



DAR ES SALAAM SCHOOL OF JOURNALISM

- ❖ MODULE NAME: EMAIL AND INTERNET
- ❖ MODULE CODE: GST 040103
- ❖ DEPARTMENT : INFORMATION TECHNOLOGY
- ❖ MODULE SEMESTER: I
- ❖ TUTOR'S NAME: MADAM PENDO BONIPHACE KIBUTI

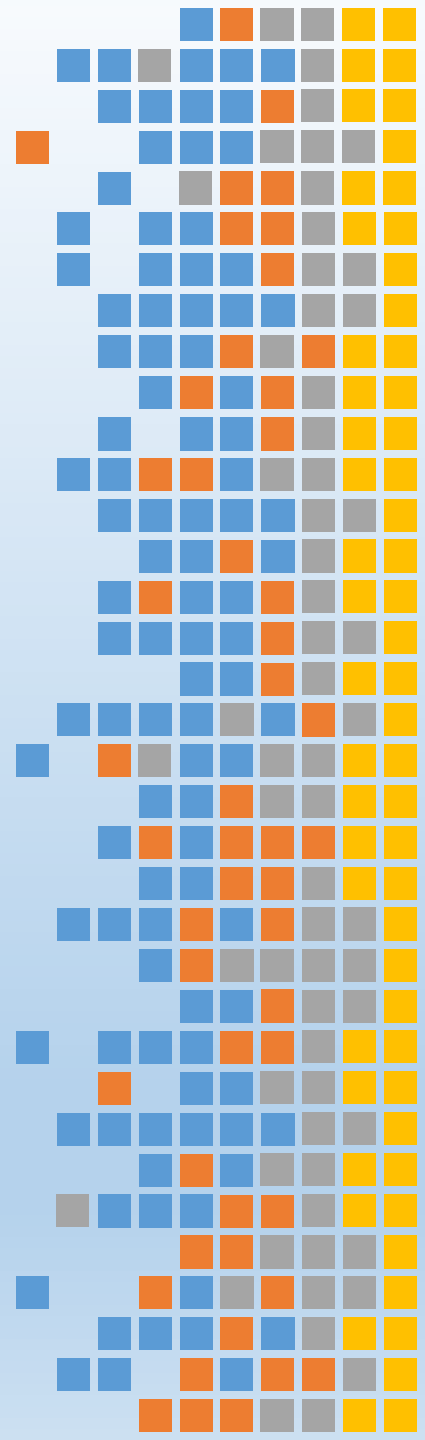


OUR MOTTOR: MEDIA FOR DEMOCRACY



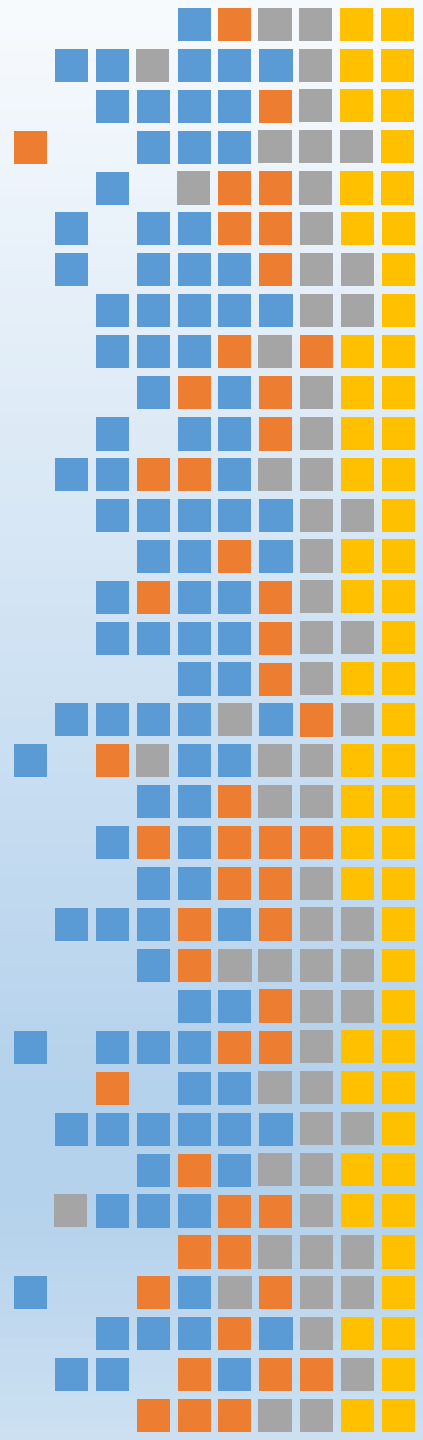
INTERNET

- ❖ Internet refers to network of networks. In this network each computer is recognized by a globally unique address known as IP address. A special computer DNS (Domain Name Server) is used to give name to the IP Address so that user can locate a computer by a name.
- ❖ Internet is defined as an Information super Highway, to access information over the web. However, It can be defined in many ways as follows:
- ❖ Internet is a world-wide global system of interconnected computer networks.
- ❖ Internet uses the standard Internet Protocol (TCP/IP).
- ❖ Every computer in internet is identified by a unique IP address.
- ❖ IP Address is a unique set of numbers (such as 110.22.33.114) which identifies a computer location.



internet

- Internet is a global communication system that links together thousands of individual networks. It allows exchange of information between two or more computers on a network
- Thus internet helps in transfer of messages through mail, chat, video & audio conference, etc.
- These connections allow users to interchange messages, to communicate in real time (getting instant messages and responses), to share data and programs and to access limitless information.



INTERNET ADVANTAGES

- Internet covers almost every aspect of life. Here are some of the advantages of the internet

