

Chapter 2: Text (HTML Basics)

Introduction

- **HTML Markup:** Tags are added to page content to provide meaning and structure, enabling browsers to display content appropriately.
- **Focus:** This chapter covers **structural markup** (e.g., headings, paragraphs) and **semantic markup** (e.g., emphasis, quotations, acronyms).

Structural Markup

- **Headings** (<h1> to <h6>):
 - Six levels of headings; <h1> is the main heading (largest), <h6> is the smallest.
 - Used to organize content hierarchically (e.g., main headings, subheadings).
 - Browser display size varies; customizable with CSS.
 - Example: <h1>Main Heading</h1>, <h2>Subheading</h2>.
- **Paragraphs** (<p>):
 - Surround text with <p> and </p> tags to create a paragraph.
 - Browsers display paragraphs on new lines with spacing between them.
 - Example: <p>A paragraph consists of one or more sentences.</p>.
- **Line Breaks & Horizontal Rules:**
 -
: Adds a line break within a paragraph (empty element).
 - * Example: <p>The Earth
gets heavier.</p> results in a line break.
 - <hr />: Creates a horizontal rule to separate content (empty element).
 - * Example: <hr /> between paragraphs indicates a thematic break.
- **White Space:**
 - Browsers collapse multiple spaces or line breaks into a single space (white space collapsing).
 - Developers use indentation for readable code, which doesn't affect display.
 - Example: Multiple spaces in <p>The moon is drifting away.</p> display as one.

Semantic Markup

- **Bold & Italic:**
 - : Makes text bold, often for visual distinction (e.g., key features).
 - * Example: bold displays as **bold**.
 - <i>: Makes text italic, used for technical terms, foreign words, etc.
 - * Example: <i>Solanum tuberosum</i> displays as *Solanum tuberosum*.
 - Note: These tags don't inherently add meaning; use or for semantic emphasis.
- **Strong & Emphasis:**

- ****: Indicates strong importance, displayed in bold.
 - * Example: `Beware:` emphasizes urgency.
- ****: Indicates subtle emphasis, displayed in italic, altering sentence meaning.
 - * Example: `Ivy` in “I think `Ivy` was the first” stresses “Ivy”.
- **Superscript & Subscript**:
 - **<sup>**: For superscript (e.g., dates, exponents like 2²).
 - * Example: `th` in “4`th`” displays as 4th.
 - **<sub>**: For subscript (e.g., chemical formulas like H₂O).
 - * Example: `₂` in “CO`₂`” displays as CO₂.
- **Quotations**:
 - **<blockquote>**: For long quotations, often indented, with optional `cite` attribute for source.
 - * Example: `<blockquote cite="URL"><p>Quote text</p></blockquote>`.
 - **<q>**: For short inline quotations, often displayed with quotes.
 - * Example: `<q>Some people talk to animals.</q>`.
- **Abbreviations & Acronyms (<abbr>)**:
 - Used for abbreviations and acronyms with a `title` attribute for full term.
 - Example: `<abbr title="Professor">Prof</abbr>` displays “Prof” with tooltip “Professor”.
 - Note: HTML5 uses `<abbr>` for both; HTML4 had separate `<acronym>`.
- **Citations & Definitions**:
 - **<cite>**: References works (e.g., books, films), displayed in italics.
 - * Example: `<cite>A Brief History of Time</cite>`.
 - **<dfn>**: Marks the defining instance of a term, sometimes italicized.
 - * Example: `<dfn>black hole</dfn>` highlights the terms definition.
- **Author Details (<address>)**:
 - Contains contact details for the pages author (e.g., email, physical address).
 - Displayed in italics by browsers.
 - Example: `<address><p>homer@example.org</p></address>`.
- **Changes to Content**:
 - **<ins>**: Shows inserted content, usually underlined.
 - * Example: `<ins>best</ins>` in “the `<ins>best</ins>` idea”.
 - ****: Shows deleted content, usually with a strikethrough.
 - * Example: `worst` in “the `worst` idea”.
 - **<s>**: Indicates outdated or irrelevant content, displayed with strikethrough.

* Example: `<s>Was $995</s>` for a price reduction.

Visual Editors & Code Views

- **Visual Editors:** Resemble word processors (e.g., Dreamweaver, CMS).
 - Features: Select headings via dropdowns, bold/italic via buttons, paragraphs via Enter key.
 - Avoid copying from formatted programs (e.g., Word) to prevent extra markup; use plain text editors first.
- **Code Views:** Show raw HTML for manual editing, often with added white space for readability.
 - Activated via HTML button or angled brackets icon.

Example HTML Page

```
<html>
  <head>
    <title>Text</title>
  </head>
  <body>
    <h1>The Story in the Book</h1>
    <h2>Chapter 1</h2>
    <p>Molly had been staring out of her window for about an hour now.
      On her desk, lying between the copies of <i>Nature</i>, <i>New
      Scientist</i>, and all the other scientific journals her work
      had appeared in, was a well thumbed copy of <cite>On The Road</
      cite>. It had been Molly's favorite book since college, and the
      longer she spent in these four walls the more she felt she
      needed to be free.</p>
    <p>She had spent the last ten years in this room, sitting under a
      poster with an Oscar Wilde quote proclaiming that <q>Work is the
      refuge of people who have nothing better to do</q>. Although
      many considered her pioneering work, unraveling the secrets of
      the llama <abbr title="Deoxyribonucleic acid">DNA</abbr>, to be
      an outstanding achievement, Molly <em>did</em> think she had
      something better to do.</p>
  </body>
</html>
```

- **Description:** Demonstrates structural (`<h1>`, `<h2>`, `<p>`) and semantic (`<cite>`, ``, `<abbr>`, `<q>`, `<i>`) markup.

Summary

- **Structural Markup:** Defines page structure (e.g., `<h1>`, `<p>`).
- **Semantic Markup:** Adds meaning (e.g., ``, `<cite>`, `<abbr>`), aiding accessibility (screen readers) and search engines.
- **Purpose:** Use semantic elements for meaning, not just visual styling, to enhance content understanding by browsers and other tools.