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The Influence of Public Opinion on the Growth of Young Talents

DENG Furong^{[a],*}

^[a]Associate Professor, Institute of Marxism, Southwest University, Chongqing, China.
Corresponding author.

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Abstract

The growth of young talents is influenced by the natural environment and the social environment. Public opinion is an important part of the social environment. In recent years, with the development of a variety of public opinion tools, the public opinion becomes more diverse and complex. The public opinion plays a crucial role in the growth of young talents. This paper intends to analyze the influence of the public opinion on the growth of young talents so that to improve the public opinion and promote the growth of young talents.

Key words: Public opinion; Young talents; Influence

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INTRODUCTION

Karl Marx pointed out: People create an environment, the same as an environment also creates people (*Collected Works of Karl Marx and Frederick Engels [Volume 1]*, 1995, p.92). The growth of talents and the environment are inseparable. The public opinion has important influence on the growth and development of young talents. So we explore and research the influence that will have an important practical significance in improving the public opinion for youth talents' development and promoting the healthy growth of young talents.

1. A GENERAL DISCUSSION OF THE PUBLIC OPINION AND YOUTH TALENTS

1.1 The Public Opinion

First, we discuss the definition of public opinion. Xu (1991) wrote, "Public opinion is a considerable number of individuals, youths or organizations issuing same tendentious opinions on a public affair." Ma and Chen (1991) wrote: "Public opinion is a social collective consciousness, which is a tendentious opinion of many people and has the influence on a social event." Shi (1998) believed that: "Public opinion is an opinion and view of the public, and is a common belief of all members or most people in the community. It can be said that public opinion is a resonance after communications." We think that public opinion is a same view and opinion expressed by a certain social group on a social phenomenon or problem through dissemination media. According to different standards, public opinion can be divided into some categories. According to the contents, public opinion can be divided into the current politics category, ideology and culture category, economy and living category, unexpected events category; according to the origins, public opinion can be divided into the official opinion, unofficial opinion; according to the media, public opinion can be divided into the network opinion category and traditional opinion category; according to the effects, public opinion can be divided into positive or negative public opinion. Public opinion often influences the progress of an event and the society by its reasonable or irrational forces.

Public opinion is a kind of objective existence, restricts the formation, change and development of various specific opinions through the social psychology and traditional culture, also restricts people who are leading public opinion, and invisibly regulates relationships among individuals, groups and the society (Chen, 2000, p.47).

Public opinion is an important factor which influences the development of talents.

1.2 Talents and Young Talents

Talents refer to those people who have good qualities, can continue to achieve creative achievements by the support of some external conditions, and make greater impacts in the development of human society (Luo, 2006, pp.7-8). Youth is an important stage of life development and a transitional period from a child to an adult. In the period, the human body and mind are gradually mature after a series of mutations and youths also begin to participate in social activities. They gradually establish and improve all kinds of independent social relations (Huang, 2009, p.64). In China, the youth refers to the 14-28 years old. We can think that young talents are those youths who have good qualities, can continue to achieve creative achievements by the support of some external conditions, and make greater impacts in the development of human society. Young talents have the most innovative passion and innovative ability in youths and they are an important resource in talent resources.

2. STUDY THE INFLUENCE OF PUBLIC OPINION ON THE DEVELOPMENT OF YOUNG TALENTS

The environment of talents is the sum of all external factors which the talents depend on in their lives and development (Luo, 2003, p.248). According to the nature of constituent elements, the talent environment is divided into the natural environment and social environment. Public opinion is an important part of the social environment for the growth of talents. In Professor Ye Zhonghai's book, *The Basic Theory of Talent Science*, he said:

The so-called talent growth is a general term which refers to prior to the talent growth, the talent growth stage, after the talent growth. Because a talent is a product of a person developing to a certain stage, so the talent growth can also be considered as the sum of change and development of a person prior to his success and after his success.

From the point of view of talent growth and development process, the growth process of a young talent contains three stages: The optimization of individual qualities, the externalization of individual qualities, and the social recognition of young talents. Therefore, mainly from the three aspects, we research the influence of public opinion on the growth of young talents.

2.1 The Influence of Public Opinion on the Optimization of Qualities of Youth Talents

The qualities of young talents contain several elements, "morality, knowledge, talent, learning and health". The influence of public opinion on the qualities of young talents is mainly reflected in the following aspects.

