty of Teacher Training and Education, Sanata Dharma University, Yogyakarta, 1995.

ABSTRACT

A title plays an important role in determining whether a reader-to-be is going to read the article or not. Therefore, a title has to be good. A good title should have a verb in it, should be brief enough to put across the message clearly, should be interesting, should be telegraphic, should arouse the reader's curiosity and should offer news or information to the reader.

This study was an attempt to answer the following questions: 1) Do the titles in the COVER STORY column in editions 1 to 12 volume XVIII meet certain standard requirements of good titles? 2) Do readers find the titles easy to understand?

By solving those two questions it was expected that a better understanding of what a good title is could be gained. It was also expected that by this research the editors of Dialogue magazine could understand the expectations of the Dialogue's readers.

The questionnaires were distributed to the Semester I of Extension Course students of the University of Sanata Dharma. The collected data, then, were analyzed based upon the requirements proposed by some authors.

The questionnaires showed that the students' opinion was more or less the same with the existing criteria. This shows that such criteria are valid.