

Communication triggers in marine science: the *Nazaré* wave example

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Science is part of almost every aspect of our lives. Consciously, or not, the understanding of science enables people to make informed decisions regarding numerous issues that affect their professional and personal agendas. However, communicate science to the public can be a challenging task: science communication demands rigorous reporting while, simultaneously, scientific knowledge should be expressed in a language comprehensible to the target audience. Additionally, it is often necessary to assure the receptivity of the audience, which may not be tuned to scientific contents. This work aims to explore the potential of communication triggers in the transference of scientific knowledge in marine science. To achieve this goal, the *Nazaré* wave (*Norte* beach, Portugal), the biggest wave ever surfed, is used as a communication trigger between the research community and high-school students. This is a very popular subject in the media and social networks that has drawn the interest of society in general. The *Nazaré* wave reveals to be an excellent trigger for the transfer of scientific knowledge on basic wave dynamics to the students. Additionally to the theme itself, it was found that the communication channel is also particularly important, which, in the present work, were short scientific animation videos. It was found that, when supported with the proper means, communication can go beyond the spectacularity of the theme and can constitute an additional motivation to enlarge the scientific curiosity of the audience. Results of the use of *Nazaré* wave as a communication trigger have been extremely positive and resulted in follow-up requests to perform additional talks on other scientific themes.