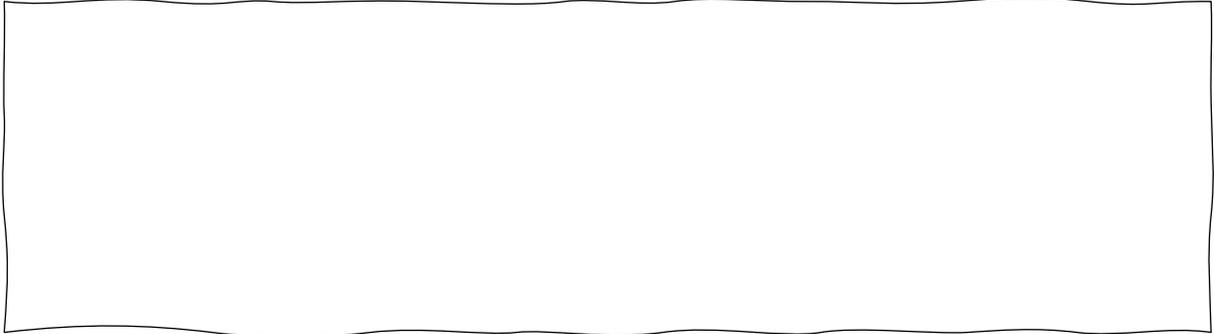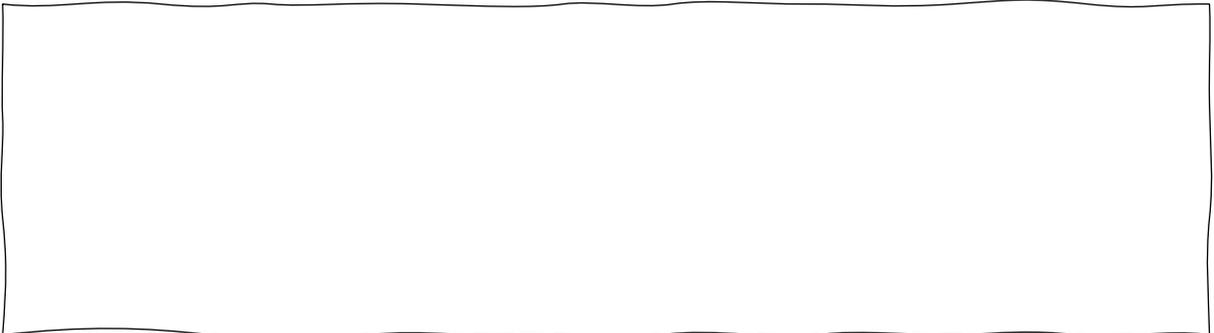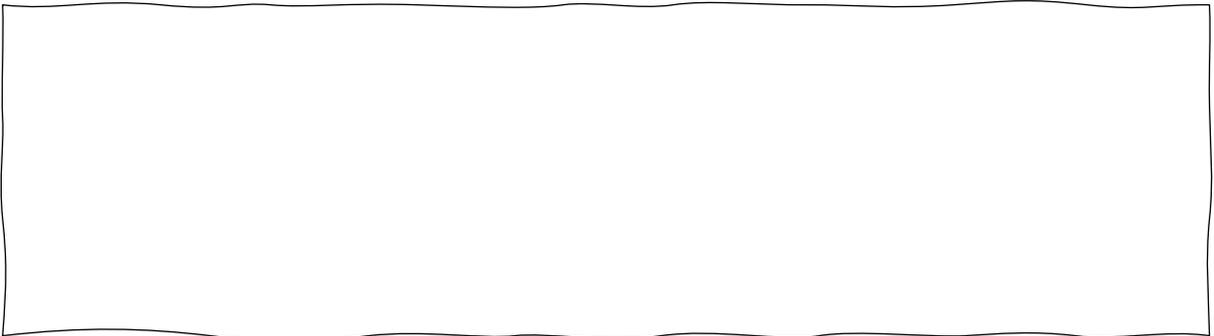1. **The title-writing process**

2. **Tips on writing titles**

3. **Writing subtitles**

4. **Capitalize titles**