

# INTERNET AND WEBSITE MANAGEMENT

## COURSE OVERVIEW

### Introduction

Internet is vast collection of globally available information which can be accessed electronically-information which is of practical use for business, research, study and technical purposes. It is means of electronic commerce- marketing, buying, services, and economic and financial data research. It is collection of hundreds of libraries and archives that will open to your fingertips. It is also a vast store of information relating to your hobbies, travel, health, entertainment, games, software etc.

Today the information can be in the form of text, images animation, sound, and video. There are various protocols and languages set for this purpose.

### Applications

- Electronic mail (E-mail) is the most common of the communication methods.
- The ability to exchange visual information in readable and reusable formats such as charts, figure, tables and images.
- Provides resources for online research such as databases, searchable libraries, online alarms etc.

- Multimedia – live music, radio broadcast, video conferencing etc.
- House hold shopping
- Health consultation
- Games
- Online education

### Clients And Servers

Well, some computers are more equal than others. There are more powerful computers called *servers*. Actually they are like our public servants, administrators to the core. These computers are connected to other dependent computers called clients. Hence the client-server model. The two are connected either through physical links or through microwaves.

Servers provide services to other computers to use. It waits for a client request and then completes the request for him. Clients are the various users who are trying to get some work done from the server. The client sends a request to the server by invoking it and then waits for the server to send the response.

## Contents

We begin with introducing the client-server model. How to access internet. The protocol used for accessing internet is HTTP-Hyper Text Transfer Protocol. This is the protocol used for transfer the various data on internet.

HTML –Hyper Text Markup Language is used in creating the WebPages. The format that applies to text, headings and graphics on WebPages are controlled by HTML. HTML provides you the technology to jump from topic to topic, rather than finding information and reading them linearly.

We will be learning the tools required to create the WebPages, how to send and receive information using these pages.

JAVA is an advanced, standardize, object oriented programming language that can be used for many applications, not just WebPages. Java programs can be run without modification on broad varieties of computers (platforms). A java program usually comes in a form called an applet. We will study how to build an interactive user interface.

Dynamic HTML helps in making our site more interactive wherein you can cascade sheets, use filters and transitions for creating eye catching and mind catching websites. DHTML combines HTML with cascading style sheets(CSSs) and scripting languages.

JAVA SCRIPT, Today’s web sites need to go beyond HTML. There is a definite need to allow users, browsing through a website, to actually interact with the website. The website must be intelligent enough to accept users input and dynamically structure web page content, tailor made, to users requirements. This is done by the scripting languages.

We will also learn the Server Side Programming, the Common Gateway Interface and the Perl programming.

XML-Extensible Markup Languages is primarily intended to meet he requirements of large scale web content providers for industry specific markup, vendor-neutral data exchange, media-independent publishing, one to one marketing, workflow

management and the processing of web Documents by intelligent clients.

PROJECT PLANNING and management deals with the administration of our sites. It marks the outline on how a project/website should be planned and designed. What all should be done to reach maximum number of users. How to be the best, the contents, File protection and risk management and document archiving.