

# Werkzeuge der Informatik XML - Extensible Markup Language

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#### XML Data

A semi-structured data tuple (and a possible visualisation through a web browser):

```
⟨Employee⟩
   ⟨Name⟩Jerry⟨/Name⟩
   ⟨Position⟩ Mouse⟨/Position⟩
                                                                   🥮 Jerry's Staff Page - Mozilla Firefox
   ⟨Email⟩jerry@turiteaConsulting.co.nz⟨/Email⟩
                                                                   File Edit View Go Bookmarks Tools Help
   (Phones)
                                                                                     file:///C:/TuriteaConsulting/ V O Go C.
                                                                                                                 Jerry's Staff Page
      \langle Phone \rangle 350 \ 1111 \langle /Phone \rangle
                                                                     Main Page
                                                                                   Staff Directory
                                                                                                  Tom's Staff Page
                                                                   Jerry's Staff Page
      ⟨Phone⟩354 1112⟨/Phone⟩
      ⟨Phone⟩211 3333⟨/Phone⟩
                                                                                            Jerry
                                                                                    Name
                                                                                    Position
                                                                                            Mouse (since 2000)
   \langle Phones \rangle
                                                                                            jerry@turiteaConsulting.co.nz
                                                                                    Email
   ⟨Qualification⟩ Master of Arts⟨/Qualification⟩
                                                                                            350 1111 (work)
                                                                                            354 1112 (work)
   Skills
                                                                                            211 3333 (mobile)
                                                                                   Qualification Master of Arts
      (Skill)Hiding(/Skill)
                                                                                            Hiding
                                                                                     Skills
                                                                                            Running
      (Skill)Running(/Skill)
                                                                                            Teasing
      ⟨Skill⟩Teasing⟨/Skill⟩
                                                                   Back
   ⟨/Skills⟩
   ⟨Photo⟩figures/jerry.jpg⟨/Photo⟩
⟨/Employee⟩
```

#### **XML Elements**

- XML stands for Extensible Markup Language, describing data with XML is sometimes called XML-ification
- We have chosen *markup tags* to specify the logical structure of the data
  - the staff details of an employee consist of a name, a position, etc.
  - hence we have chosen the corresponding tags to markup the respective data items
- The essential information is the text between the tags, while the tags represent meta-information that helps to understand the text
- Any piece of XML code is called an XML fragment
  - however, there are certain rules for forming XML code
- Markup tags usually come in pairs and markup XML elements, such as

 $\langle Skill \rangle Hiding \langle /Skill \rangle$ 

- herein,  $\langle Skill \rangle$  is the *start tag*, and  $\langle Skill \rangle$  the *end tag*
- the text in between is the *content* of the XML element

#### **XML Elements**

- The content of an XML element might be
  - pure text
  - a mixture of pure text and markup
  - further XML elements
  - nothing
- XML elements may be nested into one another, such as

```
\langle \mathsf{Phones} \rangle
\langle \mathsf{Phone} \rangle 350 \ 1111 \langle / \mathsf{Phone} \rangle
\langle \mathsf{Phone} \rangle 354 \ 1112 \langle / \mathsf{Phone} \rangle
\langle \mathsf{Phone} \rangle 211 \ 3333 \langle / \mathsf{Phone} \rangle
\langle / \mathsf{Phones} \rangle
```

- An XML element without content is called an *empty XML element* 
  - in this case, we use only a single markup tag, such as

