### 4.1.2 Links

Console markup can output hyperlinks with the following syntax: `[link=URL]text[/link]`. Here's an example:

```
print("Visit my [link=https://www.willmcgugan.com]blog[/link]!")
```

If your terminal software supports hyperlinks, you will be able to click the word "blog" which will typically open a browser. If your terminal doesn't support hyperlinks, you will see the text but it won't be clickable.

### 4.1.3 Escaping

Occasionally you may want to print something that Rich would interpret as markup. You can *escape* a tag by preceding it with a backslash. Here's an example:

```
>>> from rich import print
>>> print(r"foo\[bar]")
foo[bar]
```

Without the backslash, Rich will assume that `[bar]` is a tag and remove it from the output if there is no "bar" style.

> ℹ **Note**
>
> If you want to prevent the backslash from escaping the tag and output a literal backslash before a tag you can enter two backslashes.

The function `escape()` will handle escaping of text for you.

Escaping is important if you construct console markup dynamically, with `str.format` or f strings (for example). Without escaping it may be possible to inject tags where you don't want them. Consider the following function:

```
def greet(name):
    console.print(f"Hello {name}!")
```

Calling `greet("Will")` will print a greeting, but if you were to call `greet("[blink]Gotcha![/blink]")` then you will also get blinking text, which may not be desirable. The solution is to escape the arguments:

```
from rich.markup import escape
def greet(name):
    console.print(f"Hello {escape(name)}!")
```

### 4.1.4 Emoji

If you add an *emoji code* to markup it will be replaced with the equivalent unicode character. An emoji code consists of the name of the emoji surrounded be colons (:). Here's an example:

```
>>> from rich import print
>>> print(":warning:")
```

Some emojis have two variants, the "emoji" variant displays in full color, and the "text" variant displays in monochrome (whatever your default colors are set to). You can specify the variant you want by adding either *"-emoji"* or *"-text"* to the emoji code. Here's an example: