


Descriptive Headings

Creating headings & sub-headings that quickly & accurately describe each section's contents for a busy, interrupted reader


1



Effective Headings—*rationale*

- Divides message into logical sections
- Reveals message's key ideas visually
- Indicates each section's
 - content
 - relationship to rest of message
- Facilitates
 - rapid, accurate reading & understanding
 - rapid, accurate re-visiting of key ideas

2



Effective headings—*components*

- Precise, concise, phrase describing that section's
 - content
 - relationship to the rest of the message
- Parallel (grammatically) to all other headings of the same level //
- (Often) followed up by a short, introductory statement to the section

3



Sample headings 1a–basic

- Problem
- Solution
- Costs
- Action plan
- Qualifications

4



Sample 1b–descriptive

- Team discipline problem
- ~~A change in leadership is necessary~~ // Leadership change solution
- Structural and money costs
- 6 week training schedule
- Public and professional evidence

5



Sample 1c–level 2

Team Discipline Problem

For the past year, team performance has been undermined by two core problems:

Double standard for elite players

Elite players are not held to the same conduct standards as (etc.)

Serious infractions unpunished

Serious infractions often go unpunished for several ...

6



Sample 2a-basic

Features of a well-organized kitchen

- Layout
- Appliances
- Electrical outlets
- Well-stocked
- Lighting
- Utensils

7



Sample 2b-descriptive

Features of a well-organized kitchen cont'd

- Efficient counter/cupboard layout
- Coordinated appliances
- Task-positioned services:
 - Electrical outlets
 - Lighting
 - Appliance layout
- Convenient utensils placement

8



Sample 2c-basic

Concert description

- Sound
- Ambience
- Repertoire
- Choreography
- Comfort
- Cost

9



Sample 2c-make descriptive

Concert description...modify each below

Sound

Ambience

Repertoire

Choreography

Comfort

Cost

10