 $\langle Retired/ \rangle$ 

#### **Attributes of XML Elements**

- An XML element may have attributes to capture further properties
  - they are stored as attribute-value pairs in the start tag

```
(Employee)
   ⟨Name⟩Jerry⟨/Name⟩
   ⟨Position Since="2000"⟩Mouse⟨/Position⟩
                                                                 🧶 Jerry's Staff Page - Mozilla Firefox
   ⟨Email⟩jerry@turiteaConsulting.co.nz⟨/Email⟩
                                                                 File Edit View Go Bookmarks Tools Help
   (Phones)
                                                                                      ☐ file:///C:/TuriteaConsulting/ ✔ ⑥ Go ☐
      ⟨Phone Kind="work"⟩350 1111⟨/Phone⟩
                                                                  Main Page
                                                                                Staff Directory
                                                                                               Tom's Staff Page
                                                                                                              Jerry's Staff Page
                                                                 Jerry's Staff Page
      ⟨Phone Kind="work"⟩354 1112⟨/Phone⟩
      ⟨Phone Kind="mobile"⟩211 3333⟨/Phone⟩
                                                                                  Name
                                                                                         Jerry
                                                                                 Position
                                                                                         Mouse (since 2000)
   \langle / Phones \rangle
                                                                                  Email
                                                                                         jerry@turiteaConsulting.co.nz
   ⟨Qualification⟩Master of Arts⟨/Qualification⟩
                                                                                         350 1111 (work)
                                                                                         354 1112 (work)
                                                                                 Phones
   Skills
                                                                                         211 3333 (mobile)
                                                                                Qualification Master of Arts
      \langle Skill \rangle Hiding \langle /Skill \rangle
                                                                                         Hiding
                                                                                  Skills
                                                                                         Running
      (Skill)Running(/Skill)
                                                                                         Teasing
      ⟨Skill⟩Teasing⟨/Skill⟩
                                                                  Back
   ⟨/Skills⟩
   (Photo) figures/jerry.jpg(/Photo)
⟨/Employee⟩
```

#### **XML** Documents

- XML code is stored in XML documents
- An XML document consists of three parts:
  - its XML declaration
  - its processing instructions
  - its root element
- An XML document must have a root element, while XML declaration and the processing instructions are optional
- Usually, the XML declaration looks as follows:

- it indicates the version of XML being used, here 1.0
- and it states in which encoding the document is written
- The processing instructions could be declarations of style sheets, etc.
- For the *root element*, just choose a name and form it like any other XML element:

$$\langle \mathsf{DB} \rangle \dots \langle / \mathsf{DB} \rangle$$

#### **XML** Documents

- An XML document must be well-formed, that is,
  - there is exactly one root element
  - start and end tags must match
  - start and end tags must nest properly
  - The following XML fragments are not well-formed:

$$\langle apple \rangle \langle /pear \rangle$$

$$\langle apple \rangle \langle pear \rangle \langle /apple \rangle \langle /pear \rangle$$

- XML is case-sensitive (this is different from HTML)
  - The following XML fragment is not well-formed:

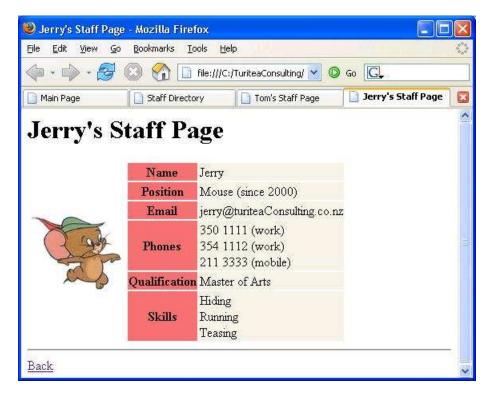
$$\langle \mathsf{Apple} \rangle \langle \mathsf{/apple} \rangle$$

• In future, whenever we talk about an XML document, we mean a well-formed one

### **XML** Repositories

```
⟨?xml version="1.0" encoding="UTF-8"?⟩
(Employee)
  ⟨Name⟩Jerry⟨/Name⟩
  ⟨Position Since="2000"⟩Mouse⟨/Position⟩
  ⟨Email⟩jerry@turiteaConsulting.co.nz⟨/Email⟩
  (Phones)
    ⟨Phone Kind="work"⟩350 1111⟨/Phone⟩
     ⟨Phone Kind="work"⟩354 1112⟨/Phone⟩
     ⟨Phone Kind="mobile"⟩211 3333⟨/Phone⟩
  \langle Phones \rangle
  ⟨Qualification⟩ Master of Arts⟨/Qualification⟩
  Skills
    (Skill)Hiding(/Skill)
     (Skill)Running(/Skill)
     \langle Skill \rangle Teasing \langle /Skill \rangle
  ⟨/Skills⟩
  (Photo) figures/jerry.jpg(/Photo)
⟨/Employee⟩
```

