

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**

Using XML in Publishing means

- Structuring documents and components with meaningful tags
- Structure and semantic tagging are separated from style
- To be sure that the data is well formed we must use a *DTD* to provide rules for the data and attributes
- A **DTD** is a **D**ocument **T**ype **D**efinition
- A **DTD** is a kind of *SCHEMA* for XML documents
- A **DTD** can be external and shared. It can even be public
- *Namespaces* are used to identify sources of content