"Let me mention just five of the most important ways in which the School, we hope, will be truly distinctive....

"In the first place, the School will work on the newest frontiers of media technology, with state-of-the-art equipment and innovative pedagogies ... This does not mean that we will ignore old skills and values. Our core concern must always be the ability of our students to think critically and creatively, to pursue the truth ethically and responsibly, and to articulate ideas clearly and vividly....

"The second distinctive emphasis of our School will be its sharp focus on the singular challenges facing media in the developing world. This will mean exploring local and regional realities in all of their complexity....

"A third special element of the School will be one of the first programmes in this region in the field of Media Management. In my view, the quality of media depends not only on those who produce the content -- writers and artists and editors -- it also depends on those who manage media enterprises and on the proprietors who own them....

"A fourth distinctive dimension of the Graduate School of Media and Communications will be interdisciplinary study. The new School will work closely with other faculties of the Aga Khan University so that media students can deepen their knowledge in fields such as health, economics, political science, religion, and environmental studies....
"Fifth and finally, we like to say that our School will be demand-driven which means that it will be flexible, evolving with the changing needs of both our students and their eventual employers."

His Highness the Aga Khan's 2011 address at the Aga Khan University Graduate School of Media and Communications Foundation Stone Ceremony (Nairobi, Kenya)

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