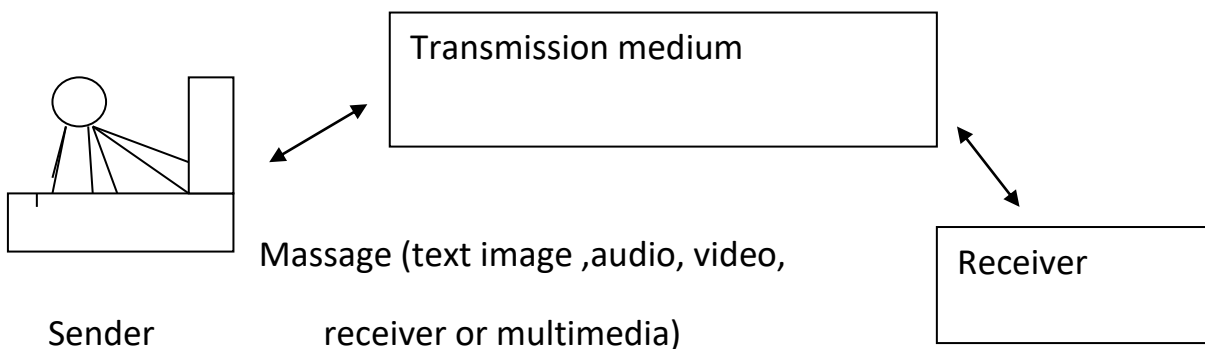

DATA COMMUNICATION

➤ Introduction to Data Communication

- Communication means sharing of information.
- Data communication is a technology which is used to transfer data from a sender machine to receiver.
- The shared information (message) can be in the form of text images audio, video or a good mix of some of them all.

These message are encoded in to the electromagnetic signals for transmission over a physical medium as shown in the following figure



➤ Network connecting devices-

- Network connecting devices.
- Layer- wise connecting devise.
- Hubs and repeaters
- L2 and L3 switches

Lays- wise connecting devices

Application

Transport

Network

Data link

Physical

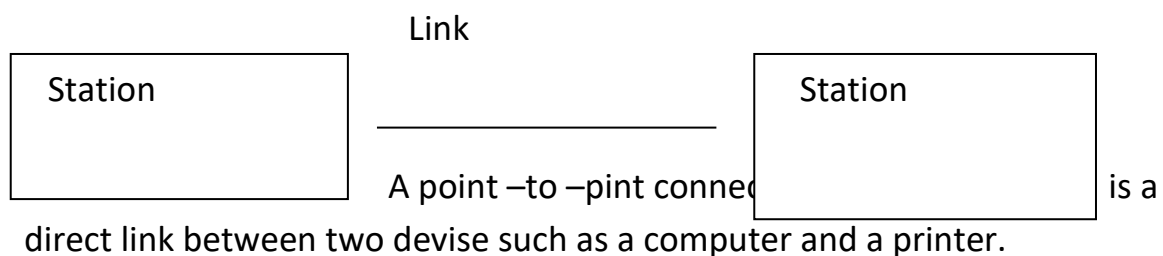
➤ L2 and L3 switches

- A L3 switch is a router , but a pester and more sophisticated
- The switching fabric in a L3 switch allows faster table lookup and forwarding.
- L3 switch and router is synonymous.

