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Bachelor of Computer Applications

(For Students with Speech and Hearing Impairment)

Course: Internet and its applications
Unit -3

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What is HTML

- ▶ HTML, otherwise known as Hyper Text Markup Language, is the language used to create Web pages
- ▶ Using HTML, you can create a Web page with text, graphics, sound, and video

Before Web, the information exchange through Internet was by:

- ▶ Telnet protocol, which give the client access to remote computer;
- ▶ FTP - File Transfer Protocol, which allows exchange of files among the computers, connected in the network.

The base of World Wide Web is done by Tim Berners-Lee at 1989

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- ▶ **The application software** for Internet is based on the model “client-server”. According to this model the software is divided on two parts: software for the client (PC looking for information) and for the server (PC delivering services). The client’s software translates the client’s query to a type, understandable for the server and make a connection with it.
 - ▶ **HTML** is a computer language at the client’s side, which says to the web browser how to present the document (web page)

Standardization of HTML

As HTML has been developed continuously, there are a lot of new ideas and elements in it. As a result, it was a time when a lot of different versions of HTML incompatible with the different browsers and their different versions exist.

A need for standardization of HTML appeared.

That is why a special organization was created - ***World Wide Web Consortium*** (www.w3.org),

All proposals and additions for changing HTML are directed to it.

Tags

- ▶ The essence of HTML programming is tags
- ▶ A tag is a keyword enclosed by angle brackets (Example: `<I>`)
- ▶ There are opening and closing tags for many but not all tags; The affected text is between the two tags
- ▶ The opening and closing tags use the same command except the closing tag contains an additional forward slash /
- ▶ For example, the expression `<B> Warning </B>` would cause the word 'Warning' to appear in bold face on a Web page

Nested Tags

- ▶ Whenever you have HTML tags within other HTML tags, you must close the nearest tag first

- ▶ Example:

```
<H1> <I> The Nation </I> </H1>
```

Structure of a Web Page

- ▶ All Web pages share a common structure
- ▶ All Web pages should contain a pair of `<HTML>`, `<HEAD>`, `<TITLE>`, and `<BODY>` tags

```
<HTML>
```

```
<HEAD>
```

```
<TITLE> Example </TITLE>
```

```
</HEAD>
```

```
<BODY>
```

This is where you would include the text and images on your Web page.

```
</BODY>
```

```
</HTML>
```

The <TITLE> Tag

- ▶ Choose the title of your Web page carefully; The title of a Web page determines its ranking in certain search engines
- ▶ The title will also appear on Favorite lists, History lists, and Bookmark lists to identify your page

Anchors

- ▶ Anchors enable a user to jump to a specific place on a Web site
- ▶ Two steps are necessary to create an anchor. First you must create the anchor itself. Then you must create a link to the anchor from another point in the document.
- ▶ To create the anchor itself, type `<A NAME="anchor name">label</A>` at the point in the Web page where you want the user to jump to
- ▶ To create the link, type `<A HREF="#anchor name">label</A>` at the point in the text where you want the link to appear

Example: Anchor

`<A HREF="#chap2">Chapter Two</A><BR>`

Link

`<A NAME="chap2">Chapter 2 </A>` *Anchor*

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Introduction

(Text for Introduction)

Chapter 1

(Text for Chapter 1)

Chapter 2

(Text for Chapter 2)

Links

- ▶ A link lets you move from one page to another, play movies and sound, send email, download files, and more....

- ▶ A link has three parts: a **destination**, a **label**, and a **target**

- ▶ To create a link type

`<A HREF="page.html"> label </A>`

- ▶ In the above link, “page.html” is the destination. The destination specifies the address of the Web page or file the user will access when he/she clicks on the link.

- ▶ The label is the text that will appear underlined or highlighted on the page

Example: Links

- ▶ To create a link to Google, I would type:

```
<A HREF="http://www.google.com">Google</A>
```

- ▶ To create a link to BDU, I would type:

```
<A HREF="http://www.bdu.ac.in">Bharathidasan University  
</A>
```

Using Links to Send Email

- ▶ To create a link to an email address, type

```
<A HREF="mailto:email_address"> Label</A>
```

- ▶ For example, to create a link to send email to myself, I would type:

```
<A HREF="mailto: cdap@bdu.ac.in">email CDAP</A>
```



► Thank You