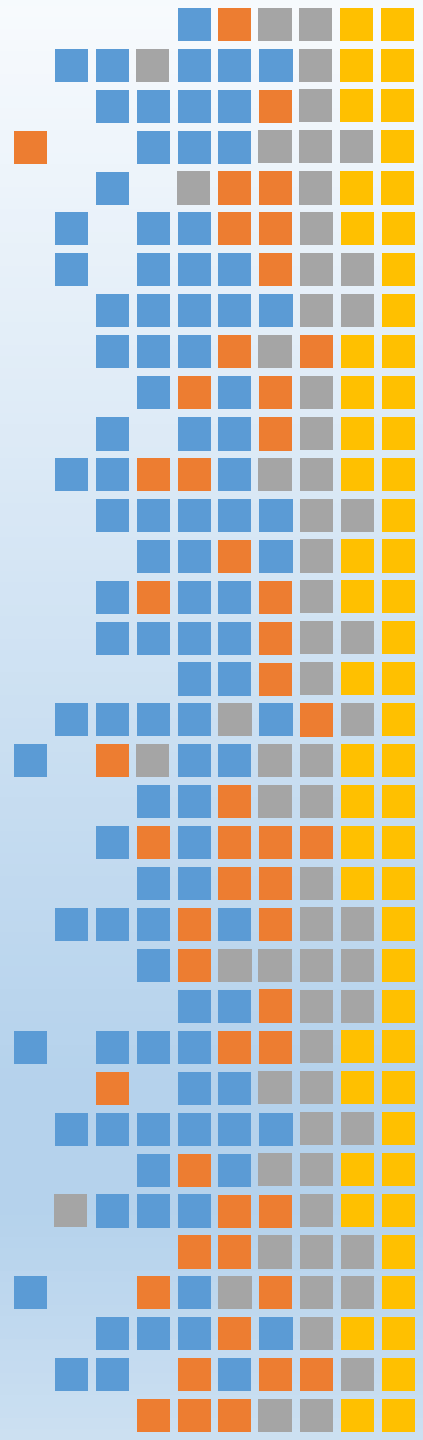
Social Networking

**Education and
technology**

Entertainment

Internet
Advantages

Online services



INTERNET DISADVANTAGES

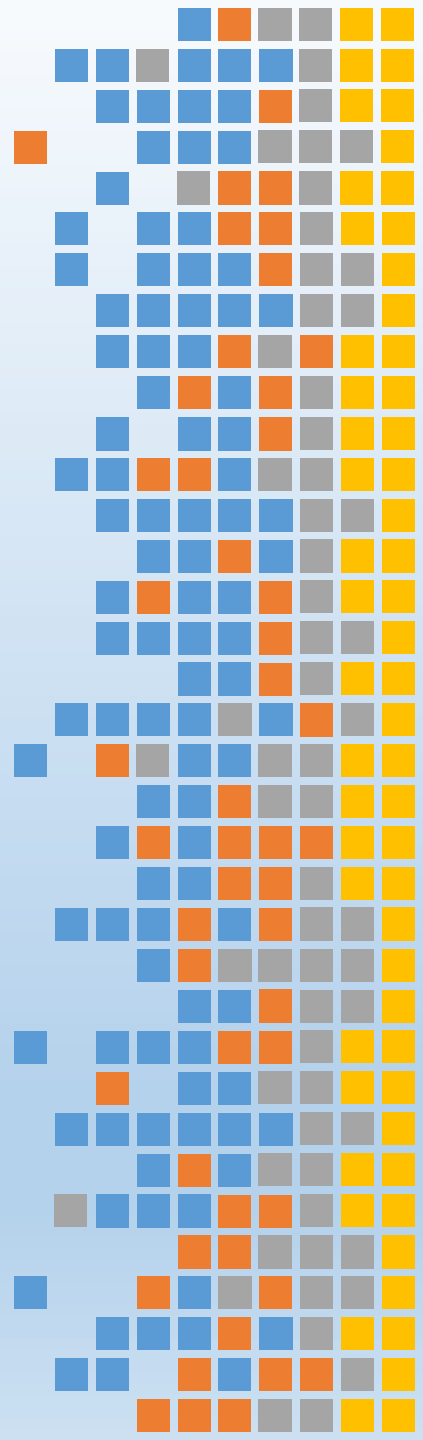
Threat to personal
information

Spamming

Cyber Crime

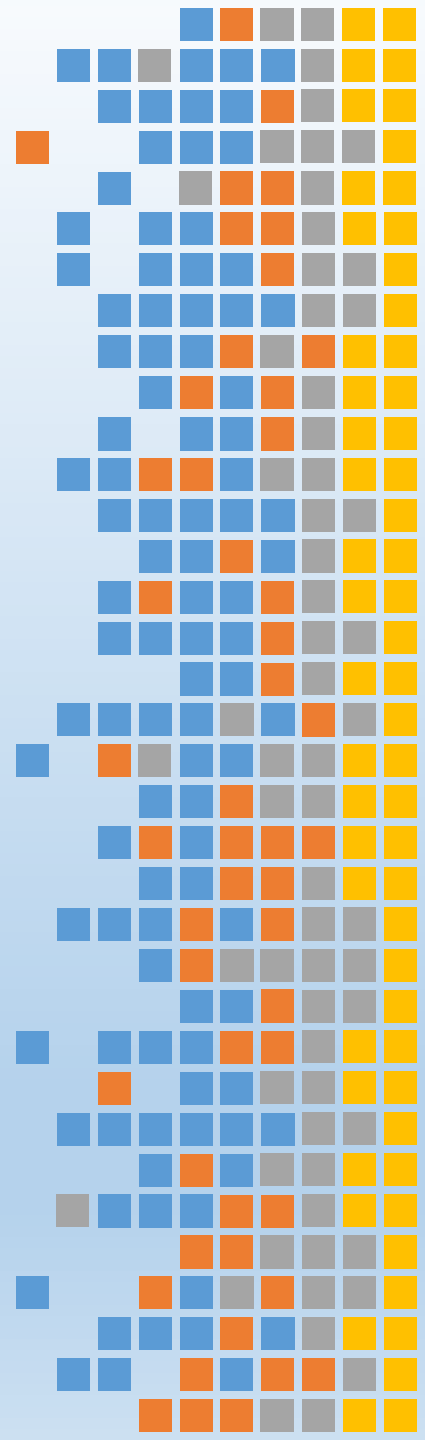
Internet
Disadvantages

Virus Attacks



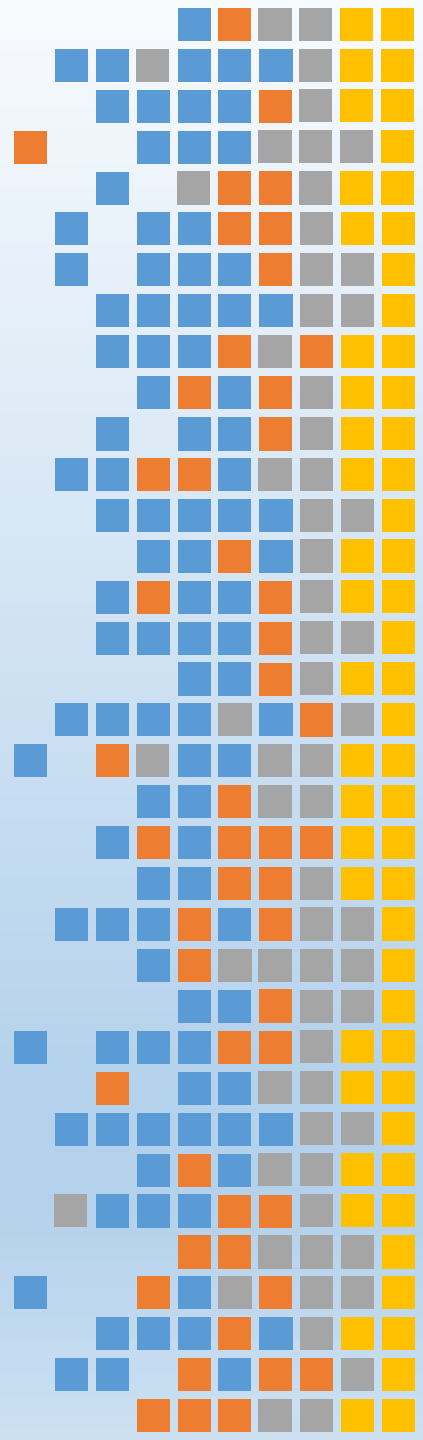
INTRANET

- ❖ Intranet is defined as private network of computers within an organization with its own server and firewall. Moreover we can define Intranet as:
- ❖ Intranet is system in which multiple PCs are networked to be connected to each other. PCs in intranet are not available to the world outside of the intranet.
- ❖ Usually each company or organization has their own Intranet network and members/employees of that company can access the computers in their intranet.
- ❖ Every computer in internet is identified by a unique IP address



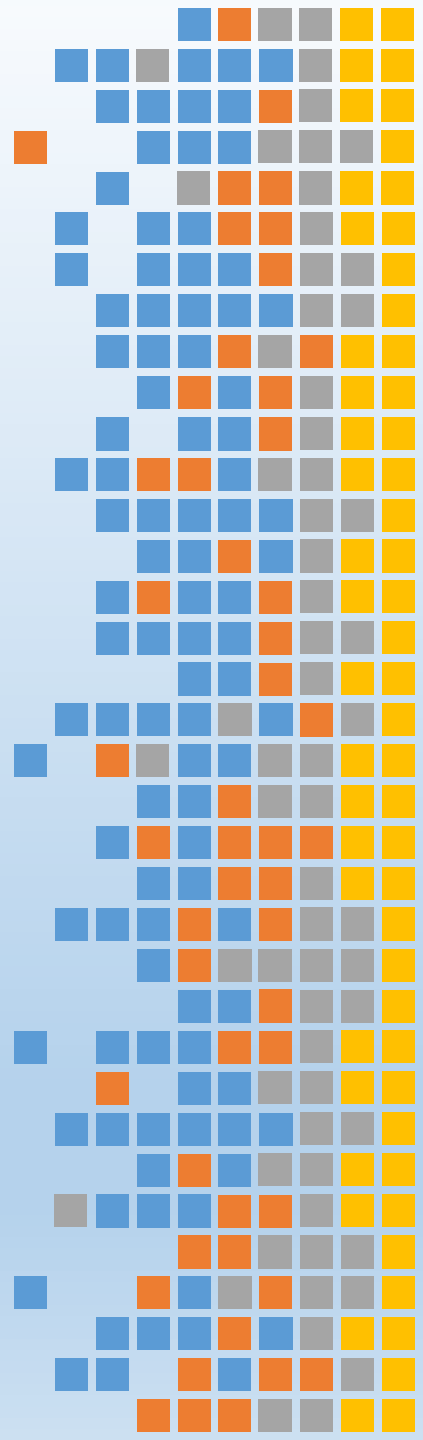
BENEFIT OF INTRANET

- ❖ **Communication**
- ❖ Intranet offers easy and cheap communication within an organization. Employees can communicate using chat, e-mail or blogs.
- ❖ **Time Saving**
- ❖ Information on Intranet is shared in real time.
- ❖ **Collaboration**
- ❖ Information is distributed among the employees as according to requirement and it can be accessed by the authorized users, resulting in enhanced teamwork.

