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What are the practitioners' views about past marine science communication to the public? An example from Portugal

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### Abstract

This study focused on past marine science communication to the general audiences in Portugal through interviews with practitioners. More specifically, it aimed to identify perceived events, initiatives and actors, ways of communication used and their impact, and priorities for future communication. Data collection involved 14 semi-structured interviews with marine science communicators from different institutions, backgrounds, ages, geographical regions and stages of career. Findings showed that the World Exhibition “Expo 98” in 1998, the Lisbon Oceanarium, and the international nature documentaries were considered as crucial elements in this communication, with frequent mentions to the pioneers King Charles and biologist Luiz Saldanha, to the centenary Aquarium Vasco da Gama and to museums related with the sea. Practitioners considered that television, aquariums and museums, as well as events involving hands-on activities were the most important ways of doing science outreach, but also argued that more communication, strategic thinking and originality is still needed.

Keywords: science communication; wildlife documentaries; museums; aquariums; environmental history

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