

The few undergraduate courses in journalism and

[Entertainment](#), [Journalism](#)



The story of UC Berkeley's rise in fall in the world of collegiate journalism is interesting because other schools have experienced similar circumstances. According to the school's website, journalism instruction was first introduced at the university in 1936 and eventually was added as an academic major in 1940. In the 1950s, a master's program was also added. Both the undergraduate and graduate programs grew for almost 30 years before the undergraduate program was canceled in 1978, and the remaining staff and the school's other resources were refocused on the extremely successful master's program.

Ever since 1978, students at UC Berkeley could take a few undergraduate courses in journalism and communications, but there was no longer an undergrad degree in journalism. The new minor and certificate is called "Journalism in the Digital Age", and over 150 students enrolled in the program's first year. The curriculum is made up of four components: "Reporting & Writing", "Investigative Reporting", "Multimedia", and "Social Media". The program is set up differently than many collegiate journalism programs across the country. The program only focuses about half of its attention on traditional reporting skills like reporting, writing, AP style, research techniques, and investigative journalism.

The other half of coursework has more to do with the technical skills of multimedia, video production, and the applications of social media in the newsroom.