Management of Technology

Topics

C01-1. Documents

- Code: 166125-01
- Course: Management of Technology
- Period: Spring 2013
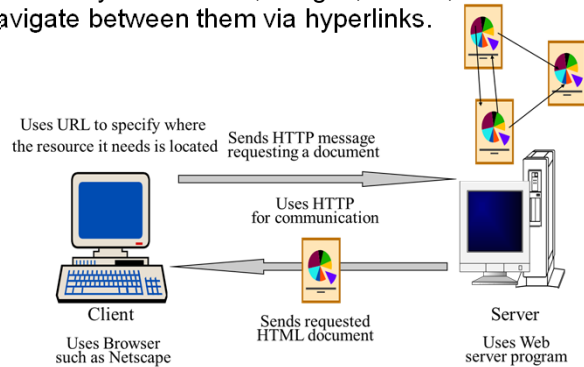- Professor: Sync Sangwon Lee, Ph. D

1

Contents

- 01. WWW
- 02. WWW Documents
- 03. Web Service
- 04. Web Technologies

2

01. WWW

- WWW
  - The World Wide Web (abbreviated as WWW or W3, commonly known as the web), is a system of interlinked hypertext documents accessed via the Internet. With a web browser, one can view web pages that may contain text, images, videos, and other multimedia, and navigate between them via hyperlinks.

Uses URL to specify where the resource it needs is located

Sends HTTP message requesting a document

Uses HTTP for communication

Client

Sends requested HTML document

Server

Uses Browser such as Netscape

Uses Web server program

3

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01. WWW

- Hyper
  - By now the word "hypertext" has become generally accepted for branching and responding text, but the corresponding word "hypermedia", meaning complexes of branching and responding graphics, movies and sound – as well as text – is much less used. Instead they use the strange term "interactive multimedia": this is four syllables longer, and does not express the idea of extending hypertext.

4

01. WWW

- HTTP
  - The Hypertext Transfer Protocol (HTTP) is an application protocol for distributed, collaborative, hypermedia information systems.
  - HTTP is the foundation of data communication for the World Wide Web.
  - Hypertext is a multi-linear set of objects, building a network by using logical links (the so-called hyperlinks) between the nodes (e.g. text or words). HTTP is the protocol to exchange or transfer hypertext.


5

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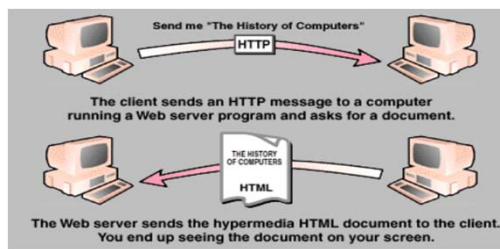
01. WWW

- URL
  - A uniform resource locator, abbreviated URL, also known as web address, is a specific character string that constitutes a reference to a resource. In most web browsers, the URL of a web page is displayed on top inside an address bar.

6
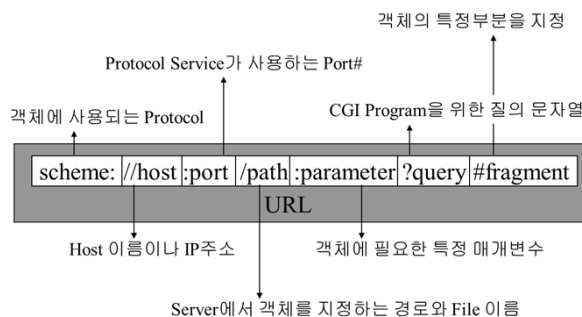
02. WWW Documents

- Types of Web Documents
    - SGML(Standard Generalized Markup Language)
    - HTML(Hyper Text Markup Language)
    - XML(eXtensible Markup Language)
    - XRML(eXtensible Rule Markup Language)
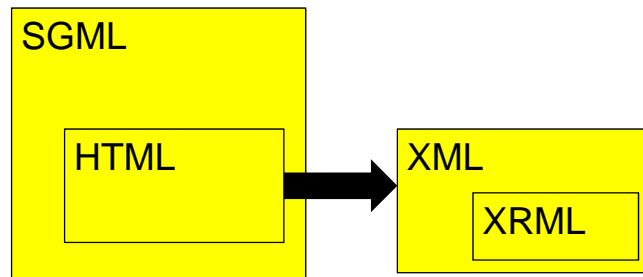
7

02. WWW Documents

- Types of Web Documents
    - SGML(Standard Generalized Markup Language)
        - The Standard Generalized Markup Language (ISO 8879:1986 SGML) is an ISO-standard technology for defining generalized markup languages for documents. ISO 8879 Annex A.1 defines generalized markup:
        - Generalized markup is based on two novel postulates:
            - Markup should be declarative: it should describe a document's structure and other attributes, rather than specify the processing to be performed on it. Declarative markup is less likely to conflict with unforeseen future processing needs and techniques.
            - Markup should be rigorous so that the techniques available for processing rigorously-defined objects like programs and databases can be used for processing documents as well.

