In this chapter we focus on how to add markup to the text that appears on your pages. You will learn about:

**Structural markup:** The elements that you can use to describe both headings and paragraphs.

Paragraph Tag:

<p>

To create a paragraph surround the words that make up the paragraph with an opening <p> tag and closing </p> tag.

By default, a browser will show each paragraph on a new line with some space between it and any subsequent paragraphs.

Bold & Italic

<b>

By enclosing words in the tags <b> and </b> we can make characters appear bold.

The <b> element also represents a section of text that would be presented in a visually different way (for example key words in a paragraph) although the use of the <b> element does not imply any additional meaning.

<i>

By enclosing words in the tags <i> and </i> we can make characters appear italic.

The <i> element also represents a section of text that would be said in a different way from surrounding content — such as technical terms, names of ships, foreign words, thoughts, or other terms that would usually be italicized.

Superscript & Subscript

<sup>

The <sup> element is used to contain characters that should be superscript such as the suffixes of dates or mathematical concepts like raising a number to a power such as 22.

<sub>

The <sub> element is used to contain characters that should be subscript. It is commonly used with foot notes or chemical formulas such as H20.

White Space

When the browser comes across two or more spaces next to each other, it only displays one space. Similarly if it comes across a line break, it treats that as a single space too. This is known as white space collapsing.

Line Breaks & Horizontal Rules

<br />

if you wanted to add a line break inside the middle of a paragraph you can use the line break tag <br />.

<hr />

To create a break between themes — such as a change of topic in a book or a new scene in a play — you can add a horizontal rule between sections using the <hr /> tag.

There are a few elements that do not have any words between an opening and closing tag. They are known as empty elements and they are written differently.

An empty element usually has only one tag. Before the closing angled bracket of an empty element there will often be a space and a forward slash character. Some web page authors miss this out but it is a good habit to get into.

There are some text elements that are not intended to affect the structure of your web pages, but they do add extra information to the pages — they are known as semantic markup.

**Semantic markup:**  Which provides extra information; such as where emphasis is placed in a sentence, that something you have written is a quotation (and who said it), the meaning of acronyms, and so on.

The reason for using these elements is that other programs, such as screen readers or search engines, can use this extra information. For example, the voice of a screen reader may add emphasis to the words inside the <em> element, or a search engine might register that your page features a quote if you use the <blockquote> element.

Strong & Emphasis

<strong>

The use of the <strong> element indicates that its content has strong importance. For example, the words contained in this element might be said with strong emphasis.

By default, browsers will show the contents of a <strong> element in bold.

<em>

The <em> element indicates emphasis that subtly changes the meaning of a sentence.

By default browsers will show the contents of an <em> element in italic.

Quotations

<blockquote>

The <blockquote> element is used for longer quotes that take up an entire paragraph. Note how the <p> element is still used inside the <blockquote> element.

Browsers tend to indent the contents of the <blockquote> element, however you should not use this element just to indent a piece of text — rather you should achieve this effect using CSS.

<q>

The <q> element is used for shorter quotes that sit within a paragraph. Browsers are supposed to put quotes around the <q> element, however Internet Explorer does not — therefore many people avoid using the <q> element.

Both elements may use the cite attribute to indicate where the quote is from. Its value should be a URL that will have more information about the source of the quotation.

Abbreviations & Acronyms

<abbr>

If you use an abbreviation or an acronym, then the <abbr> element can be used. A title attribute on the opening tag is used to specify the full term.

In HTML 4 there was a separate <acronym> element for acronyms. To spell out the full form of the acronym, the title attribute was used (as with the <abbr> element above). HTML5 just uses the <abbr> element for both abbreviations and acronyms.

Citations & Definitions

When you are referencing a piece of work such as a book, film or research paper, the <cite> element can be used to indicate where the citation is from.

The <dfn> element is used to indicate the defining instance of a new term.

Author Details

<address>

The <address> element has quite a specific use: to contain contact details for the author of the page.

Changes to Content

<ins>

<del>

The <ins> element can be used to show content that has been inserted into a document, while the <del> element can show text that has been deleted from it.

The content of a <ins> element is usually underlined, while the content of a <del> element usually has a line through it.

<s>

The <s> element indicates something that is no longer accurate or relevant (but that should not be deleted).