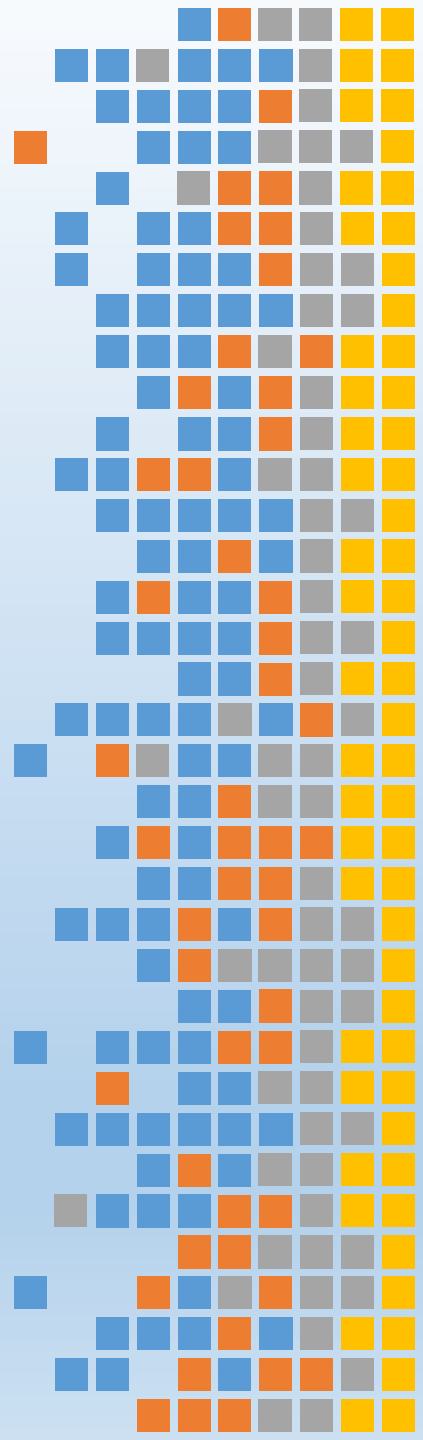
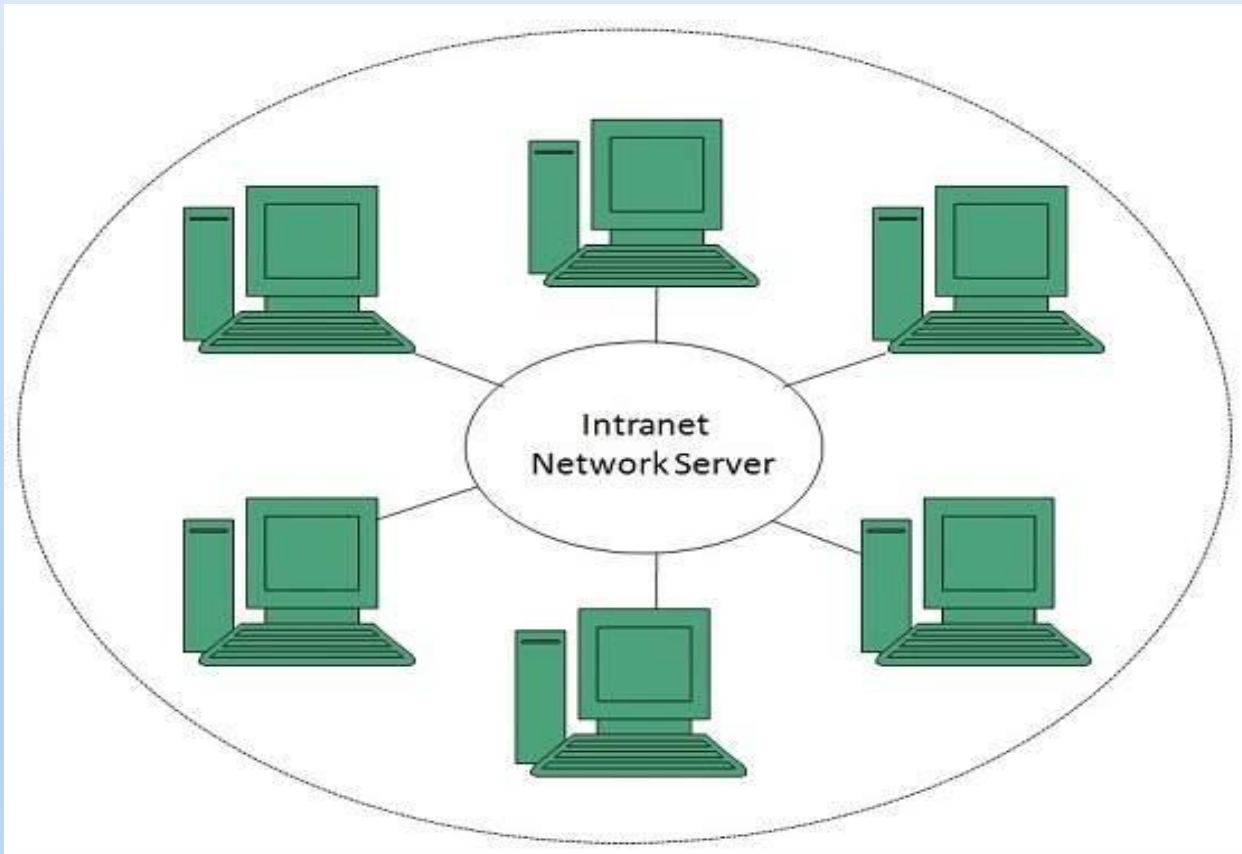


BENEFITS OF INTRANET

- ❖ **Platform Independency**
- ❖ Intranet can connect computers and other devices with different architecture.
- ❖ **Cost Effective**
- ❖ Employees can see the data and other documents using browser rather than printing them and distributing duplicate copies among the employees, which certainly decreases the cost.
- ❖ **Workforce Productivity**
- ❖ Data is available at every time and can be accessed using company workstation. This helps the employees work faster.

