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In 2003, Kathleen Sebelius delivered a speech after beginning her career as the governor of Kansas to the other governors. By employing strong repetition, effective pronoun, and personal anecdote, Sebelius effectively conveys to the fellow governors the virtues of the Kansans and her determination and capability to lead the state.

To start off, Sebelius demonstrates to the fellow governors her dedication to the Kansans as their leader and the feelings of her at the moment. To start off, Sebelius clarifies that her role is to “dedicate [herself] to the service” of the other Kansans and she will cherish this “rare and precious opportunity to lead.” By doing so, Sebelius emphasizes that she will serve her state with heart and soul and she will not take this leader role for granted. Sebelius establishes herself as a highly principled and dedicated leader, who is ready to put efforts into public service of her state. This message assures the other 43 governors that although Sebelius is a woman and has just recently become the governor, she will have the desire to intermittently dedicate her time and effort to make Kansas better. While some might have doubted her capability to lead Kansas due to lack of governor-experience and her identity as a woman, Sebelius moves them by displaying to them her willingness to serve the Kansans and her recognition of the importance of this role. Next, Sebelius illustrates her sentiments, which is a combination of “humility” infused within her by the “confidence and faith” of Kansans, “utmost determination,” and “pride.” In this way, Sebelius applauds one of the significant values of Kansans, which is the evident confidence in every individual. This gives the readers a slight idea of the accolades of the characteristics of Kansans that is about to follow subsequently. Her approving and affectionate attitude towards the Kansans is strengthened by her emotional claim that she holds a “pride of being a Kansan.” This not only sets up the descriptions of the admirable characters of Kansans afterwards, but it also reveals to the other governors Sebelius’ undeniably deep affection towards her own state. While not all of the governors are supportive of Sebelius’ political policies, they would be emotionally touched by Sebelius’ heartfelt connection with the people in her state, and would be reminded of their own pride of their state citizens, thus being more receptive to Sebelius’ claims later. Also, knowing that only establishing herself as someone sentimental is not enough, Sebelius accentuates her determination to “meet the challenges” and “make necessary changes,” which manifests her sense of responsibility. This lends credibility to Sebelius, as she is not only someone that has ardent love towards her state people, but is also someone embracing the spirits of perserverence and responsibility.

Continuing on, Sebelius enumerates multiple importance traits of Kansans. First, she utilizes a personal anecdote of her husband’s mother, Minnie Sebelius, to exemplify the tremendous value Kansans attribute to education and learning. Despite of the difficult situations of Minnie Sebelius, “born in a sod hut in Norton County” and “widowed at a young age,” she never gave up the belief of using education to “create opportunities for her children.” As a result of her teaching and raising, her children have become successful Kansans. By using this anecdote, Sebelius conveys to the fellow governors the unique characteristics of the Kansans: even when facing obstacles, Kansans still do not abandon education and strive to improve the future circumstances for the new generation. This anecdote is quite effective in that it brings the issue onto a personal level. Now the Kansans in question are not only just figures who are led by Sebelius, but they are people personally connected with Sebelius, appealing to the other governors’ emotions. Moved by the perseverance and the spirit of Minnie Sebelius, someone with an intimate connection with Sebelius herself, the fellow governors would be more likely to be bent under the similar belief with Sebelius regarding the applaudable values of the Kansans. Next, by implementing repetition, Sebelius advances her claim with respect to the virtues of the Kansans by putting forth some of their other noticeable features, such as “reverence for natural resources,” respect towards “family and hard work” and “a commitment to common good.” These repetitions are quite effective as they further convey Sebelius’ understanding and well-founded knowledge of the virtues of her state people, showing her deep love towards them. This repetition is made even more effective together with the usage of inclusive pronoun, “we.” Sebelius lumps herself in with the rest of the Kansans. She is not an authority above the Kansans as the leader, but instead, she is willing to downplay her status and situate herself within the everyday Kansans. While the other governors might have doubted Sebelius’ commitment to the ordinary lives of the Kansans since they might not be fully convinced in the power of a woman leader, Sebelius deconstructs such beliefs by showing how she is a part of the Kansans, and is thus united with them instead of separating herself out. Although Sebelius does not have a lot of experience as the state governor, she holds a strong belief in her citizens due to her daily interactions with them as an ordinary citizen.

Finally, Sebelius demonstrates the favorable values of the early predecessors of Kansans and how those spirits would help and inspire her in public service. First, she underscores the hardship the Kansans pioneers have suffered and overcome as they settled down successfully in “dangerous conditions and difficult terrain and weather.” Sebelius thus further persuades the other governors of the peculiar spirit of the Kansans, who have the capability and determination to conquer unfavorable landscape and make a living. Sebelius expresses her admiration towards her state people once again. Anticipated that some of the fellow governors might have ignored the characteristics of the people in Kansans due to the horrid weather and geographic conditions there, Sebelius deconstructs such anticipation by juxtaposing the qualities of the people residing there with the landscape. Motivated by the merits of the Kansans, the other govenors would also nod their head in believing in the admirable personalities of the Kansans. This is made more effective by relating the values of Kansans to how these ethics could potentially influence “decisions made by government leaders.” Sebelius shows that she is eager to further promote these traits and apply them in her own career, “enhancing the work of private citizens.” Now the ethics and values of the Kansans are no longer confined to abstract depictions, but instead, Sebelius reveals to the fellow governors the usefulness of these values and how they can be applicable to politicians as well. While some of the governors might find the values of the Kansans not relatable to themselves, they would now acknowledge the significance of these values as they would also be of great importance in their own political work.