In a Jupyter Notebook, you can use Markdown to format text in various ways within a Markdown cell. Here's a guide on some common Markdown formatting:

**1. Headings**

* Use # for headings. More # symbols create smaller headings.

# Heading 1

## Heading 2

### Heading 3

**2. Bold and Italic**

* **Bold:** Wrap text in double asterisks (\*\*) or double underscores (\_\_).

\*\*This is bold text\*\*

\_\_This is also bold text\_\_

* *Italic:* Wrap text in single asterisks (\*) or single underscores (\_).

\*This is italic text\*

\_This is also italic text\_

* **Bold and Italic:** Combine three asterisks (\*\*\*) or three underscores (\_\_\_).

\*\*\*This is bold and italic\*\*\*

**3. Lists**

* **Unordered List:** Use dashes (-), plus signs (+), or asterisks (\*).

- Item 1

- Item 2

- Subitem 1

- Subitem 2

* **Ordered List:** Use numbers followed by a period.

1. First item

2. Second item

1. Subitem 1

2. Subitem 2

**4. Links**

* Inline link:

[OpenAI](https://www.openai.com)

* Reference link:

[OpenAI][1]

[1]: https://www.openai.com

**5. Images**

* Similar to links, but with an exclamation mark (!) in front.

![Alt text](https://www.example.com/image.jpg)

**6. Blockquotes**

* Use the greater than symbol (>).

> This is a blockquote.

**7. Code**

* **Inline code:** Wrap text in backticks (`).

Here is some `inline code`.

**8. Horizontal Line**

* Use three or more hyphens (---), asterisks (\*\*\*), or underscores (\_\_\_).

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**9. Tables**

* Use pipes (|) to separate columns and hyphens (-) to create the header row.

| Header 1 | Header 2 |

|----------|----------|

| Row 1 | Data 1 |

| Row 2 | Data 2 |

**10. Math Equations**

* Use dollar signs ($) for inline math and double dollar signs ($$) for block math.

Inline equation: $E = mc^2$

Block equation:

$$

E = mc^2

$$

These Markdown elements can be combined to create rich, formatted documents within your Jupyter Notebook cells. To create a Markdown cell, change the cell type from "Code" to "Markdown" using the dropdown menu or by pressing Esc followed by M.