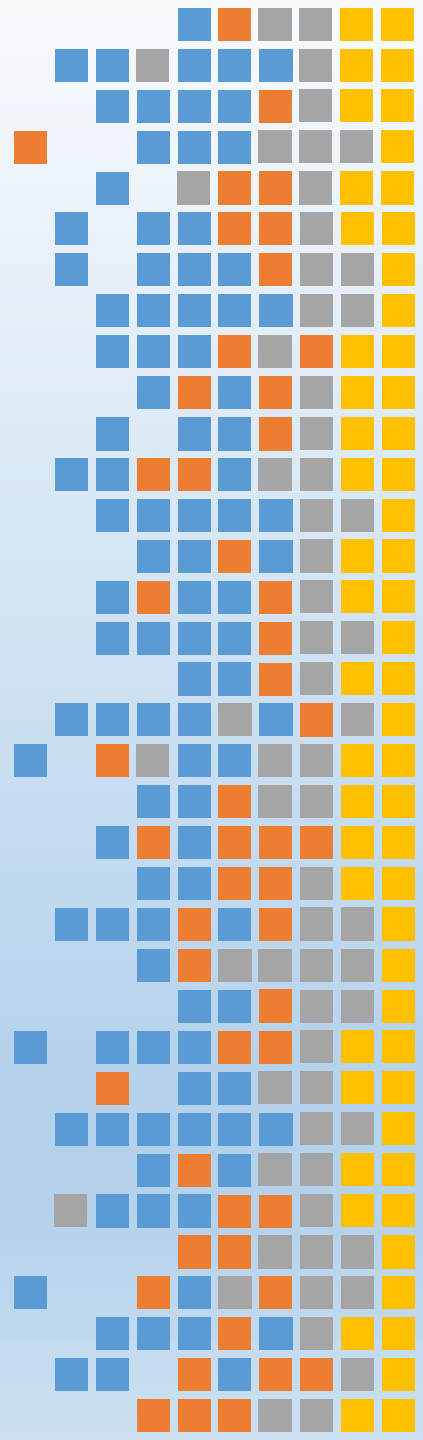


INTRANET

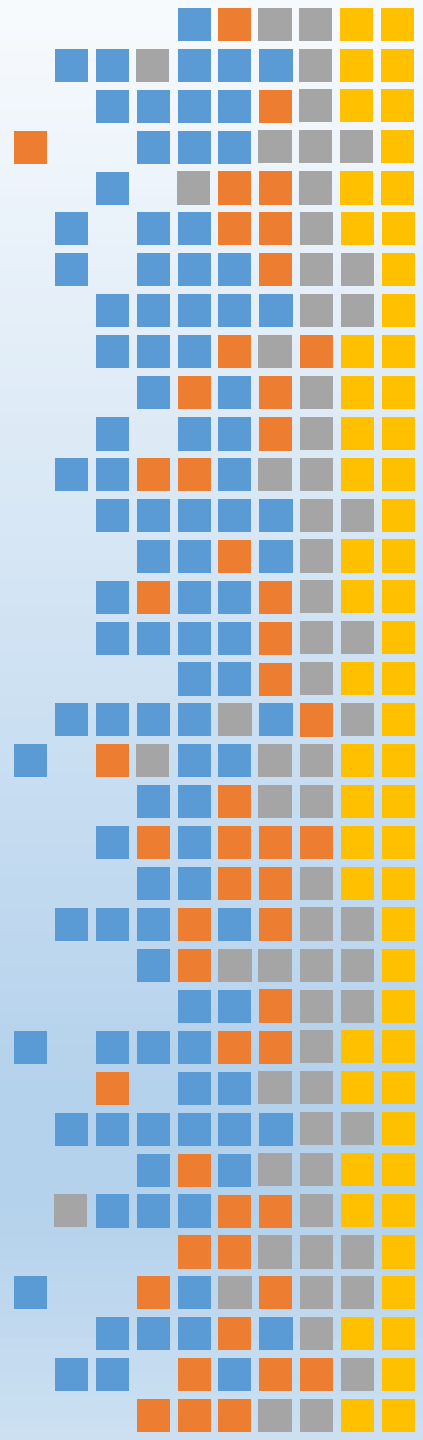
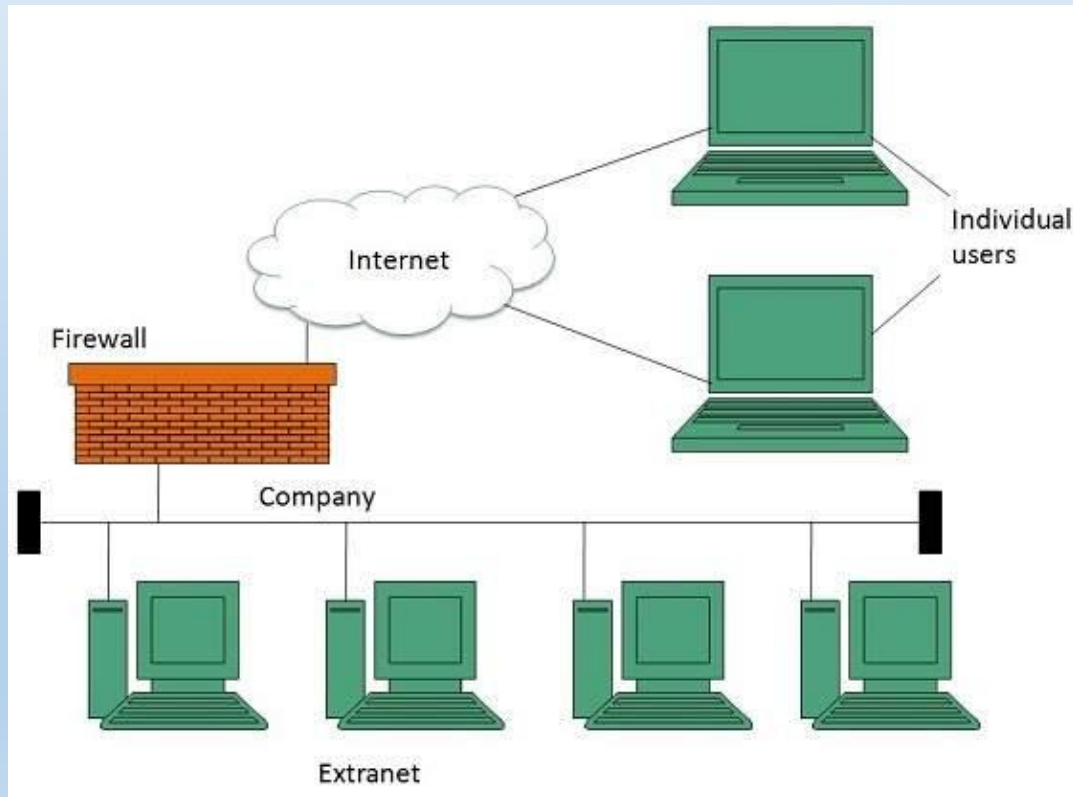


EXTRANET

- Extranet refers to network within an organization, using internet to connect to the outsiders in controlled manner. It helps to connect businesses with their customers and suppliers and therefore allows working in a collaborative manner



EXTRANET



EXTRANET Vs INTRANET

The following table shows differences between Extranet and Intranet:

- ❖ Internal network that can be externally

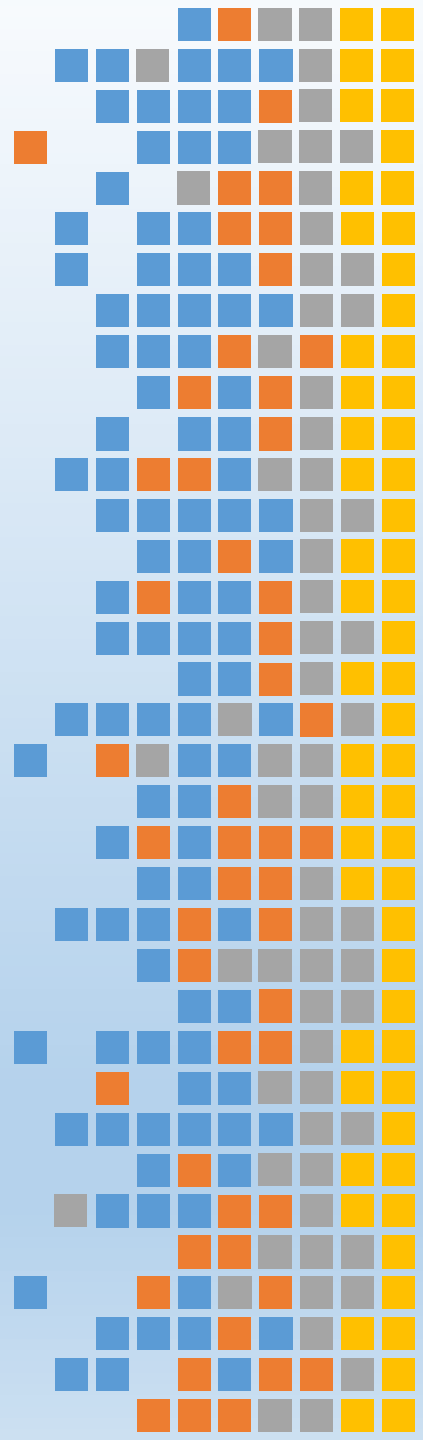
- ❖ Extranet is extension of company's intranet

- ❖ For limited external communication between costumers, suppliers and business partners

- ❖ Internet network that can not be accessed externally

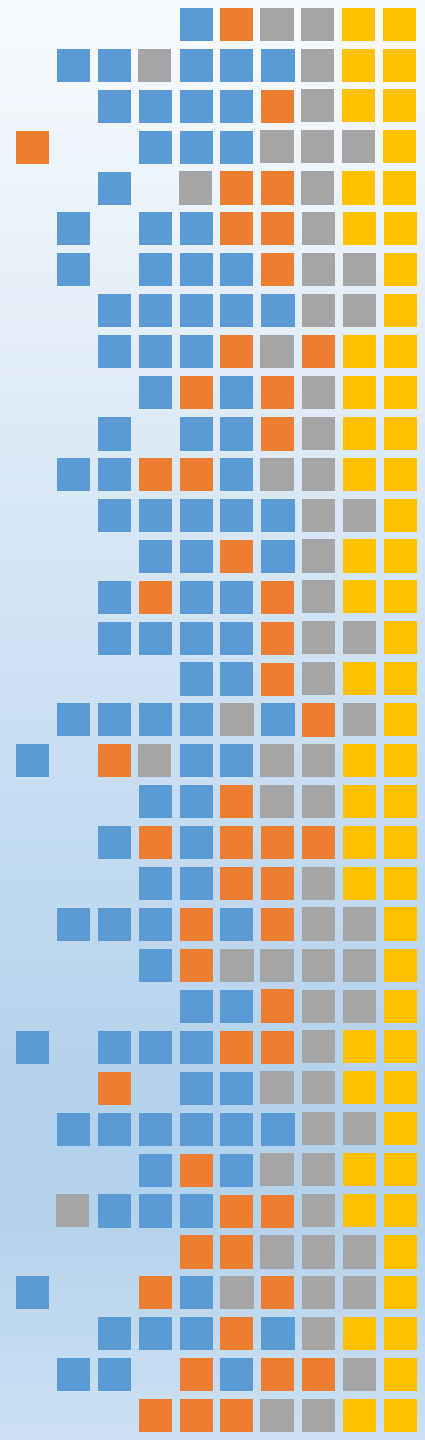
- ❖ Only limited users of a company

- ❖ Only for communication within a company



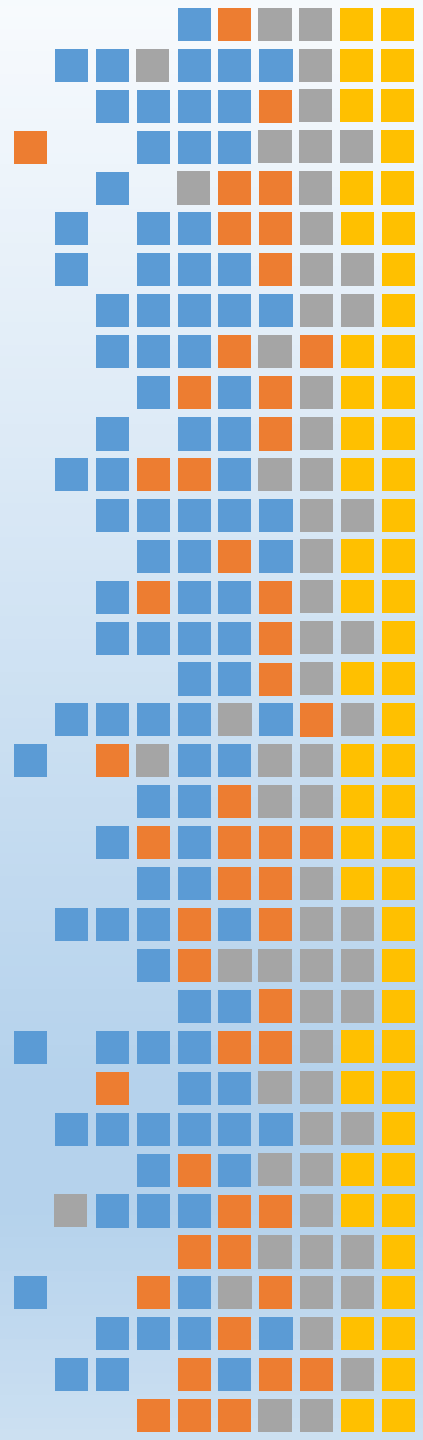
WWW and web browsers

- ❖ **WWW** stands for **World Wide Web**
- ❖ The World Wide Web is the universe of network-accessible information, an embodiment of human knowledge.
- ❖ In simple terms, The World Wide Web is a way of exchanging information between computers on the Internet, tying them together into a vast collection of interactive multimedia resource
- ❖ **web Browser** is an application software that allows us to view and explore information on the web. User can request for any web page by just entering a URL into address bar.