2.1.1 Public Opinion Influences the Development of Thoughts, the Moral Quality, and Physical and Mental Qualities of Young Talents

People are living in a certain society and their thoughts and behavior are impacted by the environment. Public opinion has an important influence on the development of thoughts, the moral quality, and physical and mental qualities of young talents. People always have the countless contact with the social media, and spread and accept public opinion. The influence of public opinion on thoughts and behavior of people is complex and comprehensive. The environment of positive public opinion is positive and healthy. People guided by positive public opinion will accept positive inspiration and effect. The public opinion makes people easily accept the influence of health and beneficial thoughts, maintain good mental states. It helps young people to form good moral qualities and harmonious physical and mental qualities. However, the negative public opinion is negative, and the public opinion is the reactionary propaganda, lies, rumors, complaints, and mistakes. This kind of public opinion mostly is the reflection and dissemination of unhealthy social consciousness and individual unhealthy psychology. Young talents have some own problems in their development, namely the contradictions of biological factors and social factors. Under the influence of all kinds of negative public opinion, young people's ideological discrimination and resistance will reduce. They are easier to be in the confusion and have intense inner conflicts and contradictions. The negative public opinion does not help the optimization of thoughts, the moral quality, and physical and mental qualities of young people. Therefore, it is necessary to strengthen the guidance in public opinion, create a good environment of public opinion, make it an important tool for unifying thoughts and gathering people's strength, and create a good environment for the development of youths.

2.1.2 Public Opinion Influences Young Talents' Learning and Practice Activities

With the arrival of the information age and the wide application of the internet, the space of young talents learning and practical activities is expanded. The new media such as blogs, podcasts, digital TV, mobile phone short messages, mobile phone newspapers and others appear, and public opinion has an unprecedented prosperous scene. A coexist new constituting mechanism of public opinion has been quietly forming, including the public opinion of traditional media, the network public opinion, mobile phone public opinion and so on. The modernization and diversification of public opinion directly affect the study and practice activities of young talents.

On the one hand, traditional media such as official newspapers, TV news programs still publicizes viewpoints of mainstream values and is the main channel to guide

youths to learn and practice. The traditional media publicizes social mainstream values to lead the correct direction for young people to learn and practice, enrich the spiritual world of young talents, and actively promote young talents to achieve a unity of their self values and social values in practice. At the same time, the internet and other new media also are important channels of learning knowledge, understanding the society and getting experience, and important places of communications, leisure and entertainment of youths. In the networks, a large amount of information of public opinion is sources of knowledge for youths learning and practicing, expands views and the social platform of young talents, helps inherent quality and potential ability development of young talents, promote the development of young talents in study and practice activities. On the other hand, because of the economic transition of our country, various deep-seated contradictions, problems and difficulties are emerging and public opinion is complicated. It often appears deviation and conflicts among traditional media, the network media, the official opinion and civil public opinion when discussing an event. A lot of complex and contradictory information continues to emerge through blogs, mobile phone text messages and others. The information has impacts on the morals, ideology and psychology of young talents, tests the discernment and judgment of young talents, and may also be obstacles to the learning and practice of young talents.

2.2 The Influence of Public Opinion on the Quality Externalization of Young Talents

The innovation is the most essential attribute of a talented person and the most striking sign that distinguishes between a talented person and a non-talented person. A talented person's innovation shows up by his creative thinking, creative work, and achieving creative results through his creative work (Luo, 2006, p.157). A young talent has formed good internal qualities through the optimization of individual qualities, and the qualities lay a foundation for his creative activities and achieving creative results. In practice, young talents carry out creative activities, achieve creative results and have the quality externalization. Public opinion has the important influence on young talents in practice processes.

2.2.1 Public Opinion Influences Young Talents Creative Activities

Young talents have the most innovative spirit and innovative ability in youths; however, creative activities of young talents are influenced by the public opinion. The influence mainly is that, on the one hand, a loose and comfortable public opinion can easily transfer new ideas and new methods, can help young people to establish an open mind and independent personality, and can enhance their ability to innovate and act. For example, if the public opinion is full of encouragement and affirmation, encourages youths' bold attempts and innovation, and

gives the positive affirmation and support to creative activities of youths, the young talents' innovative ability may be inspired and creative activities may be carried out smoothly. On the other hand, young talents often have disadvantages, such as they may be impulsive, lack of experience and so on. If demanding perfection about the creative activities and being not tolerant about failures which may appear in the creative activities, may greatly dampen the enthusiasm, even suppress the creative spirit and hinder creative ability and creative activities of young talents.

2.2.2 Public Opinion Influences the Realization of Creative Achievements of Young Talents

Youths are the future of the country and the hope of the nation. Young talents are elites in youths. The realization of creative achievements of young talents needs the support of good public opinion. Currently, the creation of innovative spirit and innovative atmosphere should become an important content in the construction of the environment of public opinion. With rich innovative culture, the public opinion will promote the realization of creative achievements of young talents. At the same time, the whole society should form the good public opinion, which cares about youths, encourages youths to become young talents, supports youths to work hard, and promotes young talents to create more creative achievements. The whole society should form the good public opinion, which respects and protects the entrepreneurial enthusiasm of young talents, encourages young people to go to grass roots, hard environment and the first line of business, combine their ideals and the reality, and promotes young people to achieve a unity of their self values and social requirements.

