

`\def`

```
\def\macroi#1#2{I am #1, you are #2}
```

`\macroi{smart}{stupid}`

► I am smart, you are stupid

`\newcommand`

```
\newcommand\macroii[2]{I am a #1, you are a #2}
```

`\macroii{genius}{idiot}`

► I am a genius, you are a idiot

```
\newcommand* \textbf{I am happy to join with you today in what will go %  
down in history as the greatest demonstration for freedom in the %  
history of our nation.\\ Five score years ago, a great American, %  
in whose symbolic shadow we stand today, signed the Emancipation %  
Proclamation.}
```



**I am happy to join with you today in what will go down in history as the greatest demonstration for freedom in the history of our nation.**

**Five score years ago, a great American, in whose symbolic shadow we stand today, signed the Emancipation Proclamation.**

```
{\bfseries I am happy to join with you today in what will go down in %  
    history as the greatest demonstration for freedom in the history %  
    of our nation.\par Five score years ago, a great American, in %  
    whose symbolic shadow we stand today, signed the Emancipation %  
    Proclamation.}
```



**I am happy to join with you today in what will go down in history as the greatest demonstration for freedom in the history of our nation.**

**Five score years ago, a great American, in whose symbolic shadow we stand today, signed the Emancipation Proclamation.**

`\renewcommand`

`\renewcommand*`

`\providecommand`

`\DeclareRobustCommand`