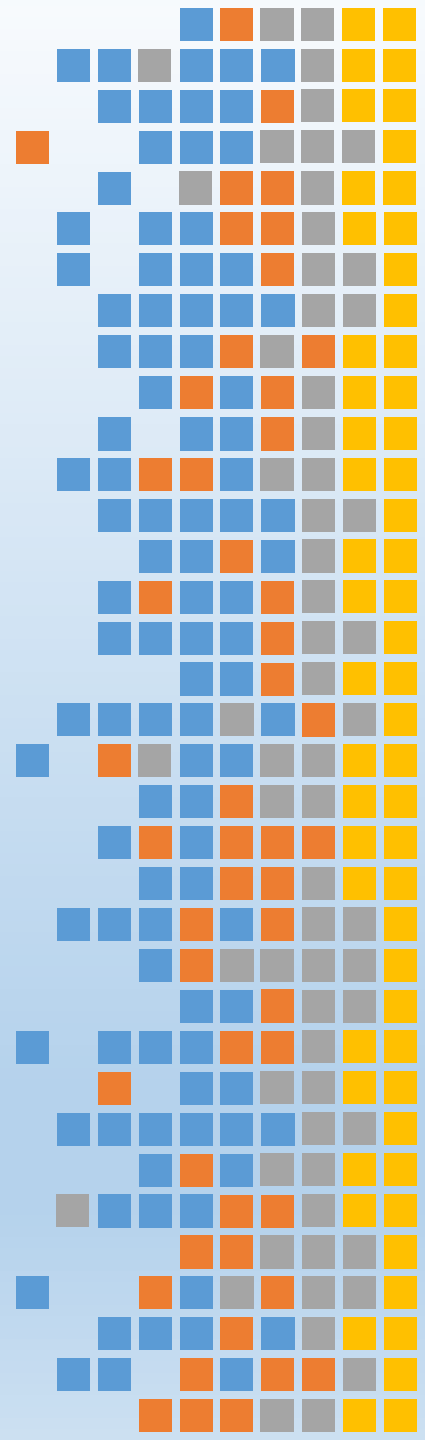
Web browser

- ❖ Web browser can show text, audio, video, animation and more. It is the responsibility of a web browser to interpret text and commands contained in the web page
- ❖ The following are the browsers:
- ❖ Internet Explorer
- ❖ Google chrome
- ❖ Mozilla Firefox
- ❖ Safari
- ❖ Opera



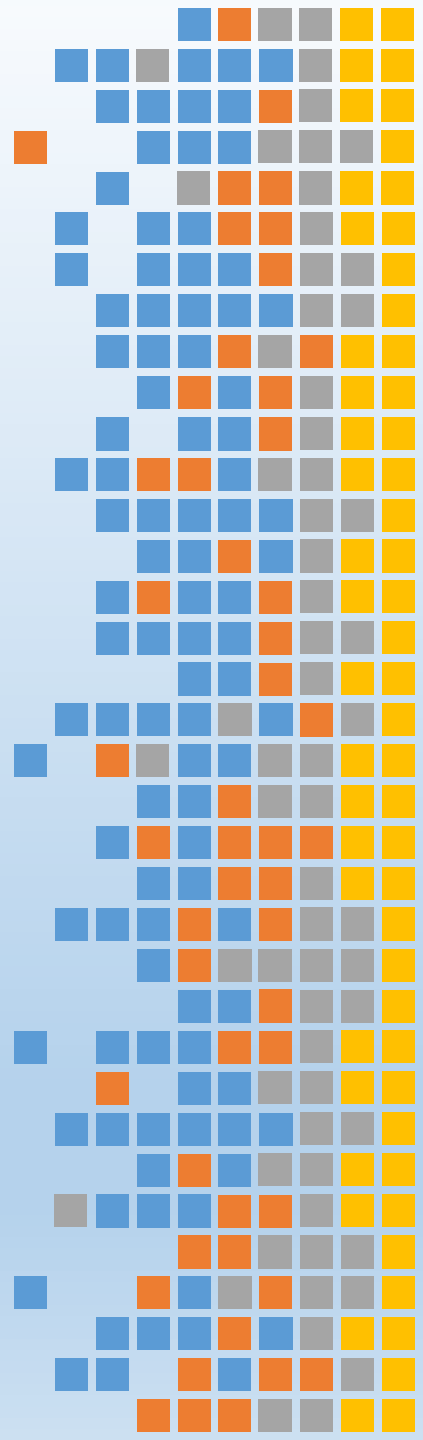
SEARCH ENGINE

- ❖ A search engine is a program that helps the internet user to locate information on the www. A web search engine is actually a database that contains reference to thousands of internet resources such as web pages.
- ❖ The users interact with these database by specifying some keywords such as word or phrase. On the basis of the keyword entered, search engine returns a list of relevant pages from the database that matches the search criteria.
- ❖ This information may vary from one search engine to another



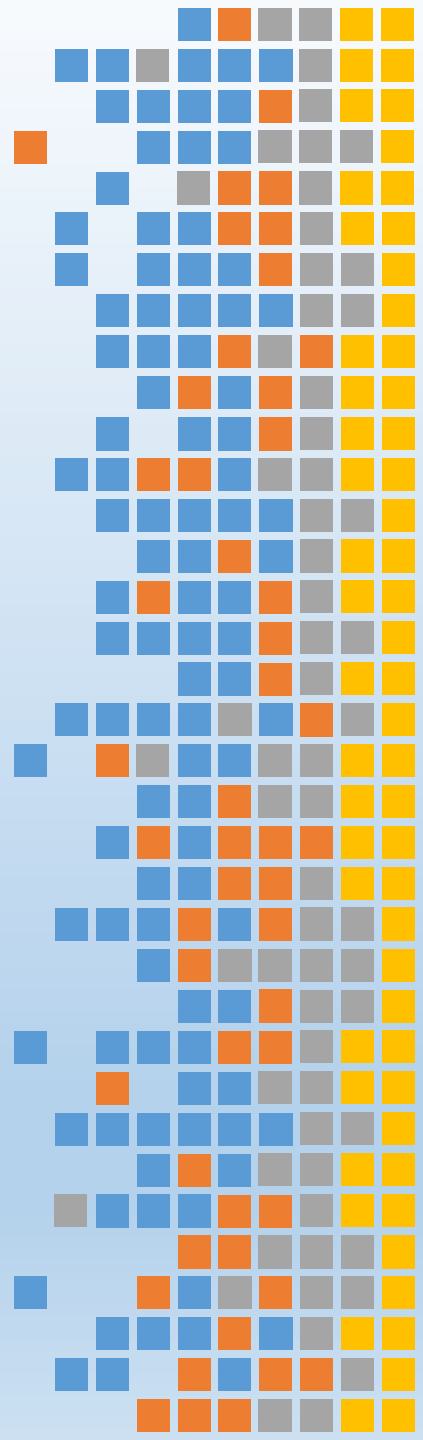
SEARCH ENGINE

- ❖ Generally there are three main components to a search engine:
 - ❖ Web crawlers: Web crawler is a software that constantly traverse the web to gather information by following the links on the web pages.
 - ❖ Database : All the information that the web crawler retrieves is stored in the database.
 - ❖ Search Interface: The search interface component which is an interface between the end-user and the database helps the user to search through the database.



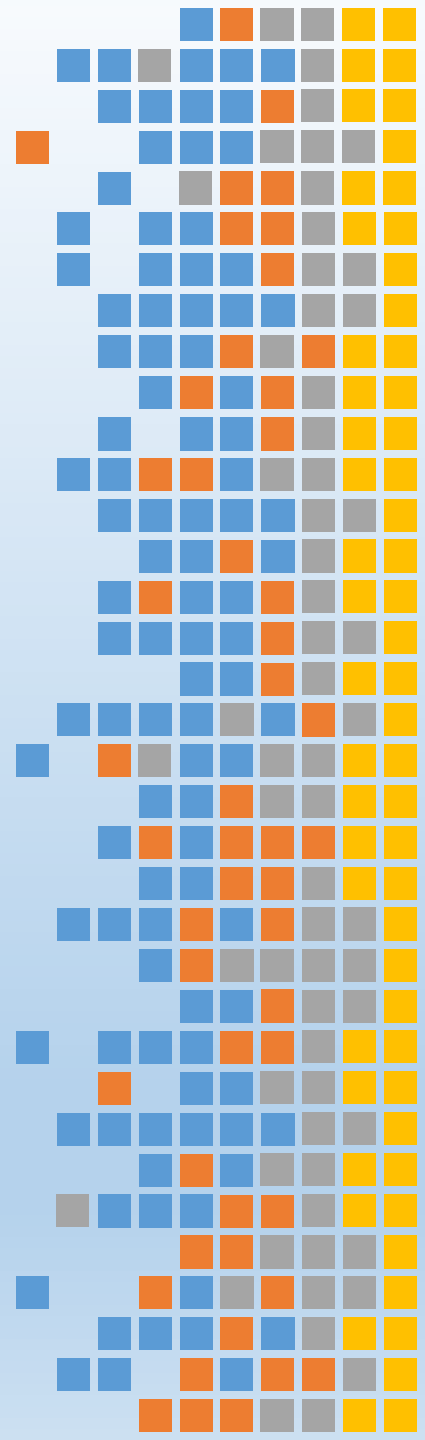
Search engine

- ❖ Some popular web search engines are:
 - ❖ Google
 - ❖ Yahoo
 - ❖ MSN Search
 - Alta Vista

