XML is .....

- eXtensible Markup Language
- It is a markup language
- Here is some text marked-up with XML:

  ‣ `<character>`
  `<firstName>`**Mickey**`</firstName>`
  `<surname>`**Mouse**`</surname>`
  `</character>`

no style please

- **XML** does not contain information about style
- rather - it labels the data it contains with meaningful name
- element names are case Sensitive
- **FirstName** is different from **firstname**