 Store the XML element Employee in an XML document (jerry.xml)



 Similarly, create an XML document for each staff member

### **XML** Repositories

```
⟨?xml version="1.0" encoding="UTF-8"?⟩
(Employee)
   ⟨Name⟩Tom⟨/Name⟩
                                                                🧶 Tom's Staff Page - Mozilla Firefox
   ⟨Position Since="2000" ⟩Cat⟨/Position⟩
                                                                File Edit View Go Bookmarks Tools Help
                                                                                file:///C:/TuriteaConsulting/ V O Go C.
   ⟨Email⟩tom@turiteaConsulting.co.nz⟨/Email⟩
                                                                                             Tom's Staff Page
                                                                              Staff Directory
                                                                                                           Jerry's Staff Page
   (Phones)
                                                                Tom's Staff Page
      ⟨Phone Kind="work"⟩350 2222⟨/Phone⟩
      ⟨Phone Kind="home"⟩354 2222⟨/Phone⟩
                                                                            Name Tom
                                                                           Position Cat (since 2000)
   \langle Phones \rangle
                                                                            Email tom@turiteaConsulting.co.nz
                                                                                 350 2222 (work)
   Skills
                                                                                 354 2222 (home)
      (Skill) Constructing mousetraps (/Skill)
                                                                                  Constructing mousetraps
      (Skill) Eating (/Skill)
                                                                Back
   ⟨/Skills⟩
   \langle Photo \rangle figures/tom.gif \langle /Photo \rangle
⟨/Employee⟩
```

An XML repository is a collection of XML documents (that are somehow related)

## **Describing Data Types**

- We observe:
  - there are lots of employees having different staff details, but in all cases the structure of their staff details looks similar
  - classification abstraction means to describe the common structure
  - we aim to describe the common data type (as far as possible)
  - then, this data type can serve as a schema for the XML data tuples, which will be instances of the data type
- After analysing the structure of the Employee elements, we declare:

(!ELEMENT Employee (Name, Position, Email, Phones, Qualification, Skills, Photo))

- this may serve as a common data model for all staff
- We observe:
  - this is a complex data type, so we also need to declare data types for Names,
     Positions, etc.
  - Qualification is only optional, so we need to indicate this

#### **XML Element Declarations**

• An *element declaration* has the general form:

<!ELEMENT element-name content-model>

- The *element name* is the name inside the start and end tag
  - it must be a valid XML name, that is,
    - start with an alphabetical character or an underscore \_
    - but not with the string "xml"
    - it may contain any alphanumerical character or \_ or or .
    - ullet but no blanks, no reserved symbols such as  $\langle$  or  $\rangle$  or & or "
- The content model specifies what may occur between the start and end tag:
  - pure text
  - anything (any mixture of pure text and markup)
  - further XML elements
  - nothing

#### **XML Element Declaration**

- We use <!ELEMENT element-name (#PCDATA)</pre>
  if the content is pure text
  - #PCDATA stands for parsed, or better, parsable character data
- We use <!ELEMENT element-name ANY</pre> if the content may be anything
  - this is very convenient, but not very informative . . .
- We use <!ELEMENT element-name EMPTY</pre> if there is no content
  - but wait, till we can add attributes . . .
- We use <a href="IELEMENT element-name child-elements">(!ELEMENT element-name child-elements)</a> if the content are further
   XML elements
  - these elements are referred to as *child elements* or *children*
  - as an example, we recall our data type for the staff details:

(!ELEMENT Employee (Name, Position, Email, Phones, Qualification, Skills, Photo))

# **Declaring Child Elements**

- Recall, that we need to indicate that Qualification is an optional child
- We use regular expressions to describe the permitted combinations of child elements

<!ELEMENT element-name reg-expression>

- Regular expressions can be build as follows:
  - start with #PCDATA, EMPTY or any valid XML names
  - form sequences
  - form alterations
  - indicate optionality
  - indicate iteration
  - indicate non-empty iteration
  - add braces
- In practise, the regular expressions used for XML elements are often rather simple

