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You can use <<\latex>>...<<latex\>> or <<(latex>>...<<latex\>> to directly insert LaTeX code into your script; for example, you could use <<(latex>>\LaTeX<<latex\>> to obtain the LaTeX logogram. Observe we wrote <<(latex>>\LaTeX\\<<latex\>> here (instead of <<(latex>>\LaTeX\\<\latex\>>) in order to preserve the space between the logogram itself and the word 'logogram'—MKTS will not intervene to make that happen automatically, as a careful, scientific study has demonstrated that this problem—preserving spaces follow-xxx

ing commands in a general way that does not rely on parsing <<(latex>>\LaTeX\\<<latex)>> source and is not going to muck with very deep <<(latex>>\TeX\\<<latex)>> internals—is NP-complete.

Another potential use is to COLORIZE! your text, here done by inserting

<<(latex>>\\color\red\<<latex)>>
COLORIZE!

<<(latex>>\<<latex)>>

(with or without the line breaks) into the script.