

**19.** The apparatus as claimed in claim **16**, wherein the XHTML data setting unit further comprises:

- an element extraction unit to extract the one or more predetermined contents of each of the selected one or more standard data items; and
- an element selection unit to select the contents to be printed from among the extracted one or more predetermined contents.

**20.** The apparatus as claimed in claim **19**, wherein the element selection unit classifies the one or more predetermined contents into a header contents, which are contents that are not of a message, and message contents, which are contents of the message.

**21.** The apparatus as claimed in claim **15**, wherein the XHTML data setting unit comprises:

- an element selection unit to select the contents to be printed from among the one or more predetermined contents.

**22.** The apparatus as claimed in claim **15**, wherein the XHTML data setting unit configures printing settings.

**23.** The apparatus as claimed in claim **22**, wherein the XHTML data setting unit further comprises a print medium size specifying unit to specify a size of a print medium on which the contents to be printed are to be printed.

**24.** The apparatus as claimed in claim **15**, wherein the XHTML data setting unit comprises:

- an element selection unit to classify the one or more predetermined contents of the one or more standard data items according to a content type and to select the contents to be printed from among the classified one or more predetermined contents.

**25.** The apparatus as claimed in claim **24**, wherein the content type is a caller, a callee, message contents, a received time, a degree of importance, a security requirement degree, and/or accumulated response times.

**26.** The apparatus as claimed in claim **24**, wherein contents, from among the classified one or more predetermined contents, corresponding to a content type that cannot be generated as XHTML printing data cannot be selected.

**27.** The apparatus as claimed in claim **15**, wherein the one or more standard data items are SMS data, MMS data, and/or e-mail data.

**28.** The apparatus as claimed in claim **15**, wherein the apparatus is a mobile phone, a digital camera, or a personal digital assistant.

**29.** A method of generating extensible hypertext markup language (XHTML) data comprising:

- setting printing-related options to determine contents to be printed from among one or more predetermined contents of each of one or more standard data items; and
- generating XHTML printing data corresponding to the set printing-related options.

**30.** The method as claimed in claim **29**, wherein the generating of the XHTML printing data comprises:

- generating XHTML extension data corresponding to the set printing-related options; and
- generating the XHTML printing data by adding the generated XHTML extension data to XHTML basic data.

**31.** The method as claimed in claim **29**, wherein the setting of the printing-related options comprises:

- selecting the one or more standard data items from among one or more predetermined standard data items.

**32.** The method as claimed in claim **31**, wherein the setting of the printing-related options further comprises:

- extracting the one or more predetermined contents of each of the selected one or more standard data items; and
- selecting the contents to be printed from among the extracted one or more predetermined contents.

**33.** The method as claimed in claim **29**, wherein the setting of the printing-related options comprises:

- selecting the contents to be printed from among the one or more predetermined contents.

**34.** The method as claimed in claim **29**, wherein the setting of the printing-related options comprises configuring printing settings.

**35.** The method as claimed in claim **34**, wherein the configuring of printing settings comprises specifying a size of a print medium on which the contents to be printed are to be printed.

**36.** The method as claimed in claim **29**, wherein the setting of the printing-related options comprises:

- classifying the one or more predetermined contents of the one or more standard data items according to a content type and selecting the contents to be printed from among the classified one or more predetermined contents.

**37.** The method as claimed in claim **36**, wherein contents, from among the classified one or more predetermined contents, corresponding to a content type that cannot be generated as XHTML printing data cannot be selected.

**38.** An apparatus to generate extensible hypertext markup language (XHTML) data comprising:

- an XHTML data setting unit to set printing-related options to determine contents to be printed from among one or more predetermined contents of each of one or more standard data items; and
- an XHTML extension data generation unit to generate XHTML extension data according to the set printing-related options.

**39.** The apparatus as claimed in claim **38**, further comprising:

- an XHTML basic data storage unit to store XHTML basic data;
- an XHTML data generation unit to read the stored XHTML basic data, and to generate XHTML printing data by adding the generated XHTML extension data to the read XHTML basic data.

**40.** The apparatus as claimed in claim **38**, wherein the XHTML data setting unit comprises:

- a standard data selection unit to select the one or more standard data items from among one or more predetermined standard data items.

**41.** The apparatus as claimed in claim **40**, wherein the XHTML data setting unit further comprises:

- an element extraction unit to extract the one or more predetermined contents of each of the selected one or more standard data items; and
- an element selection unit to select the contents to be printed from among the extracted one or more predetermined contents.

**42.** The apparatus as claimed in claim **38**, wherein the XHTML data setting unit comprises:

- an element selection unit to select the contents to be printed from among the one or more predetermined contents.