## **Declaring Child Elements**

- Here are some easy-to-follow rules of thumb:
  - To describe a sequence of elements of types  $child_1, \ldots$ ,  $child_n$ , use

```
\langle ! \mathsf{ELEMENT} \; \mathsf{element} \mathsf{-name} \; ( \; \mathsf{child}_1, \; \ldots, \; \mathsf{child}_n \; ) \rangle
```

• To describe the alternative of elements of types child<sub>1</sub>,..., child<sub>n</sub>, use

```
\langle ! \mathsf{ELEMENT} \; \mathsf{element} \mathsf{-name} \; ( \; \mathsf{child}_1 \; | \; \cdots \; | \; \mathsf{child}_n \; ) \rangle
```

- To indicate an *option*, attach a ? to one or more child elements
  - such an element may or may not appear
- To indicate an *iteration*, attach a \* to one or more child elements
  - such an element may occur a finite number of times (or not at all)
- To indicate a *non-empty iteration*, attach a + to one or more child elements
  - such an element may occur a non-zero, finite number of times

## **Our Example**

• We indicate that Qualification is only optional:

```
(!ELEMENT Employee (Name, Position, Email, Phones, Qualification?, Skills, Photo))
```

We declare data types for the child elements Names, Positions, etc.

```
⟨!ELEMENT Name (#PCDATA)⟩

⟨!ELEMENT Position (#PCDATA)⟩

⟨!ELEMENT Email (#PCDATA)⟩

⟨!ELEMENT Phones (Phone*)⟩

⟨!ELEMENT Qualification (#PCDATA)⟩

⟨!ELEMENT Skills (Skill*)⟩

⟨!ELEMENT Photo (#PCDATA)⟩
```

We declare data types for the grand child elements Phone and Skill

```
\langle ! ELEMENT | Phone (\#PCDATA) \rangle
\langle ! ELEMENT | Skill (\#PCDATA) \rangle
```

### **Our Example**

We check the suitability of the data type:

```
(Employee)
                                                       (!ELEMENT Employee (Name, Position, Email,
                                                            Phones, Qualification?, Skills, Photo)
  \langle Name \rangle Tom \langle /Name \rangle
                                                       <!ELEMENT Name (#PCDATA)>
  ⟨Position Since="2000" ⟩ Cat⟨/Position⟩
                                                       ⟨!ELEMENT Position (#PCDATA)⟩
  ⟨Email⟩tom@turiteaConsulting.co.nz⟨/Email⟩
                                                       <!ELEMENT Email (#PCDATA)>
  (Phones)
                                                       ⟨!ELEMENT Phones (Phone*)⟩
     ⟨Phone Kind="work"⟩350 2222⟨/Phone⟩
                                                       ⟨!ELEMENT Phone (#PCDATA)⟩
     ⟨Phone Kind="home"⟩354 2222⟨/Phone⟩
  \langle / Phones \rangle
                                                       ⟨!ELEMENT Qualification (#PCDATA)⟩
  ⟨Skills⟩
                                                       ⟨!ELEMENT Skills (Skill*)⟩
     (Skill) Constructing mousetraps (/Skill)
                                                       ⟨!ELEMENT Skill (#PCDATA)⟩
     \langle Skill \rangle Eating \langle /Skill \rangle
  ⟨/Skills⟩
  \langle Photo \rangle figures/tom.gif \langle /Photo \rangle
                                                       ⟨!ELEMENT Photo (#PCDATA)⟩
⟨/Employee⟩
```

#### **Attribute Declaration**

 XML elements can have attributes to capture particular properties of these elements, such as

⟨!ATTLIST Position Since CDATA #REQUIRED⟩

An attribute declaration has the general form:

<!ATTLIST element-name attribute-specifications>

- the element name specifies the element whose attributes we want to declare
- the list of attribute specifications contains exactly one for each attribute,
   each attribute specification has the form

attribute-name attribute-type attribute-constraint

- the attribute name is the name chosen for this attribute
  - the attribute name must be a valid XML name (as explained above)
  - naturally, any two attributes of the same element should have distinct names

#### **Attribute Declaration**

- There are three kinds of attribute values: strings, enumerated, and tokens
- Strings: the attribute's value is a character string
  - we use the simple data type CDATA
  - blanks are allowed
  - any text is allowed except for reserved symbols
- Enumerated: the attribute's value must be chosen from a user-specified list

