

XML is

- e**X**tensible **M**arkup **L**anguage
- It is a markup language
- Here is some text marked-up:
 - `<character>`
 `<firstName>Mickey</firstName>`
 `<surname>Mouse</surname>`
 `</character>`

no style please

- **XML** does not contain information about how content should look, rather it labels the data it contains with useful description
- element names are case Sensitive
- **FirstName** is different from **firstname**