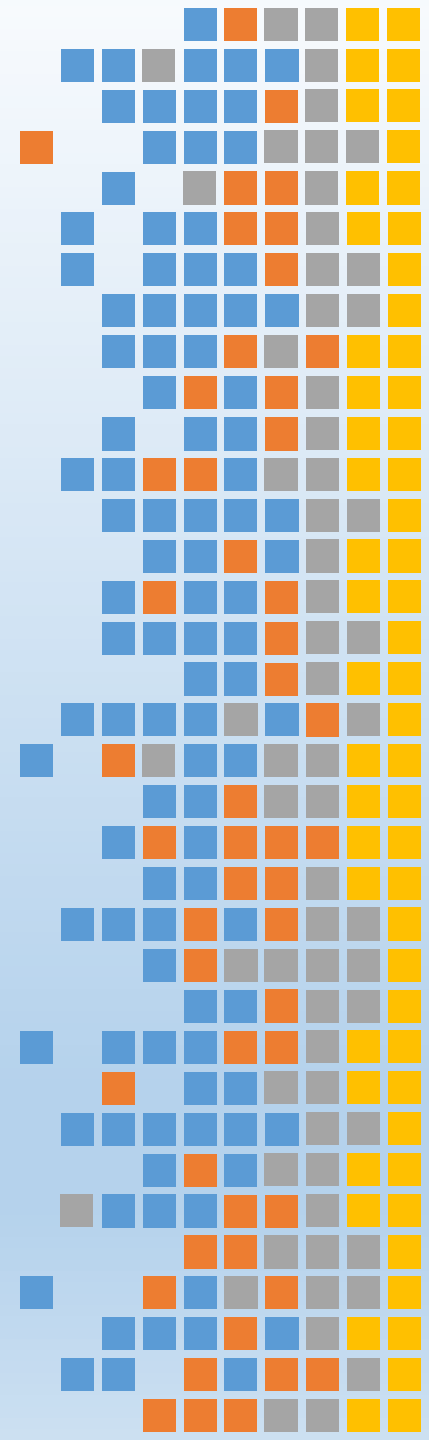
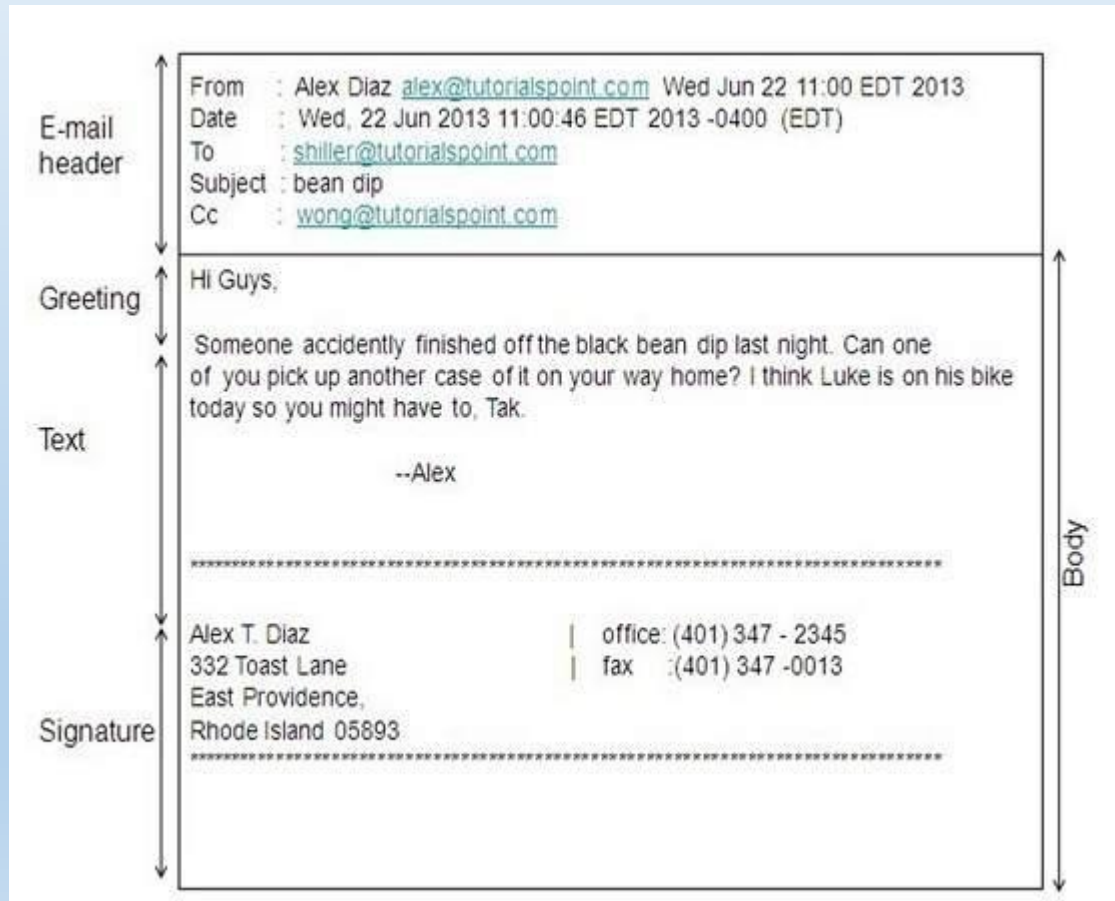


EMAIL

- Email is a service which allows us to send the message in electronic mode over the internet. It offers an efficient, inexpensive and real time mean of distributing information among people