- Tokens: the attribute's value is a special-purpose character string
  - NMTOKEN can be used for a valid XML name
  - ENTITY can be used for a reference to an external file
  - ID, IDREF and IDREFS are explained later on

#### **Attribute Declaration**

- The attribute constraint is one of
  - #REQUIRED if the attribute must occur in every element
  - #IMPLIED if the attribute is optional
  - a default value for the attribute
  - #FIXED value
  - #CURRENT if the attribute takes the value most recently assigned to this attribute
- For our example
  - we can simply choose:

```
\langle ! ATTLIST | Position | Since CDATA | \#REQUIRED \rangle
```

```
⟨!ATTLIST Phone Kind CDATA #IMPLIED⟩
```

- thus, Since is a compulsory attribute, and Kind is an optional attribute
- alternatively we could also choose:

```
(!ATTLIST Phone Kind (work | home | mobile) #IMPLIED)
```

## **Our Example**

• We check the suitability of the data type again:

```
(Employee)
                                                        (!ELEMENT Employee (Name, Position, Email,
                                                             Phones, Qualification?, Skills, Photo)
  \langle Name \rangle Tom \langle /Name \rangle
                                                        <!ELEMENT Name (#PCDATA)>
  ⟨Position Since="2000" ⟩ Cat⟨/Position⟩
                                                        ⟨!ELEMENT Position (#PCDATA)⟩
                                                        ⟨!ATTLIST Position Since CDATA #REQUIRED⟩
  \langle Email \rangle tom@turiteaConsulting.co.nz \langle /Email \rangle
                                                        ⟨!ELEMENT Email (#PCDATA)⟩
  ⟨Phones⟩
                                                        ⟨!ELEMENT Phones (Phone*)⟩
     ⟨Phone Kind="work"⟩350 2222⟨/Phone⟩
                                                        ⟨!ELEMENT Phone (#PCDATA)⟩
     ⟨Phone Kind="home"⟩354 2222⟨/Phone⟩
                                                        ⟨!ATTLIST Phone Kind CDATA #IMPLIED⟩
  \langle / Phones \rangle
                                                        (!ELEMENT Qualification (#PCDATA))
  ⟨Skills⟩
                                                        ⟨!ELEMENT Skills (Skill*)⟩
     (Skill) Constructing mousetraps (/Skill)
                                                        ⟨!ELEMENT Skill (#PCDATA)⟩
     \langle Skill \rangle Eating \langle /Skill \rangle
  ⟨/Skills⟩
  \langle Photo \rangle figures/tom.gif \langle /Photo \rangle
                                                        <!ELEMENT Photo (#PCDATA)>
⟨/Employee⟩
```

## **Document Type Definitions**

 We store all the XML element declarations and their attribute declarations in a separate document (staff.dtd)

```
⟨!ELEMENT Employee (Name, Position, Email, Phones, Qualification?, Skills, Photo)⟩
⟨!ELEMENT Name (#PCDATA)⟩
⟨!ELEMENT Position (#PCDATA)⟩
⟨!ELEMENT Email (#PCDATA)⟩
⟨!ELEMENT Phones (Phone*)⟩
⟨!ELEMENT Phone (#PCDATA)⟩
⟨!ELEMENT Qualification (#PCDATA)⟩
⟨!ELEMENT Skills (Skill*)⟩
⟨!ELEMENT Skills (HPCDATA)⟩
⟨!ELEMENT Skill (#PCDATA)⟩
⟨!ELEMENT Photo (#PCDATA)⟩
⟨!ELEMENT Photo (HPCDATA)⟩
⟨!ATTLIST Position Since CDATA #REQUIRED⟩
⟨!ATTLIST Phone Kind CDATA #IMPLIED⟩
```

- We observe:
  - this document is called a *Document Type Definition* or *DTD*, for short
  - this is not XML code, hence a DTD is not an XML document
  - we used the DTD language as a separate language for describing data types

