'text' - "text" - "text"
`code' - ``code'' - 'code' - ''code''
`kbd' - ``kbd'' - 'kbd' - ''kbd''
'`samp'' - '``samp''' - ''samp'' - ''samp'''
'ttt' - ''ttt'' - 'ttt' - ''ttt''
`verb' - ``verb'' - 'verb' - ''verb''