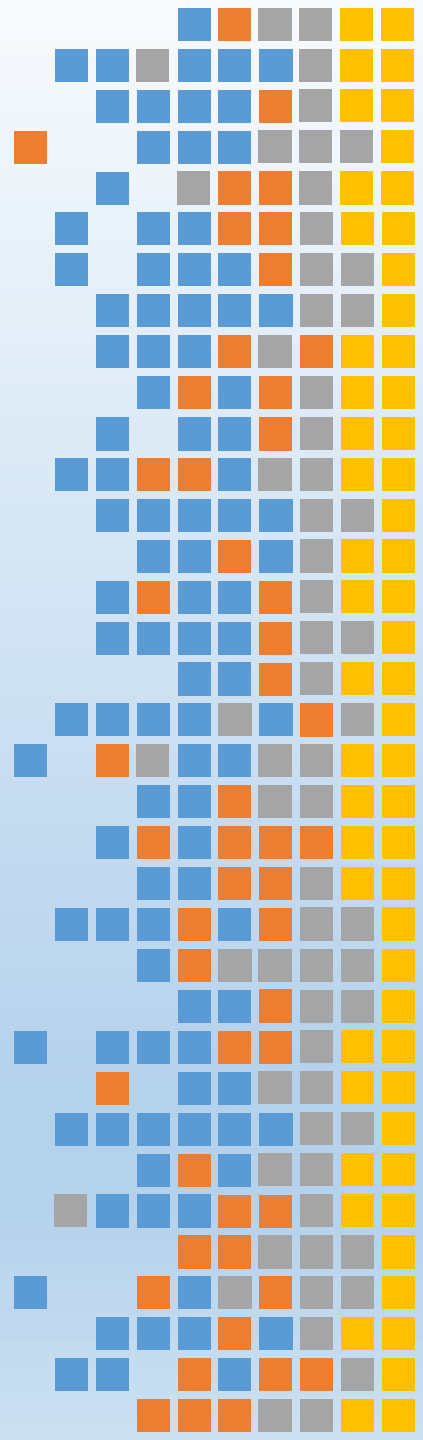


E-mail Message Components



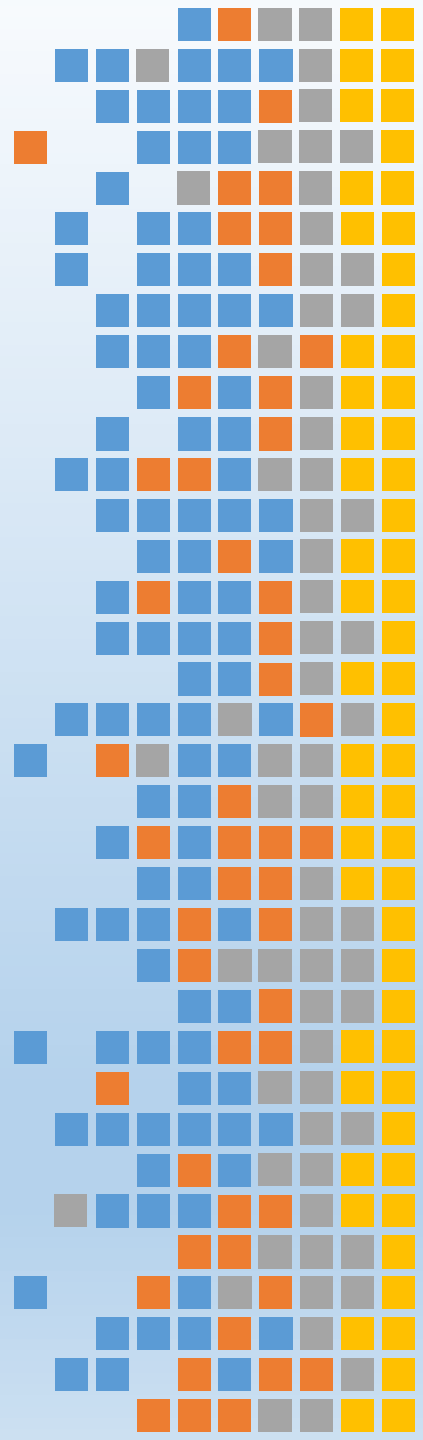
E-mail message component

- **E-mail Header**
- The first five lines of an E-mail message is called E-mail header. The header part comprises of following fields:
 - From
 - Date
 - To
 - Subject
 - CC



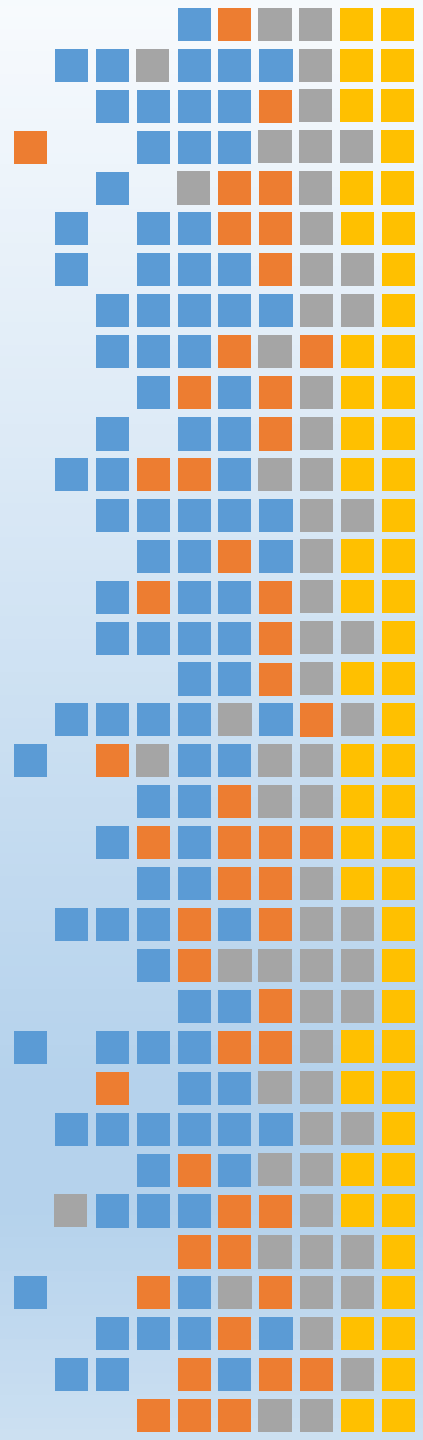
Email component

- BCC
- **From**
 - The From field indicates the sender's address i.e. who sent the e-mail.
- **Date**
 - The Date field indicates the date when the e-mail was sent.
- **To**
 - The To field indicates the recipient's address i.e. to whom the e-mail is sent.



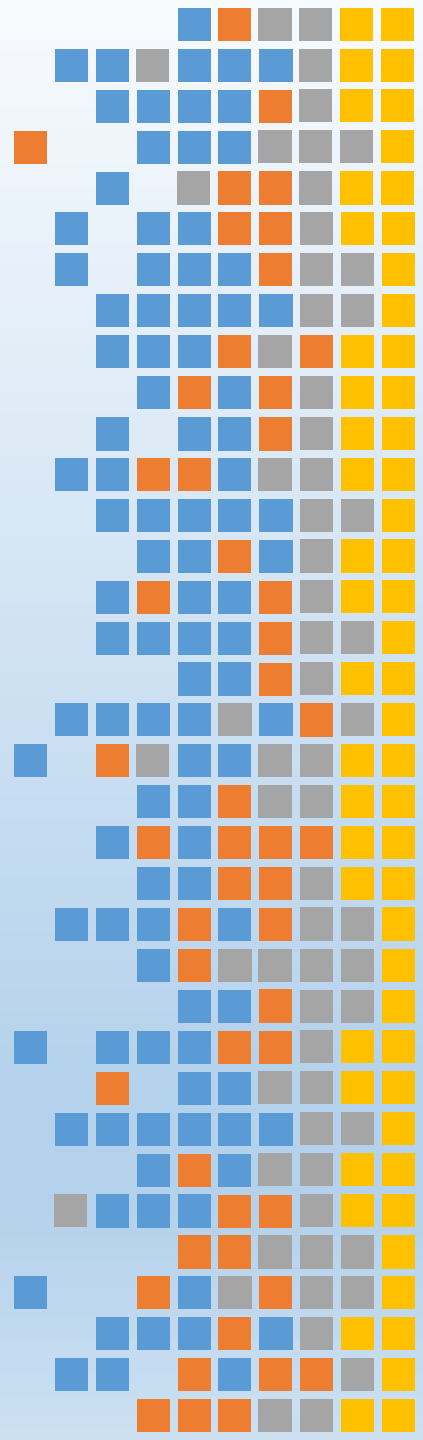
Email message component

- **The Subject** field indicates the purpose of e-mail. It should be precise and to the point.
- **CC**
- **CC** stands for Carbon copy. It includes those recipient addresses whom we want to keep informed but not exactly the intended recipient.
- **BCC**
- **BCC** stands for Black Carbon Copy. It is used when we do not want one or more of the recipients to know that someone else was copied the message



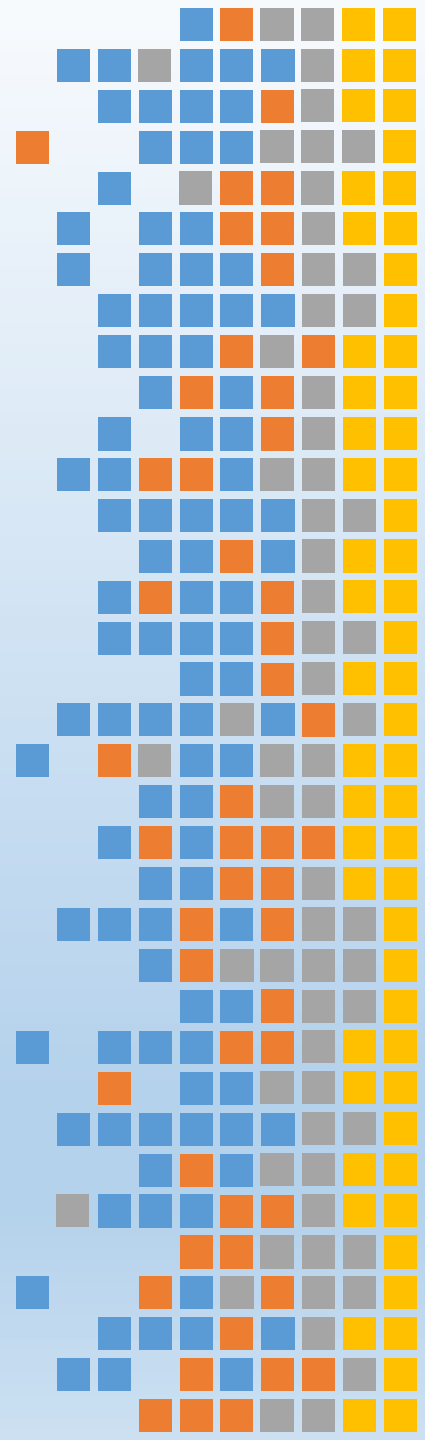
Email component

- **Greeting**
- Greeting is the opening of the actual message. Eg. Hi Sir or Hi Guys etc.
- **Text**
- It represents the actual content of the message.
- **Signature**
- This is the final part of an e-mail message. It includes Name of Sender, Address, and Contact Number.