## **Document Type Definitions**

- Finally, we need to link the DTD and the respective XML documents together
  - an DTD contains a data type
  - an XML document contains an instance of the data type
  - usually, there are many XML documents that correspond to a single DTD
- Add an document type declaration after the XML declaration in an XML document

```
\langle !DOCTYPE Employee SYSTEM "staff.dtd" \rangle
```

• In general, the document type declaration has the form

```
⟨!DOCTYPE root-name SYSTEM uri⟩
```

- the root name is the name of the root element in the XML documents
- the URI is the uniform resource identifier of the DTD (usually the file name)
- Alternatively, one can include the entire DTD into the XML document

```
\langle !DOCTYPE root-name [...here goes the DTD ...] \rangle
```

 but this is not recommended for an XML repository where several XML documents share a DTD

### Validation of XML Documents

- An XML document is said to be
  - be well-formed if has a unique, well-formed root element
  - conforms to a DTD if the DTD adequately describes its root element
  - be valid if it is linked to DTD and conforms to this DTD
- An XML document is a text file, so any text editor can be used for editing it . . .
- However, to validate it, we can use an XML parser:
  - ensure that all required XML elements are present
  - prevent undefined XML elements from being used
  - specify the use of attributes of XML elements and define their permitted values
- To create XML documents and data models for them (such as DTDs) we run through a data modelling process:
  - layout analysis and data access, knowledge integration, and content extraction,
  - structure analysis (recognition, visualisation, representation) of all elements,
  - testing an XML document whether it is well-formed and valid

# XML Data Modelling

- Some features of XML are especially attractive for data modelling:
  - an XML document (considered as a complex data tuple) does not necessarily have a data model (such as a DTD)
  - in case it has one, we can prescribe/control the structure to exactly the extent we want to
  - but still, its structure may depart form that specified in that data model
  - the element names used for XML elements make XML documents self-explanatory
- In addition to the DTD language there are exist several popular languages for describing XML data types
  - examples are XML Schema, Relax NG, DSD2, tree grammars
  - overcome some known limitations of the DTD language
  - provide more data modelling features than the DTD language
  - comparing their expressiveness is an important topic in research
  - graphical languages like the XML tree model are popular, too

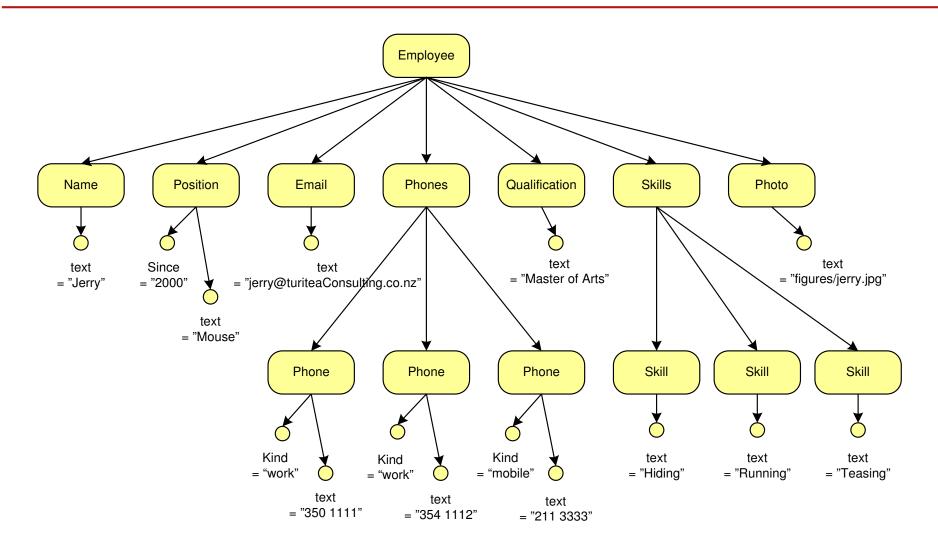
#### Who owns XML?

