

# **Vakrokti (an Oblique Utterance of W word) of Indian Poetics as a Tool to Make Attractive Audio-Visuals: With Reference to Selected Elements of Vakrokti and Selected Audio-Visuals of Sri Lankan Commercial Advertisements**

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The relationship between audio-visual theory and Indian poetics has been an under-researched phenomenon. *Vakrokti*, a theory pioneered by *Kunthaka*, is the art of using language to communicate effectively. There are six main components of *Vakrokti* in literature according to the obliqueness of a word. *Varnavinyas Vakrata* (for instance, the repetition of the initial consonant sounds in two or more neighboring words or syllables, similar to the concept of alliteration in Rhetorics, is used to bring out beauty in meaning); *Padpurvardh Vakrata* (where the first part of a word is accentuated to generate obliqueness); *Padparardh Vakrata* (where the second part of a word is accentuated to generate obliqueness); *Vakya Vakrata* (where the syntax or the word order of the whole sentence is considered in order to bring out subtle meanings); *Prakaran Vakrata* (obliqueness derived from the contextualization of a statement or passage) and *Prabandh Vakrata* (where one's imagination leads to deciphering subtle meanings in epics).

However, only the final two components of *Vakrokti*, *Prakaran* and *Prabandh Vakrata* were selected for the study, and it is important to note that each of these has six elements.

The method for analysis initially included the selection of only two elements of *Vakrokti*. These elements were then compared with the core ideas of selected television advertisement samples.

The paper concludes that due to the lucrative profit orientation in the advertising industry, conceptual frameworks of *Vakrokti* have been used by producers, perhaps intentionally or even instinctively. However, even though certain elements of epics were evident except in two cases of the chosen advertisements, the ultimate standard was much less than what was manifested in an epic itself. Thus, it can be inferred that a better understanding of the concept of *Vakrokti* would not only benefit the advertising market, but also the creation and storytelling power of audio-visuals as a whole.

**Keywords:** Indian Poetics, Vakrokti, Prabandh vakrata,Prakaran vakrata, Sri Lankan television commercials

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