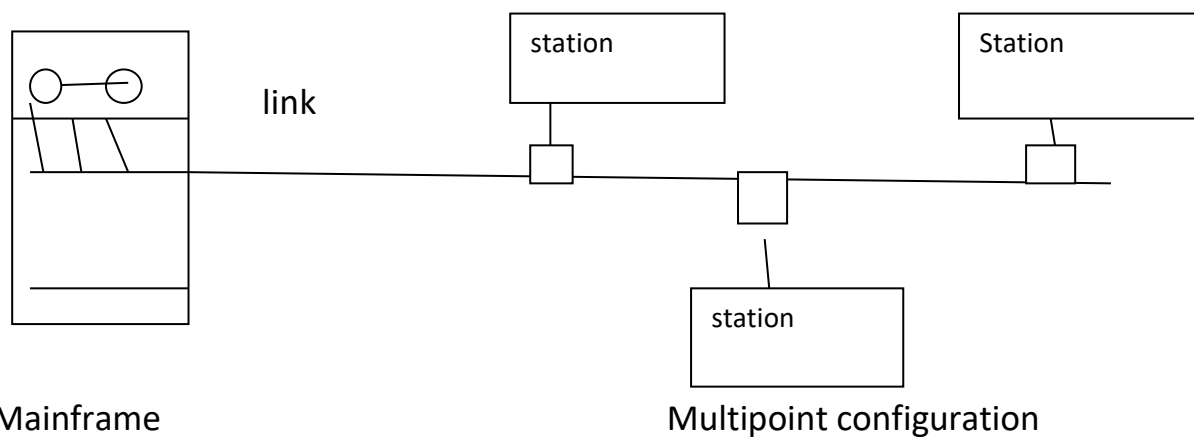
➤ Types of network Connection

1. Point - to - point
2. Point - to - multipoint

A Point -to- point



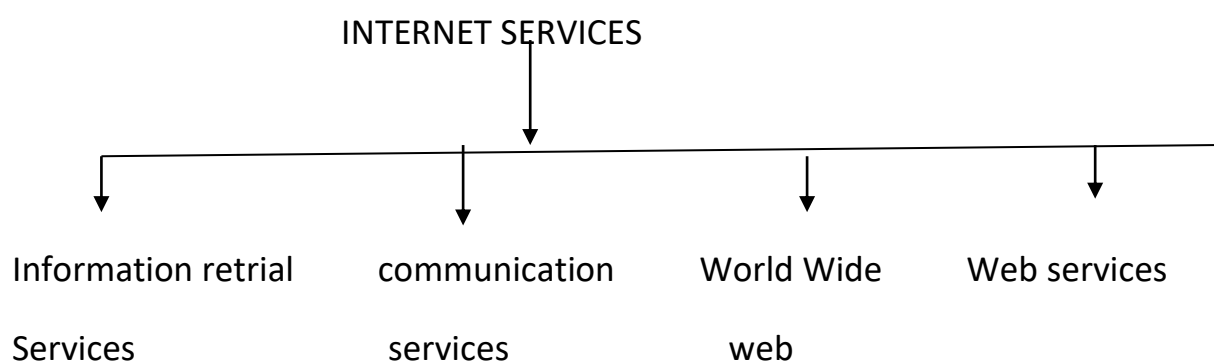
B point - to - multipoint



A multipoint connection is a link between three more device. It is also known as multi-drop configuration.

➤ Services on internet

- Information retrieval services
- Communication series
- World Wide Web
- Web services.



➤ What is E-mail

E-mail was interned by ray Tomlinson in 1972

E-mail or e-mail is short for electronic mail.

➤ **What is an e-mail used for**

Speed	convenience
Attachment	Accessibility
A record	unlimited space and time

Free communication.

➤ **E-mail address**

E-mail address –user@ domain Ey.firstname .last name @provider. Domain

Www is also known as W3.

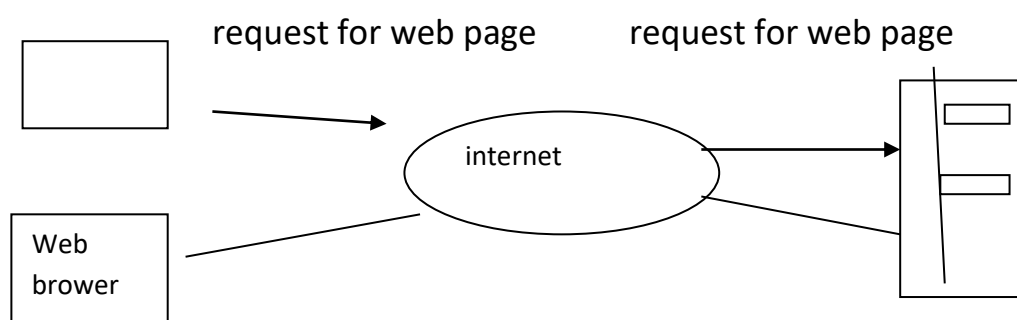
There are more than 1.9 billion websites online today on internet.

➤ **WWW OPERATION**

WWW world on client – server following steps explain how the web works.

Quest for web page

request for web page



web page HTML file

web page HTML file

web sever

➤ Different ways to communication online

- Video calls and conferencing
- Social networking apps
- Smart phone messaging apps
- Chat room
- Instant messaging services
- VOIP

➤ Internet Services Provider

An internet service provider (ISP) is an organization that provides services for accessing using or participating in the internet.

➤ Types of ISPs

- Dial-up services
- Broad band high- speed internet

➤ Connection types

- Dial- up connection
- Integrated services digital network (ISDN)

-
- Digital subscriber line (DSL)
 - Cable TV internet connection
 - Satellite internet connection.
 - Wireless internet connection.

➤ **Wireless internet connection**

- wireless internet connection makes use of radio frequency bands to connect to the internet and offers a very high speed.
- Can be obtained either by
 - Wi-Fi or Bluetooth
 - VSAT

➤ **Features of e-mail**

- One –to-or one- to many communication
- Cheapest and fastest mail services
- Encourages in formal communication
- We can send any types of data through mail idea, image, text, audio, video to anyone.

➤ **Compose, sending and drafts email**

Let's compose an e-mail

- Click on new
- Have e mail address ready for the person to receiver your e-mail.

Sending an e mail

- Click on send to mail you letter.

-
- Message will now appear in your SENT folder
 - Once an e mail is sent , you cannot stop it or take it back
 - Check your SENT box now
 - Check your inbox for your BCC.

➤ **What is communication**

Most of the time communication gets confused with communication.

➤ **Effective communication**

Effective → productive
Communication relationship we

- We communicate to -
- Get information
- Motivate
- Get feedback
- sell
- greet

➤ **Features / Do's and don'ts of communication**

- Use of familiar and easy words
- Use of clear sentences

-
- Use of sentences of moderate length
 - Use of active voice
 - Avoid redundant and repetition
 - Avoid even and indirect reference to caste, religion etc.

➤ **Basics of managerial communication**

- Level / channels of communication
- Barrier to communication
- Importance and objectives of communication.