

# My speech -effective organization

[Science](#), [Social Science](#)



If the components of the speech are assembled properly, it can function like a well-oiled machine and have the right effect on the audience. Audience analysis and effective organization of the speech go hand in hand. The audience demographics should structure the speech. For example, if the audience needs to be convinced to donate to a certain cause, then it might make sense to have an introduction with a shock-and-awe appeal and for the body and conclusion to have an emotional tinge to it.

Effective organization is all about balance; it balances the emotion with the information. This way, the audience understands the speech better since it flows in a logical manner. If the audience does not understand the message of the speech (even if the topic is one they are interested in) then the speech is pointless and must be revamped. An effective organization can mean the difference between a speech that is understood by the audience and a speech that is not (Dlugan).