- Well, the World Wide Web Consortium (W3C) ... (though not really)
- W3C develops Web standards and guidelines (*W3C Recommendations*)
  - publishes open (non-proprietary) standards for Web languages
  - more than 90 standards since 1994
  - its mission is to lead the Web to its full potential by developing protocols and guidelines that ensure long-term growth for the Web
  - provides an open forum for discussion about the Web
- The goal is *Web interoperability*:
  - the most fundamental Web technologies must be compatible with one another and allow any hardware and software used to access the Web to work together
  - avoid market fragmentation and thus Web fragmentation
- W3C operations are
  - supported by more than 400 members worldwide (vendors, universities, etc.)
  - financed by member fees, research grants, public and private funding
  - run by about 70 full-time staff
  - administered by the MIT CS&AI Lab (CSAIL), the European Research Consortium for Informatics and Mathematics (ERCIM), and Keio University

### **W3C** Activities

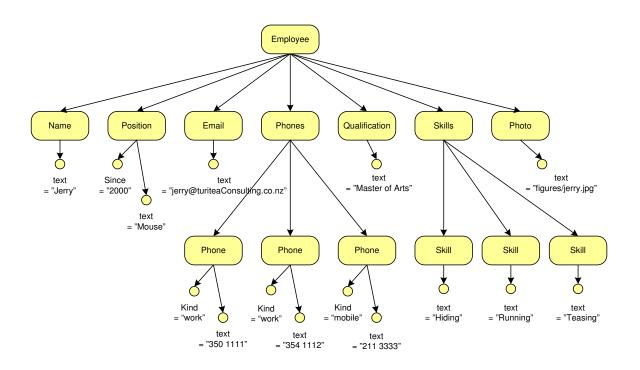
- Researchers can participate in the W3C activities
- W3C currently hosts 23 registered activities on:
  - web architecture: DOM, XML, Internationalisation, URI, Web Services
  - interaction: Graphics, HTML, Math, Rich Web Client, Style, XForms, Sync Multimedia
  - quality assurance: Quality Assurance, Incubator
  - technology and society: Patent Policy, Privacy, Semantic Web
  - ubiquitous web: Device Independence, Mobile Web, Multi-modal Interaction, Voice Browser
  - web accessibility: International Program Office, Technical Issues
- Activities are organised into groups:
  - Working Groups (WG) for technical developments
  - Interest Groups (IG) for strategy discussions
  - Coordination Groups (CG) for communication among related groups
- For the XML activity there are currently 9 groups:
  - XML Core WG, XML Processing WG, XML Query WG, XML Schema WG, XSL WG, Efficient XML Interchange WG, XML Plenary IG, XML Schema IG, XML CG

### **XML** Trees



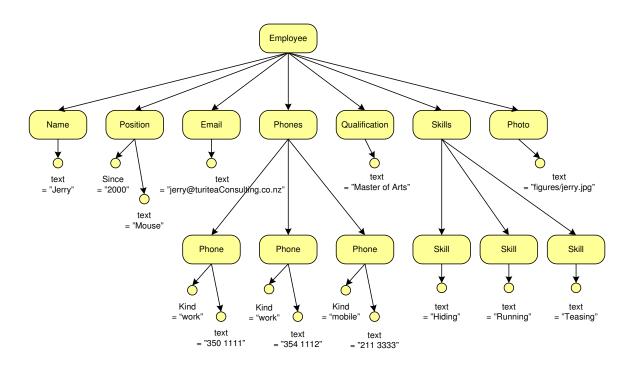
- XML elements may be visualised as XML trees
- This helps to imagine the hierarchical structure of XML elements

### **Nodes of XML Trees**



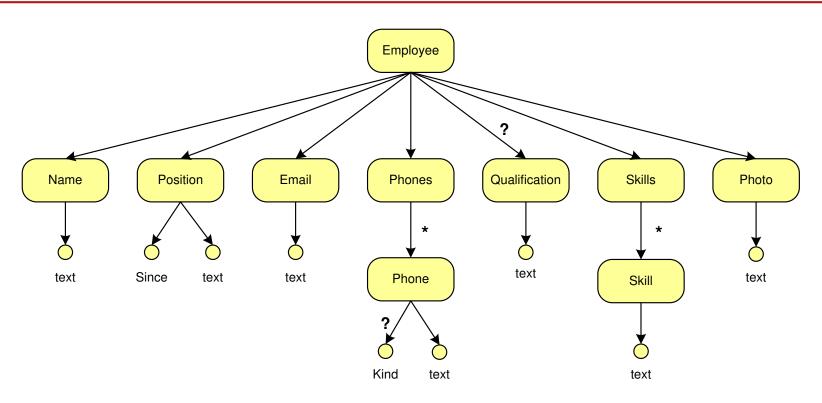
- Element nodes are visualised as boxes
  - they represent XML elements
- Attribute nodes are visualised as circles
  - they represent attributes of XML elements
- Text nodes are visualised as circles, too
  - they represent pure text content of XML elements

