

PRESS RELEASE

Shiv Nadar University launches School of Communication in collaboration with the Annenberg School for Communication, University of Pennsylvania

- School of Communication to offer undergraduate, graduate and research programs in India
- Partnership to foster curriculum development and faculty recruitment and training
- Partners to set up a joint Center for Global Communication Research at SNU

September 25, 2012, New Delhi: The Shiv Nadar University (SNU) today announced the **launch of the School of Communication (SoC)** to offer Undergraduate, Graduate and research level programs in Communication. The University also announced a new collaboration with the Annenberg School for Communication at the University of Pennsylvania (ASC) through which ASC will assist SNU in designing the curriculum for its programs along with assisting SNU in identification and training of faculty. The partnership also established both faculty and student exchange programs whereby students and faculty from both institutions will have the option to spend up to two semesters at The Annenberg School for communication campus in Pennsylvania or at the SNU campus at Greater Noida.

The partnership also paves the way for the establishment of joint **Center for Global Communication Research** to be located at SNU. Faculty from both schools and across disciplines at both Universities would be affiliated with the Center whose objective is to undertake research on critical issues in global communication. . The Center will hold conferences and seminars and publish research reports as part of its mission to disseminate the findings of the research conducted at the Center.

Announcing the partnership, **Nikhil Sinha, Vice Chancellor, Shiv Nadar University** said, 'The growth of communication and media in India has been exponential and India increasingly requires globally relevant research-led programs in communication. Annenberg is a globally renowned institution and stands at the forefront of education, research, and policy studies on the processes, nature, and consequences of existing and emerging media. We believe that this collaboration would help us leverage ASC's proven track record of five decades in Communication Education and Research to create a world class communication program at the SNU School of Communication.'

Michael Delli Carpini, Dean, Annenberg School for Communication said, "The Annenberg School for Communication has been committed to responding to changes in both the nature of Communication as a social process and in Communication as a discipline. We see our partnership with the Shiv Nadar University as an opportunity help all aspiring communication professionals become better consumers and producers of public information, strengthen their understanding of the role of communication in their personal, professional and civic lives, and prepare them for private and public-sector leadership positions in communication-related and other fields. We look forward to an exciting partnership."

Academic programs will commence in August 2013. Students completing the programs successfully will obtain a degree issued by Shiv Nadar University.

About Shiv Nadar University

Shiv Nadar University (www.snu.edu.in) is an international multi-disciplinary, research university located in Greater Noida in India's National Capital Region. SNU is a private philanthropic institution established by the Shiv Nadar Foundation in 2011 through an act of the State of Uttar Pradesh. The University's mission is to develop and educate the leaders of tomorrow; to support research, scholarly and creative endeavors that contribute to the creation of new knowledge; and to create research and teaching programs that tackle the most pressing problems of India and the global community. The University offers a full range of academic programs at the undergraduate, post-graduate and doctoral level.

About Shiv Nadar Foundation

The Shiv Nadar Foundation (www.ShivNadarFoundation.org) has been established by Shiv Nadar, Founder, HCL - a \$6.2 billion leading global technology and IT enterprise, with over 100,000 employees across 31 countries. The 36-year-old enterprise, founded in 1976, is one of India's original IT garage start-ups and offers diverse business aligned technology solutions spanning the entire hardware and software spectrum, to a focused range of industry verticals.

The Foundation is committed to the creation of a more equitable, merit-based society by empowering individuals to bridge the socio-economic divide. To that purpose the Foundation is focused on the underdeveloped disciplinary areas in India related to transformational education, creativity and art.

The Foundation set up the SSN Institutions (www.SSN.edu.in) in 1996, comprising the SSN College of Engineering (already a highly ranked private engineering college in India), in Chennai, Tamil Nadu. In addition the Foundation runs the VidyaGyan schools (www.vidyagyan.in) in Bulandshahr, Sitapur and upcoming school in Uttar Pradesh. VidyaGyan is a radical social experiment in nurturing leadership from amongst highly gifted rural poor children in Uttar Pradesh. The Foundation is also setting up Shiv Nadar Schools (www.shivnadarschool/) across India to build world-class schools aiming to provide children with education that creates lifelong learners.

About Annenberg School for Communication

The Annenberg School for Communication (www.asc.upenn.edu) of the University of Pennsylvania, established in 1959, is one of the world's oldest and most prestigious institutions for the study of media and communication. Throughout the past five decades, the Annenberg School for Communication has remained true to the mission articulated by Ambassador Annenberg, while responding to changes in both the nature of communication as a social process and in Communication as a discipline.

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