* Strings are collections of text that the computer treats as a single piece of data.
* A string can be any length and contain any letters, numbers, symbols, or spaces surrounded by quotation marks.
* In order to include certain characters inside strings we have to use escape sequences.
* An *operator* is a character that performs a task in our code.
* We can use the concatenation operator (.) to combine two strings into one.
* Variables are a fundamental programming concept which allow us to easily reuse data in our code.
* We declare a variable using the dollar sign ($) followed by the variable name and then use the assignment operator (=) to give it a value.
* PHP has variable parsing which allows us to include variables directly in our strings.
* Once a variable has been assigned, we can change its value. This is called reassignment.
* We can create an alias for a variable, instead of just a copy, using the reference assignment operator (=&).
* Operations to the right of the assignment operator will be evaluated before assignment takes place.
* The concatenating assignment operator (.=) is a shorthand notation for reassigning a string variable to its current value appended with another string value.