sentence. When a keyword KI in correspondence information CI is composed of three words, for example, "the combined action (yellow)", a marker image is synthesized on the location of "the combined action".

[0100] The structures, configurations, and processing described in the above embodiments with reference to FIGS. **1** to **15** are merely illustrative and are not intended to limit the present disclosure to them.

[0101] While the present disclosure has been described in detail with reference to the embodiments thereof, it would be apparent to those skilled in the art the various changes and modifications may be made therein within the scope defined by the appended claims.

What is claimed is:

1. An image forming apparatus comprising:

an image reading device that reads an image of an original document;

an original document image storage device that stores the image of the original document read by the image reading device; and

a control device that includes a processor and functions, through the processor executing a control program, as:

a text extractor that analyses the image of the original document stored in the original document image storage device and extracts a text in the original document and location information on the text in association with each other;

an acquirer that acquires correspondence information in which a predetermined keyword and a predetermined piece of specification information specifying a mode of presentation in a location of the keyword are associated with each other;

a searcher that searches the text in the original document extracted by the text extractor for a target term matching the keyword of the correspondence information acquired by the acquirer;

an identifier that identifies the target term for which the searcher has searched, and also identifies a location of the target term within the image of the original document from the location information on the text extracted by the text extractor; and

an image data generator that generates image data in which an image presented in the mode of presentation specified by the piece of specification information in the correspondence information acquired by the acquirer is synthesized on the location of the target term identified by the identifier and being within the image of the original document stored in the original document image storage device.

2. The image forming apparatus according to claim **1**, wherein

the correspondence information is data in a CSV (comma separated value) format which includes at least one unit of information consisting of a set containing the predetermined keyword, a pair of parentheses placed just after the keyword, and the piece of specification information placed in the pair of parentheses and in which when including a plurality of units of information, a comma is placed between each adjacent pair of the plurality of units of information to separate each unit of information with the comma,

the acquirer acquires the one unit or plurality of units of information constituting the correspondence information,

when the correspondence information is composed of the one unit of information, the searcher searches the text in the original document extracted by the text extractor for a target term matching the keyword of the one unit of information acquired by the acquirer,

when the correspondence information is composed of the plurality of units of information, the searcher searches the text for a plurality of target terms matching the respective keywords of the plurality of units of information acquired by the acquirer,

the identifier identifies the one or plurality of target terms for which the searcher has searched, and identifies a location or locations of the one or plurality of target terms within the image of the original document from the location information on the text extracted by the text extractor,

when the correspondence information is composed of the one unit of information, the image data generator generates image data in which an image presented in the mode of presentation specified by the piece of specification information in the one unit of information acquired by the acquirer is synthesized on the location of the one target term identified by the identifier and being within the image of the original document stored in the original document image storage device, and

when the correspondence information is composed of the plurality of units of information, the image data generator generates image data in which respective images in the modes of presentation specified by the pieces of specification information in the plurality of units of information acquired by the acquirer are associated and synthesized with the respective locations of the plurality of target terms identified by the identifier and being within the image of the original document stored in the original document image storage device.

3. The image forming apparatus according to claim **1**, wherein the acquirer acquires, as the predetermined piece of specification information, a piece of information specifying a color, shading, underlining or addition of a strike-through line in the location of the keyword.

4. The image forming apparatus according to claim **2**, wherein

the correspondence information further contains a piece of replacement information placed within the pair of parentheses and just after the predetermined piece of specification information,

the piece of replacement information is composed of: a replacement mark placed just after the predetermined piece of specification information; and a replacement term placed just after the replacement mark and to replace the target term,

the control device further functions, through the processor executing the control program, as:

a determiner that determines whether or not the correspondence information acquired by the acquirer contains the piece of replacement information; and

a replacement term image generator that generates, when the determiner determines that the correspondence information contains the piece of replacement information, an image of the replacement term to replace the target term identified by the identifier, and

when the determiner determines that the correspondence information contains the piece of replacement information, the image data generator generates image data in