

HTML

What is a tag? Tags help us convey our text's purpose

```
<title>This text is a title</title>
```

```
<p>This text is a paragraph.</p>
```

```
<article>
```

```
<p>My article's first paragraph.</p>
```

```
<p>Second paragraph.</p>
```

```
</article>
```

HTML

What is an attribute?