

**THE COMMUNICATIVE POTENTIALS OF ‘HALWA’ OF BERTA COMMUNITY AND ITS
IMPLICATION FOR PUBLIC RELATION PRACTICES: BENISHANGUL GUMUZ
HEALTH BUREAU IN FOCUS**

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ABSTRACT

Using a word of oral communication as a means of face-to-face communication is a very ancient tradition but still keeps serving particularly in traditional communities and as an alternative medium of communication by the advanced ones as well. Commonly, information ranging from rumors and gossip to truthful and timely accounts of events is disseminated through this medium. However, the quality and reliability of information exchanged through such a medium depends on the social value attached to the overall process and of the individual communicator. Besides, using mother tongue language has reliability and acceptability than using secondary languages and modern media platforms (ibid).

KEYWORDS: *Communicative Potentials, ‘Halwa’, Public Relation Practices*