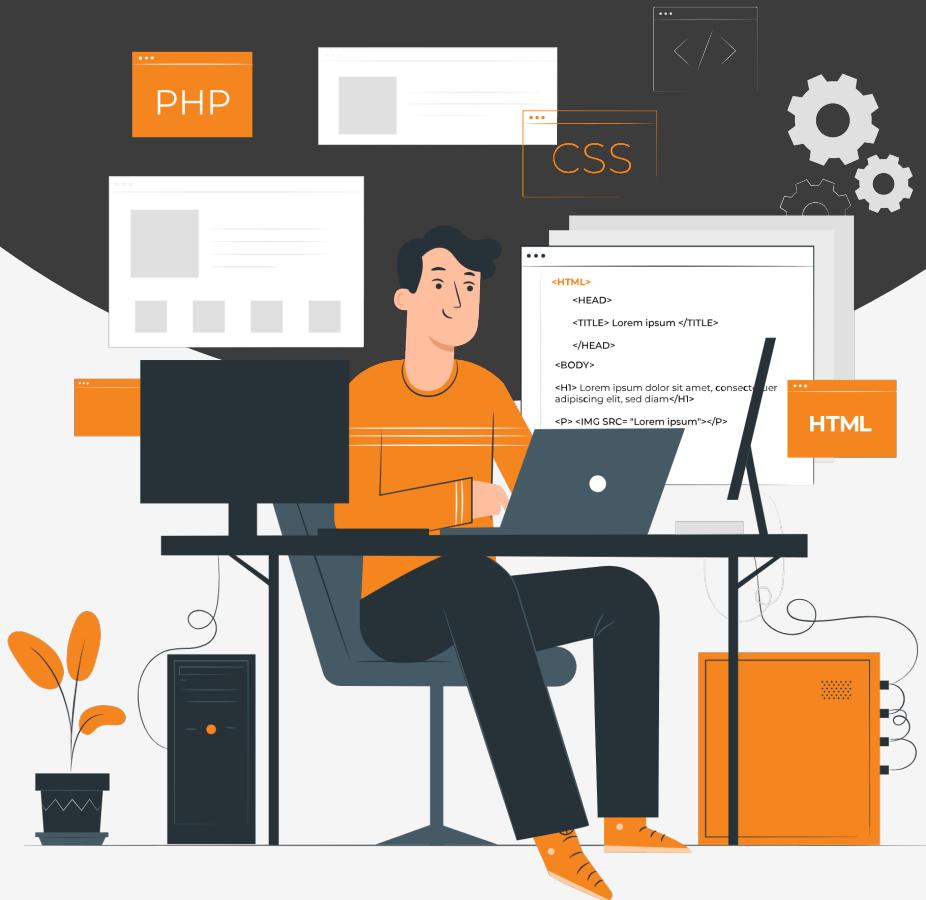


Lesson:

Under Standing Formatting Tag



UnderStanding Formatting Tag

When creating a web page, you not only want to share information but also make it visually appealing and easy to read. HTML provides a set of formatting tags that allow you to apply various styles and formatting options to your content. These formatting tags help you emphasize important elements, create headings, add line breaks, and more.

Formatting tags in HTML are special tags that serve different purposes when it comes to formatting and structuring the content of your web page. They work alongside other HTML tags to define the appearance and organization of text and other elements.

By using formatting tags, you can enhance the visual presentation of your content and make it stand out. Here are some commonly used formatting tags in HTML:

- ** Tag:**

The **** tag is a non-semantic tag used to make the enclosed text appear in a bold font weight. It is primarily used for presentational purposes to visually highlight certain words or phrases within a paragraph.

However, it's important to note that while the **** tag visually makes text bold, it doesn't impart any additional semantic meaning to the content it encloses. This means that when a screen reader is used to interpret the webpage for a blind person, the distinction between the bolded text and the rest of the content might not be clear. Let's consider an example to illustrate this point:

Imagine a web page that uses the following sentence: "Please be cautious when crossing the road." Now, if the **** tag is applied to the word "cautious" like this: "Please be **cautious** when crossing the road," a sighted person can see the visual emphasis on "cautious." However, when a blind person uses a screen reader to navigate the page, the screen reader might read the sentence aloud without any change in tone or emphasis on the word "cautious."

This is where semantic tags like the **** tag come into play. When the same sentence is marked up with the **** tag: "Please be **cautious** when crossing the road," the screen reader understands that the word "cautious" is not only visually emphasized but also carries a higher level of importance in the context. As a result, the screen reader can adjust its tone or speed to convey the significance of the word to the blind user.

In modern web development, accessibility is a critical consideration. By using semantic tags like **** instead of purely presentational tags like ****, you're not only enhancing the visual appearance of your content but also ensuring that it's effectively conveyed to all users, including those who rely on assistive technologies like screen readers.

JavaScript

```
<p>This is a <b>bold</b> word.</p>
```

This is a **bold** word.

- ** Tag:**

The `` tag is a semantic tag used to indicate strong importance or emphasis. It visually makes the enclosed text bold and also carries semantic meaning, signaling to both users and search engines that the content within the tag is of significant importance. It is particularly useful for highlighting keywords, critical information, or important sections of the content.

