

Mass Communication Specialist (MC) Advancement Practice Exam (Sample)

Study Guide



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SAMPLE

Questions

- 1. What device is referred to as a light box used for capturing images?**
 - A. Lens**
 - B. Camera**
 - C. Viewfinder**
 - D. Shutter**
- 2. What happens to the depth of field when you numerically lower your f/stop?**
 - A. It becomes shallower**
 - B. It increases**
 - C. It remains unchanged**
 - D. It becomes deeper**
- 3. Which of the following is NOT a characteristic of effective photo sequences?**
 - A. Clear connection between images**
 - B. Consistent lighting**
 - C. Dramatic storytelling**
 - D. Random image selection**
- 4. Which of the following best describes "spin" in public relations?**
 - A. Selective presentation of information to create a desired impression**
 - B. A completely honest depiction of events**
 - C. Neutral communication without any bias**
 - D. A method to deflect attention from shortcomings**
- 5. At any given command, who typically serves as the command spokesman and media liaison?**
 - A. Chief of Information**
 - B. Public Affairs Officer**
 - C. Navy Office of Information**
 - D. Navy Public Affairs Support Element**

- 6. How do digital platforms impact the landscape of traditional journalism?**
- A. They provide a narrower audience reach**
 - B. They ensure higher advertising revenues**
 - C. They broaden reach but introduce challenges**
 - D. They replace traditional journalism completely**
- 7. Which type of photo IS considered a controlled action?**
- A. Sports shot**
 - B. Landscape shot**
 - C. Studio and environmental shots**
 - D. Photojournalism**
- 8. What is the primary focus of broadcast journalism?**
- A. Reporting of news for television, radio, or online platforms**
 - B. Writing feature articles for magazines**
 - C. Conducting scientific research in communication**
 - D. Creating advertisements for social media**
- 9. Who is primarily responsible for the implementation and administration of the Navy's visual information program?**
- A. Chief of Staff**
 - B. Chief of Information**
 - C. Director of Public Affairs**
 - D. Secretary of the Navy**
- 10. Which Navy policy regulates the use, management, and assignment of Navy visual information?**
- A. SECNAVINST 5000.1**
 - B. OPNAVINST 3104.1A**
 - C. COMNAVINST 1500.4**
 - D. NAVINST 5710.1**

Answers

SAMPLE

1. B
2. A
3. D
4. A
5. B
6. C
7. C
8. A
9. B
10. B

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Explanations

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1. What device is referred to as a light box used for capturing images?

A. Lens

B. Camera

C. Viewfinder

D. Shutter

A light box used for capturing images is commonly referred to as a camera. This is because a camera incorporates various components, including a lens, a sensor (or film), and other elements that work together to capture light and form an image. Cameras can be designed in multiple forms, such as digital or film, but their fundamental purpose remains the same: to collect light and create a visual representation of a scene or subject. The concept of a light box is often associated with photography terminology, where light is critical in the process of image-making. In contrast, a lens is a specific component of the camera system that focuses light onto the sensor. A viewfinder, while it does play a role in composing the image by allowing the photographer to see what the camera will capture, is not what captures the image itself. The shutter is another component within a camera that opens and closes to control the duration of light exposure but does not encompass the overall functionality of an imaging device. Thus, a camera as a whole is correctly identified as the device most accurately described by the term "light box."

2. What happens to the depth of field when you numerically lower your f/stop?

A. It becomes shallower

B. It increases

C. It remains unchanged

D. It becomes deeper

Lowering the f/stop number results in a shallower depth of field. The f/stop, which is the aperture setting of a camera lens, controls the amount of light that enters the camera and also affects the depth of field. When you decrease the f/stop value (for example, from f/8 to f/2.8), the aperture opens wider, allowing more light to enter the lens. This wider aperture means that less of the scene will be in focus at once, resulting in a shallower depth of field. This effect is commonly utilized in photography to achieve a blurred background, making the subject stand out sharply against a soft backdrop. Thus, adjusting the f/stop to a lower number effectively isolates the subject by diminishing the amount of the scene that remains in focus.