8

4

02. WWW Documents

- Types of Web Documents
  - HTML(Hyper Text Markup Language)
    - HyperText Markup Language (HTML) is the main markup language for creating web pages and other information that can be displayed in a web browser.
    - HTML is written in the form of HTML elements consisting of tags enclosed in angle brackets (like <html>), within the web page content. HTML tags most commonly come in pairs like <h1> and </h1>, although some tags, known as empty elements, are unpaired, for example <img>. The first tag in a pair is the start tag, and the second tag is the end tag (they are also called opening tags and closing tags). In between these tags web designers can add text, tags, comments and other types of text-based content.

9

02. WWW Documents

- Types of Web Documents
  - XML(eXtensible Markup Language)
    - Extensible Markup Language (XML) is a markup language that defines a set of rules for encoding documents in a format that is both human-readable and machine-readable. It is defined in the XML 1.0 Specification produced by the W3C, and several other related specifications, all gratis open standards.
    - The design goals of XML emphasize simplicity, generality, and usability over the Internet. It is a textual data format with strong support via Unicode for the languages of the world. Although the design of XML focuses on documents, it is widely used for the representation of arbitrary data structures, for example in web services.

10

02. WWW Documents

- Types of Web Documents
  - XRML(eXtensible Rule Markup Language)
    - XrML is the eXtensible Rights Markup Language which has also been standardized as the Rights Expression Language (REL) for MPEG-21. XrML is owned by ContentGuard.
    - XrML is based on XML and describes rights, fees and conditions together with message integrity and entity authentication information.
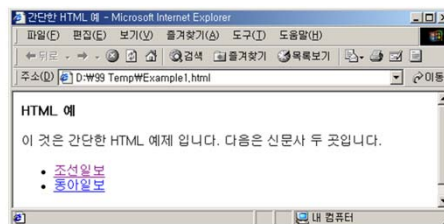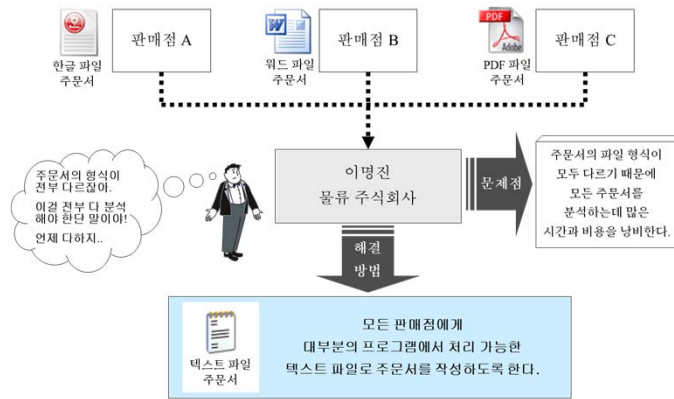
11

02. WWW Documents

- HTML

Example1.html

```
<HTML>
  <HEAD>
    <TITLE>간단한 HTML 예</TITLE>
  </HEAD>
  <BODY>
    <H4>HTML 예</H4>
    <P>
      이 것은 간단한 HTML 예제 입니다. 다음은 신문사 두 곳입니다.
      <Br>
      <UL>
        <LI><A HREF="http://www.chosun.com">조선일보</A></LI>
        <LI><A HREF="http://www.donga.com">동아일보</A></LI>
      </UL>
    </P>
  </BODY>
</HTML>
```
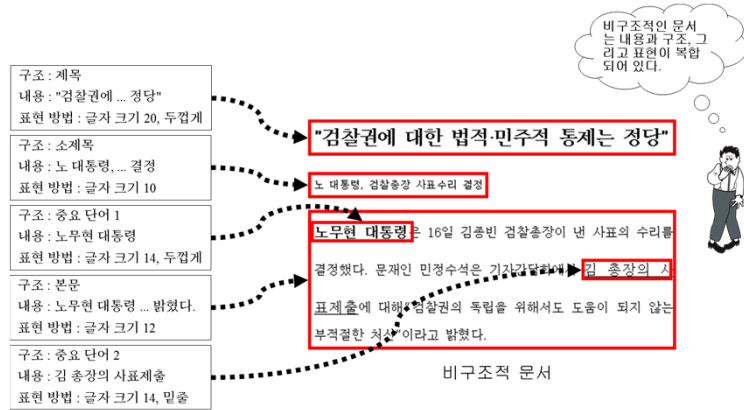
간단한 HTML 예 - Microsoft Internet Explorer

파일(F) 편집(E) 보기(V) 즐겨찾기(A) 도구(T) 도움말(H)