JavaScript

```
<p>This is an example of <strong>strongly emphasized</strong>  
text.</p>
```

This is an example of **strongly emphasized** text.

- **<i> Tag:**

The `<i>` tag is a non-semantic tag used to make the enclosed text appear in an italicized font style. It is typically used for presentational purposes to provide visual emphasis or to differentiate specific words or phrases from the surrounding text. However, it's important to recognize that the `<i>` tag doesn't introduce any supplementary semantic context to the enclosed content.

For a deeper understanding, let's delve into a scenario involving a blind individual utilizing a screen reader to explore a webpage. If the `<i>` tag is utilized to italicize a segment of text—such as transforming "This point is `<i>`crucial`</i>` to understand"—sighted users will perceive the stylized "crucial." Nonetheless, when the screen reader vocalizes this sentence to a blind user, there might be no audible indication of the emphasis on the word "crucial."

This accessibility concern leads us to consider semantic tags, specifically the `` tag. By substituting the `<i>` tag with the `` tag in the same sentence—"This point is ``crucial`` to understand"—the screen reader discerns that the word "crucial" bears not only visual emphasis but also substantive significance in the content. This empowers the screen reader to modulate its tone or pace to convey the word's importance to the blind user.

Within the contemporary landscape of web development, accessibility is paramount. While the `<i>` tag fulfills stylistic objectives, the adoption of semantic tags like `` goes beyond visual aesthetics. It ensures effective communication with all users, particularly those reliant on assistive tools such as screen readers. This integration of meaningful semantics and style results in a richer user experience that accommodates diverse audiences.

JavaScript

```
<p>This is an <i>italicized</i> word.</p>
```

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JavaScript

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JavaScript

```
<p>This is an <i>italicized</i> word.</p>
```

This is an *italicized* word.

- ** Tag:**

The `` tag is a semantic tag used to indicate emphasis. It italicizes the enclosed text and also carries semantic meaning, signifying that the content within the tag is emphasized within the context of the document. It is useful for denoting emphasis on words or phrases, such as introducing new terms or emphasizing key points.

```
JavaScript
```

```
<p>This is an example of <em>emphasized</em> text.</p>
```

This is an example of **strongly emphasized** text.

- **<mark> Tag:**

The `<mark>` tag is a non-semantic tag used to highlight or mark specific sections of text within the content. It is typically rendered with a background color to visually distinguish the marked text. This tag is useful for drawing attention to important or relevant information, such as search terms or key findings within a document.

```
JavaScript
```

```
<p>This is <mark>highlighted</mark> text.</p>
```

This is **highlighted** text.

- **<small> Tag:**

The `<small>` tag is a non-semantic tag used to decrease the font size of the enclosed text, making it appear smaller than the surrounding text. It is often used to indicate secondary or fine-print information, such as disclaimers, copyright notices, or footnotes.

```
JavaScript
```

```
<p>This is some <small>smaller text</small> within a paragraph.</p>
```

This is some smaller text within a paragraph.

- ** Tag:**

The `` tag is a non-semantic tag used to indicate deleted or removed text within the content. It typically renders the enclosed text with a strikethrough line. This tag is useful for displaying edited or outdated content, highlighting revisions, or presenting alternative information.

```
JavaScript
```

```
<p>This is deleted text.</p>
```

This is ~~deleted~~ text.

- **<ins> Tag:**

The `<ins>` tag is a non-semantic tag used to indicate inserted or added text within the content. It typically underlines the enclosed text to visually distinguish it as new or recently added. This tag is often used in collaborative editing environments, version control systems, or when presenting changes or updates.

```
JavaScript
```

```
<p>This is inserted text.</p>
```

This is inserted text.

- **<sub> Tag:**

The `<sub>` tag is a non-semantic tag used to render text as subscript, positioning it slightly below the normal text baseline. It is commonly used for displaying chemical formulas, mathematical equations, or footnotes. It is particularly useful for denoting subscripts or smaller characters in mathematical or scientific notations.

```
JavaScript
```

```
<p>H2O</p>
```

H₂O

- **<sup> Tag:**

The `<sup>` tag is a non-semantic tag used to render text as superscript, positioning it slightly above the normal text baseline. It is often used for displaying exponents, mathematical notations, or footnotes. It is particularly useful for denoting superscripts or smaller characters in mathematical or scientific notations.

```
JavaScript
```

```
<p>E = mc<sup>2</sup></p>
```

$$E = mc^2$$

- **<s> Tag:**

The `<s>` tag is a non-semantic tag used to render text with a strikethrough line, indicating that it is no longer valid, relevant, or accurate. It is typically used for displaying content that has been deprecated, crossed out, or should be ignored.

```
JavaScript
```

```
<p>This is no longer relevant information.</p>
```

This is ~~no longer relevant~~ information.

- **<big> Tag:**

The `<big>` tag, although part of earlier HTML versions, is no longer recommended for use as it has been deprecated. It was used to increase the font size of the enclosed text, making it larger than the surrounding text. Instead, it is recommended to use CSS (Cascading Style Sheets) to control font sizes and achieve the desired visual effects.

```
JavaScript
```

```
<p>This is <big>large text</big> within a paragraph.</p>
```

This is **large text** within a paragraph.