3. Which of the following is NOT a characteristic of effective photo sequences?

- A. Clear connection between images**
- B. Consistent lighting**
- C. Dramatic storytelling**
- D. Random image selection**

Effective photo sequences are designed to tell a coherent story or convey a specific message through the arrangement and presentation of images. Each characteristic plays a crucial role in ensuring the sequence is engaging and meaningful. A clear connection between images is vital as it helps the viewer understand the narrative or concept being presented. Each image should build upon the previous one, leading to a natural progression that enhances comprehension. Consistent lighting is important as it creates a uniformity that helps the viewer focus on the content rather than being distracted by varying light conditions. This consistency can make the overall sequence more aesthetically pleasing and professional. Dramatic storytelling enhances the emotional impact of the sequence. It engages viewers and encourages them to connect more deeply with the themes and messages being conveyed. A well-told story can provoke thought, evoke feelings, and leave a lasting impression. Random image selection undermines the effectiveness of a photo sequence because it disrupts the narrative flow. Without a deliberate progression or thematic connection between images, viewers may become confused or disengaged, losing the intended message entirely. This lack of cohesion is what sets random selection apart from the other key characteristics, which are essential for effective photo storytelling.

4. Which of the following best describes "spin" in public relations?

- A. Selective presentation of information to create a desired impression**
- B. A completely honest depiction of events**
- C. Neutral communication without any bias**
- D. A method to deflect attention from shortcomings**

The concept of "spin" in public relations is primarily characterized by the selective presentation of information aimed at creating a particular impression or narrative. This involves emphasizing certain facts while downplaying or omitting others to influence public perception. Spin is often used strategically to frame an issue, event, or individual in a light that aligns with the interests of a client or organization, often in response to negative events or crises. In public relations practice, spin can serve a variety of purposes, including managing reputations and shaping media coverage. It is crucial for practitioners to understand how to effectively control the narrative surrounding their clients, leveraging selective information to guide audience perceptions and understanding. The other options indicate approaches that are not aligned with the concept of spin. A completely honest depiction of events would not involve any characterization or manipulation of information, which contrasts with the essence of spin. Likewise, neutral communication suggests an unbiased representation, devoid of the intent to create a desired impression, which is central to the concept of spin. Lastly, while deflecting attention from shortcomings might be an outcome of some PR strategies, it doesn't capture the broader and more nuanced practice of crafting narratives through selective information. Thus, the focus on selective presentation in the correct choice encapsulates the core idea of spin in

5. At any given command, who typically serves as the command spokesman and media liaison?

A. Chief of Information

B. Public Affairs Officer

C. Navy Office of Information

D. Navy Public Affairs Support Element

The role of a Public Affairs Officer is central to a command's communication strategy. As the command spokesman and media liaison, the Public Affairs Officer is responsible for managing the flow of information between the command and the public, including the media. This entails preparing statements, responding to media inquiries, and ensuring that the command's messages are conveyed effectively and accurately. Their training equips them to handle situations that require swift and clear communication, making them the point of contact for external communications. The Chief of Information and related entities may provide overarching guidance and policy, but it is the Public Affairs Officer who typically engages directly with the media and serves as the face of the command in communication matters. This distinction highlights the practical, hands-on approach that Public Affairs Officers take in day-to-day operations.

6. How do digital platforms impact the landscape of traditional journalism?

A. They provide a narrower audience reach

B. They ensure higher advertising revenues

C. They broaden reach but introduce challenges

D. They replace traditional journalism completely

Digital platforms significantly broaden the audience reach of traditional journalism, allowing news organizations to connect with a global audience instantly. This expanded reach means that stories can gain traction and be shared widely across various social media channels, creating a more engaged and diverse readership. However, this transformation is not without challenges. The rise of digital platforms has led to issues such as the proliferation of misinformation, the challenge of distinguishing credible news sources from unreliable ones, and pressures on traditional revenue models as audiences shift to free online content. This combination of broader reach and emerging challenges makes the influence of digital platforms on traditional journalism complex, reflecting both opportunities for increased visibility and significant hurdles that need to be navigated.

