TEXT FORMATING ELEMENTS

Tag	Purpose	Example	Output
\	Bold text (presentational)	\Bold Text\	**Bold Text**
\<i>	Italic text (presentational)	\<i>Italic Text\</i>	*Italic Text*
\<u>	Underlined text (presentational)	\<u>Underlined Text\</u>	Underlined Text
\	Important text (semantically bold)	\Important\	**Important**
\	Emphasized text (semantically italic)	\Emphasized\	*Emphasized*
\<mark>	Highlighted text	\<mark>Highlighted\</mark>	Highlighted
\<small>	Smaller text	\Smaller Text\	Smaller Text
\<del>	Deleted text (strikethrough)	\~~Deleted\~~	~~Deleted~~
\<ins>	Inserted text (underlined)	\<ins>Inserted\</ins>	Inserted
\<sub>	Subscript text	H_{2\}O	H_2O
\<sup>	Superscript text	E = mc\^{2\}	$E = mc^2$