Name

Instructors’ Name

Course Title and Code

Date

Explain how the concepts of unity, coherence, and balance apply to create a speech.

Unity, coherence, and balance are the most important characters of a speech which clarify and communicate its purpose to the audience. If the speech would lack unity, coherence, and balance it would become illogical and unable to convey the message. The basic purpose of the speech is to convey the message to the audience in an understandable manner and it can only be done through a well-organized speech.

The concept of unity applies to the speech in the way that the speech contains only the most important points and every next point is supporting the previous one. For example, a speech will depict unity if it contains a thesis statement, supported by the main points, which are further supported by concrete evidence. The concept of coherence applies to the speech in terms of it being logical. For example, a speech would be coherent if the thesis statement is presented logically and supported by the main points, as well as evidence in a logical manner. The concept of balance is also quite important for the speech and applies to it in the manner that each and every part of the speech should be composed in a balanced manner. The example, in this case, is that if the thesis statement would be too long and there would not be enough main points, it would not get the attention of the audience. In addition to it, the speech would not get the appreciation of the audience if it does not provide the supporting evidence in a balanced manner (Carnegie, and Esenwein, 45).

The concepts of unity, coherence, and balance apply to create a speech in terms of support, logic, and well organization. If a speech lacks any point from support, logic, and organization, it will not be able to convey the message in a proper manner, therefore, lack the appreciation of the audience.

Work Cited

Carnegie, Dale, and J. Berg Esenwein. *The art of public speaking*. Courier Dover Publications, 2017.