
University of Pennsylvania News

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ANNENBERG SCHOOL OF COMMUNICATIONS
CELEBRATES 25TH ANNIVERSARY
ON MAY 16

Communications has been a central aspect of life since the beginning of civilization. But the importance of communications as an academic discipline, attracting scholars from many fields of study, is a recent development.

Next Wednesday's (May 16) celebration of the 25th anniversary of the founding of the Annenberg School of Communications at the University of Pennsylvania will commemorate an important landmark in the evolution of communications study, according to Penn President Sheldon Hackney.

"The creation of this discipline, communications, through the development of a curriculum and a commitment to research, can be attributed to the activities of the Annenberg School during the last 25 years," said Hackney.

The President and Mrs. Sheldon Hackney are hosting a reception and dinner for trustees, faculty, staff, students, alumni, and invited guests on May 16 at Gimbel Hall on the university campus. Later in the evening, guests will gather at the Zellerbach Theatre, where the Annenberg Center will present its annual Award of Merit to actor James Stewart.

"I am grateful for the vision of the school's founder, Ambassador Walter Annenberg, and the support of the university during the past 25 years," said George Gerbner, dean of the Annenberg School.

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In addition to granting master's and doctorate degrees in communications, the school is known for its active research programs. Two scholarly journals are edited and published as well as a series of books. Also, the first International Encyclopedia of Communications is being developed in collaboration with Oxford University Press.

A new Washington, D.C. program in communications policy studies offers student internships and professional seminars in the nation's capital. And the school's conferences, which attract participants from throughout the world, address significant issues in the field. In October there will be a conference on science and the media and in May 1985 an international conference on visual communications is planned.

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NOTE TO PHOTO EDITORS: A LIMITED PHOTO OPPORTUNITY EXISTS ON MAY 16 BETWEEN 5:45 P.M. AND 6:15 P.M. IN FRONT OF GIMBEL GYMNASIUM, 37TH AND WALNUT STS. GUESTS MAY BE PHOTOGRAPHED AS THEY ENTER THE COCKTAIL RECEPTION FOR THE ANNIVERSARY EVENT.