

The mathematical formatting does not suit plan text:

$$\textit{This is plan text in math mode.} \tag{1}$$

You have to switch back to text mode inside the math environment:

$$\text{This is plan text in math mode.} \tag{2}$$

This can be useful in equations incorporating comments, explanations, etc. :

$$f(x) = \left\{ \begin{array}{l} 1 \text{ if } x \text{ is odd,} \\ 0 \text{ if } x \text{ is even.} \end{array} \right. \tag{3}$$