7. Which type of photo IS considered a controlled action?

- A. Sports shot**
- B. Landscape shot**
- C. Studio and environmental shots**
- D. Photojournalism**

Controlled action photography refers to scenarios where the photographer has a significant amount of control over the environment and elements being captured. This type of photography allows for careful arrangement and manipulation of lighting, props, and individuals to achieve a specific aesthetic or message. Studio and environmental shots are categorized as controlled actions because they occur in settings where the photographer can dictate various factors such as background, lighting, and posing. In a studio, lighting can be adjusted, backdrops can be selected, and subjects can be directed to achieve the desired composition. Similarly, environmental shots are often taken in a location where the photographer can ensure that the setting enhances the subject while enabling some artistic control over the scene. In contrast, sports shots typically capture fast-moving subjects in unpredictable environments, where the photographer has less control over the action and surroundings. Landscape photography often relies on natural light and conditions which cannot be controlled by the photographer. Photojournalism aims to document events as they occur, maintaining authenticity and spontaneity without interference, thus also lacking controlled conditions.

8. What is the primary focus of broadcast journalism?

- A. Reporting of news for television, radio, or online platforms**
- B. Writing feature articles for magazines**
- C. Conducting scientific research in communication**
- D. Creating advertisements for social media**

The primary focus of broadcast journalism lies in the reporting of news specifically for television, radio, or online platforms. This segment of journalism emphasizes the dissemination of timely information to the public through various broadcast mediums, which are designed to reach a wide audience quickly. Broadcast journalists are trained to deliver news in a clear and engaging manner, utilizing audio-visual elements that are unique to these formats. In contrast to other forms of media like print journalism, where emphasis may be placed on deep, investigative writing or feature articles, or digital marketing that focuses on advertising content, broadcast journalism prioritizes accuracy, speed, and presentation. The ability to convey breaking news effectively and maintain viewer engagement through storytelling techniques distinguishes this form of journalism from others, marking its essential role in mass communication.

9. Who is primarily responsible for the implementation and administration of the Navy's visual information program?

A. Chief of Staff

B. Chief of Information

C. Director of Public Affairs

D. Secretary of the Navy

The Chief of Information is primarily responsible for the implementation and administration of the Navy's visual information program. This role involves overseeing the development, management, and execution of visual communications strategies and ensuring that they align with the Navy's broader public affairs missions. The Chief of Information provides guidance on visual information policies, programs, and resources, thus ensuring that the Navy effectively communicates its messages and brand through various visual media. The responsibilities associated with the Chief of Information involve coordinating with various public affairs officers and ensuring that the overall visual strategy aligns with operational and policy objectives. This leadership role is crucial in maintaining the Navy's image and ensuring that the public receives accurate and timely information. In contrast, the other roles listed, such as the Chief of Staff, Director of Public Affairs, and Secretary of the Navy, have different focuses within the organization, and while they play vital parts in Navy operations and communications, the specific responsibility for the visual information program lies with the Chief of Information.

10. Which Navy policy regulates the use, management, and assignment of Navy visual information?

A. SECNAVINST 5000.1

B. OPNAVINST 3104.1A

C. COMNAVINST 1500.4

D. NAVINST 5710.1

The Navy policy that regulates the use, management, and assignment of Navy visual information is indeed addressed by the instruction referenced in the chosen answer, specifically OPNAVINST 3104.1A. This instruction outlines the standards and procedures for handling visual information within the Navy, ensuring that there is a consistent approach to managing visual resources. It sets forth guidelines for the utilization of visual information in various contexts, including training, operations, and public affairs. The focus of this policy is to maintain accountability and quality in visual products while fostering effective communication within the Navy. By providing a structured framework, it helps to ensure that visual information aligns with Navy goals and policies, thereby optimizing its usage for operational effectiveness and public representation.