주소(D) D:\99 Temp\Example1.html

HTML 예

이 것은 간단한 HTML 예제 입니다. 다음은 신문사 두 곳입니다.
- 조선일보
- 동아일보

내 컴퓨터

12

02. WWW Documents

- XML
  - The 1st problem of documents

02. WWW Documents

- XML
  - An alternative (for the 1st problem of documents)
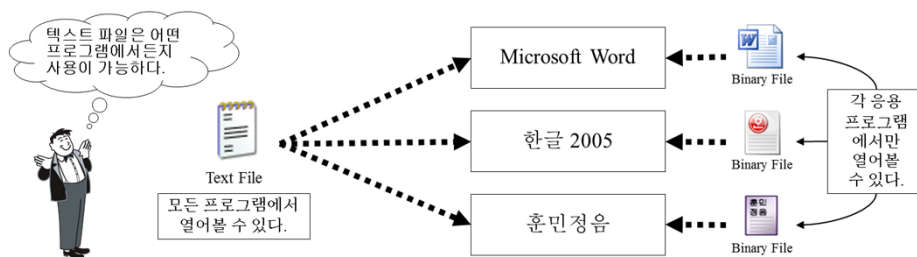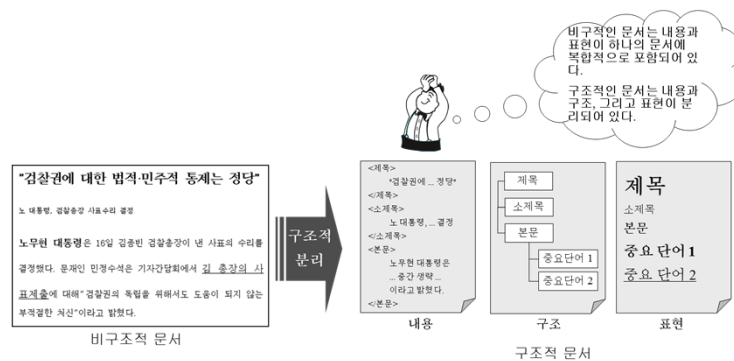
02. WWW Documents

- XML
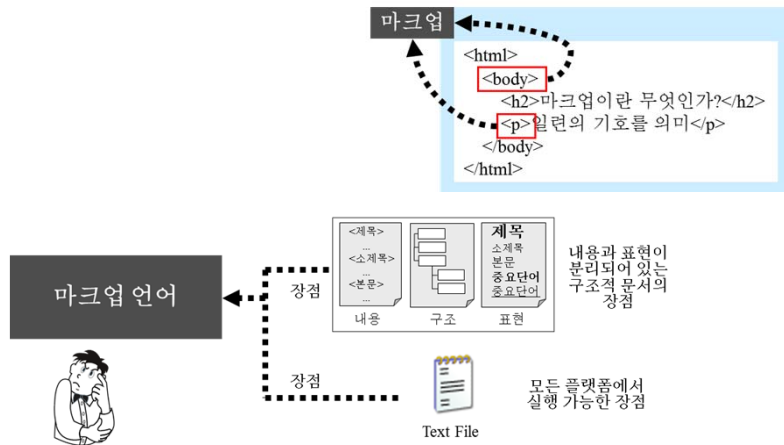 - The 2nd problem of documents

02. WWW Documents

- XML
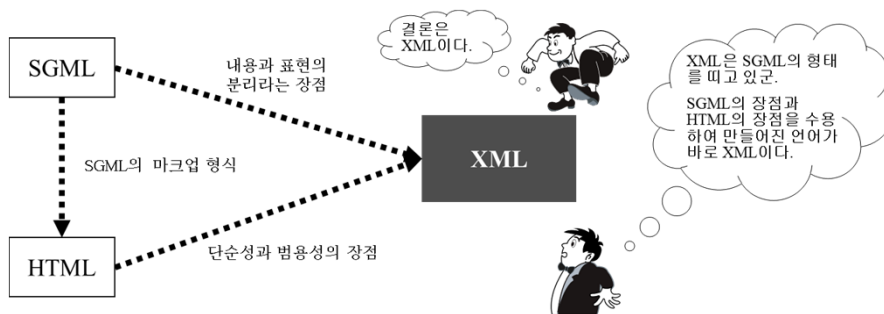 - An alternative (for the 2nd problem of documents)

02. WWW Documents
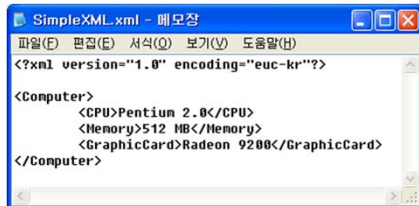
- XML
  - Mixture of two alternatives

17

02. WWW Documents

- XML
  - Introduction of XML

18
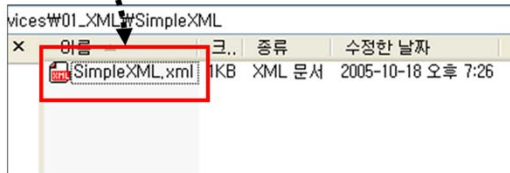
9

02. WWW Documents

- XML
  - An example of XML