



ELECTRONIC MAIL

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E-mail



- ▶ Electronic mail, often abbreviated as E-mail, is a method of exchanging digital messages, designed primarily for human use.
- ▶ E-mail systems are based on a store & forward model in which E-mail server systems accept, forward, deliver and store messages on behalf of users, who only need to connect to the e-mail infrastructure.

E-mail

- ▶ It's a modern method of, transmitting data, text files, digital photos, and audio and video files from one computer to another over the internet.
- ▶ E-mail systems are based on a store & forward model in which E-mail server system accept, forward, deliver and store messages on behalf of user.
- ▶ Email allows individuals and groups to communicate with one another.



History of Email

- ▶ The foundation for today's global Internet e-mail service was created in the early ARPANET
- ▶ Standards for encoding of messages were proposed as early as, for example, in 1973 (RFC 561).
- ▶ An e-mail sent in the early 1970s looked very similar to one sent on the Internet today.
- ▶ Network-based email was initially exchanged on the ARPANET in extensions to the (FTP), but is today carried by the (SMTP).

Importance

- ▶ Saves Money
- ▶ Saves Time
- ▶ Instant Response
- ▶ Regular Communication
- ▶ Messages can be marked as urgent
- ▶ Incoming messages are saved



SENDING MESSAGES

- ▶ Email users create and send messages from individual computers using commercial programs:



Types of E-mail

E-mails are broadly categories into three types

- ▶ Newsletter
- ▶ Notification Emails
- ▶ Transactional Emails

Newsletters

- ▶ According to research from Clutch, newsletters are the most popular type of email
- ▶ These emails are typically sent on a consistent schedule.
- ▶ A newsletter might also contain upcoming events, news from your company, or other updates.

WorkCast

Share This Event:
[f](#) [in](#) [t](#) [g](#)



You are invited to join

EVENT TITLE

Event Date & Time

[It's time to explain exactly what your webinar is about. Be sure to give enough information that fully details what the webinar will be covering, enticing and encouraging the reader to register immediately.]



REGISTER NOW
(add hyperlink or CTA)

Yours,
Signature - Name
Signature - Company

Notification Emails

- ▶ Notification emails are also known as triggers, alerts or auto-responders. They allow the user to be notified each time an event happens (or has happened).
- ▶ More generally, the notification email may be used in order to celebrate and/or mark an event.
- ▶ For examples: Birthday



Transactional Emails

- ▶ This is an expected message and its content is information that the client wishes to check or confirm, and not "discover".
- ▶ For examples: Welcome message / Account opening, Order shipment confirmation and Payment etc.



The image shows a screenshot of a transactional email from VIDALOKA. The email content includes a greeting, a confirmation message, a table of booking details, and a button to download the receipt.

VIDALOKA

BOOKING CONFIRMED!

Hello Kate, Get Ready!
You're all set for your trip

New-york Experience	6521.56€
From 5th to 15th may 2 adults - 2 children	
Discount	-154.85€
Order total	6366.71€

[Download receipt](#)

Structure of Email

- ▶ An electronic mail message consists of two components
- ▶ **Message header**, The message header contains control information, including an originators email address and one or more recipient addresses. Usually additional information is added, such as a subject header field.
- ▶ **Message body** which is the emails content.

Header Field

- ▶ The message header should include at least the following fields:
- ▶ **From:** The e-m addresses, and optionally the name of the : ail author or sender.
- ▶ **To:** The e-mail address of the messages recipient(s). Indicates primary recipients (multiple allowed), for secondary recipients see Cc: and Bcc.
- ▶ **Bcc:** Blind carbon copy addresses added to the SMTP ; delivery list but not (usually) listed in the message data, remaining invisible to other recipients.
- ▶ **Cc:** Carbon copy Many e-mail clients will mark e-mail in ; your inbox differently depending on whether you are in the To: or Cc: list.

Continued...

- ▶ **Date:** The local time and date when the message was written, automatically attached while sending.
- ▶ **Subject:** A brief summary of the topic of the message.
- ▶ **Message-ID:** Also an automatically generated field; used to prevent multiple delivery .
- ▶ **Attachment:** Attachment contain the name of files . That you want to send. example a world document.

Email Address

- ▶ To deliver mail ,a system must use an addressing system with unique addresses
- ▶ Address consist two parts :
 1. Local part
 2. Domain name
- ▶ These are separated by @ sign.
- ▶ Like tariqghayyur@gmail.com
- ▶ Local Part: tariqghayyur (User name should be unique like your mobile number)
- ▶ Domain Name: [gmail.com](mailto:tariqghayyur@gmail.com)
- ▶ @ symbol as separator

Advantages

- ▶ Emails are easy to use.
- ▶ We can send a message anytime anywhere.
- ▶ We can send the same message to several peoples at same time.
- ▶ We can forward the information to coworkers without retyping it.
- ▶ We can send the messages around the world as easily as to friend in the next cabin .
- ▶ Emails are fast. They are delivered at once around the world. No other form of written communication is as fast as an email.
- ▶ It is possible to send automated emails with a certain text. In such a way it is possible to tell the sender that you are on vacation. These emails are called auto responders.
- ▶ Emails do not use paper.
- ▶ Emails can also have pictures in them. You can send birthday cards or newsletters as emails

Disadvantages

- ▶ Emails may carry viruses. These are small programs that harm your computer system.
- ▶ Many people send unwanted emails to others. These are called spam mails. It takes a lot of time to filter out the unwanted emails from those that are important.
- ▶ Your mailbox may get flooded with emails after a certain time, so you must empty it from time to time.

Thank
you