## **Edges of XML Trees**



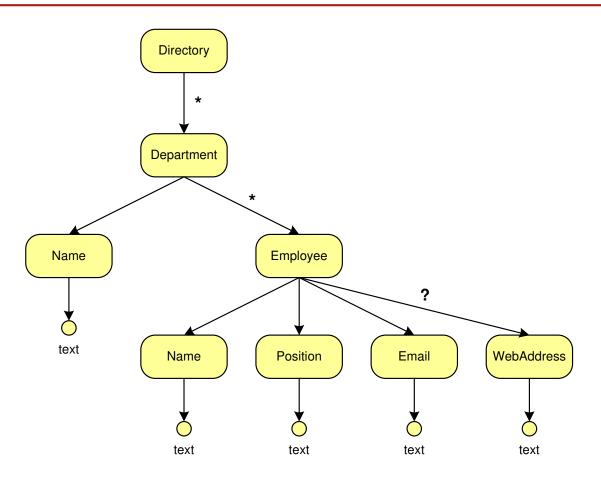
- Edges connect the node for an XML element to the nodes for its attributes, its
  child elements and its pure text content
- The top-most element node is the node of the root element or root node, for short
- Nodes without outgoing edges (attribute nodes, text nodes, empty element nodes) are leaves
  - well, yes, XML trees stand upside-down

# XML Trees and Data Types



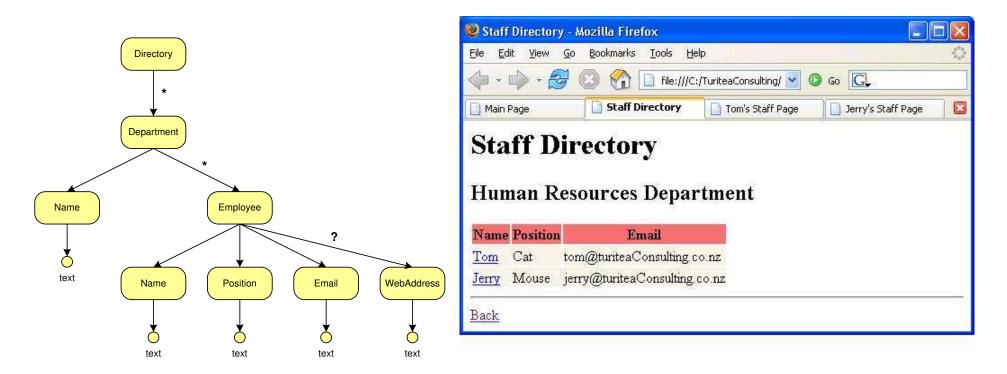
- XML trees can also be used to visualise data types
  - edges can be marked with ?, \* or + to visualise optionality, iteration or non-empty iteration
- It is often convenient to draw an XML tree first before writing down a DTD
  - XML trees provide a rather intuitive way towards data modelling for XML

## An Example



- We create a data type for a staff directory
  - we chose element types Directory, Department, Employee and a few others
  - this time we assemble less staff details in the Employee type
  - however, we include a new (optional) child WebAddress

## Translating XML Trees into DTDs



Now we translate the XML tree for the Directory type to the DTD language:

```
⟨!ELEMENT Directory (Department*)⟩
⟨!ELEMENT Department (Name, Employee*)⟩
⟨!ELEMENT Employee (Name, Position, Email, WebAddress?)⟩
⟨!ELEMENT Name (#PCDATA)⟩
⟨!ELEMENT Position (#PCDATA)⟩
⟨!ELEMENT Email (#PCDATA)⟩
⟨!ELEMENT WebAddress (#PCDATA)⟩
```