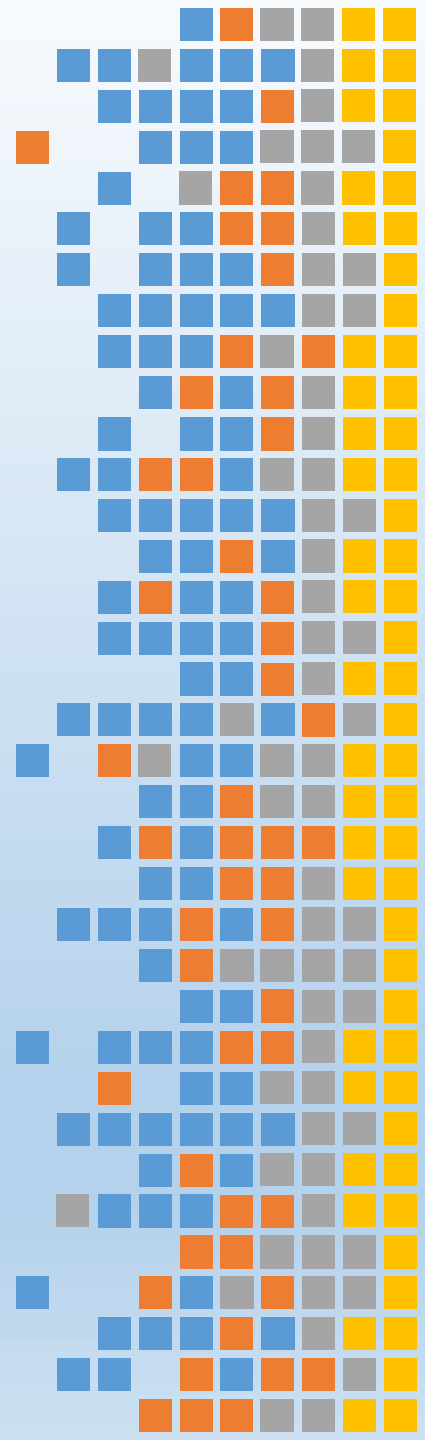
ADVANTAGES OF EMAIL

- **Convenience**
- There is no requirement of stationary and stamps. One does not have to go to post office. But all these things are not required for sending or receiving an mail.
- **Speed**
- E-mail is very fast. However, the speed also depends upon the underlying network.
- **Inexpensive**
- The cost of sending e-mail is very low



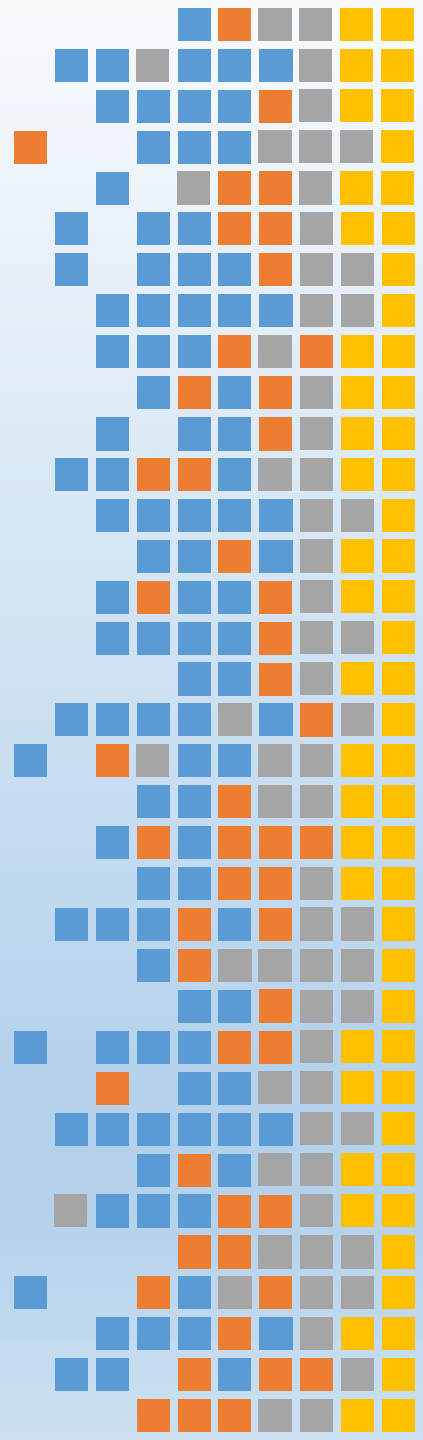
ADVANTAGES OF EMAIL

- **Printable**
- It is easy to obtain a hardcopy of an e-mail. Also an electronic copy of an e-mail can also be saved for records.
- **Global**
- E-mail can be sent and received by a person sitting across the globe.
- **Generality**
- It is also possible to send graphics, programs and sounds with an e-mail.



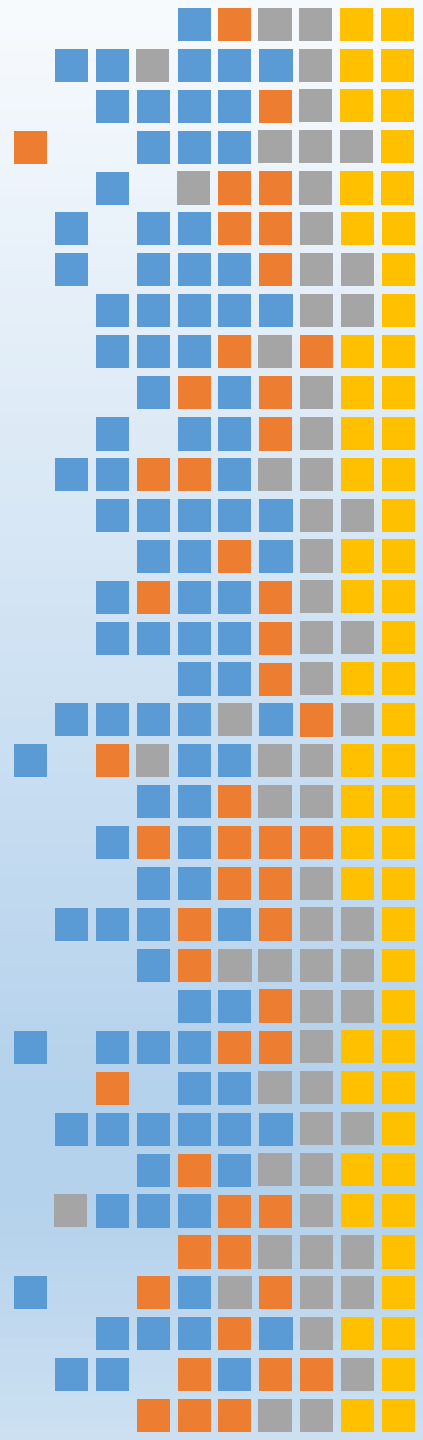
DISADVANTAGES OF EMAIL

- **forgery**
- E-mail doesn't prevent from forgery, that is, someone impersonating the sender, since sender is usually not authenticated in any way.
- **Overload**
- Convenience of E-mail may result in a flood of mail.



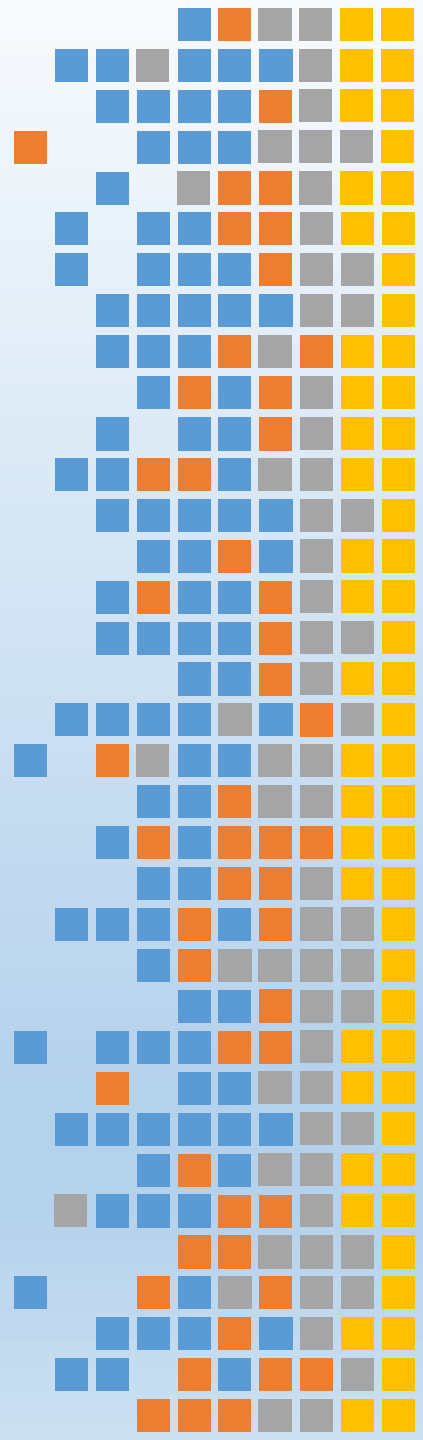
DISADVANTAGE OF EMAIL

- **Misdirection**
- It is possible that you may send e-mail to an unintended recipient.
- **Junk**
- Junk emails are undesirable and inappropriate emails. Junk emails are sometimes referred to as spam.
- **No Response**
- It may be frustrating when the recipient does not read the e-mail and respond on a regular basis.



EMAIL PROVIDER

- There are several email service providers available in the market with their enabled features such as sending, receiving, drafting, storing an email and much more.
- The following table shows the popular email service provider
 - Gmail
 - Yahoo
 - Outlook
 - Proton Mail



THANKS

MADAM PENDO