2.3 The Influence of Public Opinion on the Social Recognition of Youth Talents

The social recognition are social activities, in which, the society evaluates qualities and achievements of talents, and recognizes them as talents. The social recognition is vital for people to become talents. It is a key point in the talent growth process, and has incentive and guidance functions for young talents. Public opinion influences the social recognition of young talents.

2.3.1 Public Opinion Influences the Appointment and Selection of Young Talents

The concept of "seniority" still has a profound impact on our system of selecting higher rank employees. In recent years, promoting young talents still face a lot of resistance. Whenever a young talent is promoted, it is often questioned, and even someone may launch an investigation which is similar to "human flesh search" to check the young talent's background. And public opinion also has full of the complaints, doubts and other social emotions. The appointment and selection of young talents should be conducted in a fair and open environment. On the one hand, it needs a wide social supervision and

a strict selection system to ensure the promoted young talents to have both the ability and political integrity. On the other hand, the public opinion should be actively guided to abandon the old views, treat the selection and appointment of young talents objectively and rationally, and be not to stick to one way to selecting talents, so as to enable young talents to display their talents and take the responsibility for the society. If public opinion always questions the selection and appointment of young talents and even has some radical ideas, it is bound to affect the appointment of young talents. Therefore, rational and fair public opinion is an important condition for the selection and appointment of young talents.

2.3.2 Public Opinion Influences the Recognition of Young Talents for Their Values

A person can only partially understand himself through his observation. Through the public opinion, he can understand his status and image in other people's minds, so he can deepen awareness and understanding of himself, have a timely reflection and correct his own words and behavior. The influence of public opinion on the recognition of young talents for their values is mainly reflected in the establishment of value standards. If public opinion is mainly to advocate the positions and money as the criteria of value for evaluating young talents, it will cause the deviation of the development of young talents, and young talents may pay more attention to material factors. If we pay attention to the guidance of public opinion, advocate the unity of material and spiritual contributions of young talents in evaluating young talents, encourage young talents to realize their values of life in the unification of their self values and the social values, fully affirm young talents' values for their services in lower positions or remote areas, and their working in the agriculture, forestry, industry, mining industry and other fields of having hard conditions which urgently need talents, it will have an important guiding role for young talents' choosing their careers and development. If public opinion does not have enough recognition for young talents' values when they dedicate to the work of lower positions, remote areas or industries of hard conditions, it may easily dampen the enthusiasm of the young people, restrict young talents' ability to play and make obstacles to the flow of talent resources.

3. OPTIMIZE PUBLIC OPINION AND PROMOTE THE GROWTH OF YOUNG TALENTS

A good public opinion is an important condition for the growth of young talents. Every youth can feel the power of public opinion because youths are living in the society. Through the influence of good public opinion, they are capable of changing themselves and dedicate to the great practice of constructing a socialist harmonious society

with a more positive attitude. Good public opinion needs to have a correct guidance. Therefore, we must adhere to provide a correct guidance to public opinion, optimize public opinion and promote the growth of young talents.

3.1 Create Public Opinion of Having Morals and Respecting Talents and Promote the Quality Optimization of Young Talents

"Having both the ability and political integrity" is an important standard in choosing young talents. Therefore, we should actively create public opinion of having morals and respecting talents and promote the quality optimization of young talents. In creating public opinion, the official media should play a leading role, and lead the society to accept the noble morality, good moral values, the enterprising spirit and positive and optimistic attitude. In public opinion, should use fresh and lively news and facts, publicize the noble morality and advanced models of young talents to guide young talents to attach great importance to the development of their ideology, moral qualities and comprehensive ability. At the same time, we should also pay attention to the special role of the network media in young talents, through the forms of the network forums, the network news and so on, guide the network public opinion, influence young people in an imperceptible manner, promote young talents' quality optimization to realize the development of personal qualities in an all-round way. In short, if we correctly guide the official opinion, comprehensively use the traditional media and the network media, we can form the public opinion of having morals and respecting talents and provide conditions for the quality optimization of young talents.

3.2 Create a Tolerant and Open Environment of Public Opinion, and Promote the Development of Youth Talent Creativity

Currently, talents of our country overall are not good enough, especially young innovative talents of high levels are still relatively scarce. There are no stable, scientific and reasonable talent echelons. The development of the creativity of young talents is closely related to qualities of talents and the comprehensive national strength. Public opinion is open and tolerant, or demanding perfection that plays a crucial role in the development of young talents' creativity. The old sayings, "Public clamors can melt metals" and "Defamation destroys a man" refers to the power of public opinion. Especially, when the network media has more developed to enter the "mass microphones" era, various social strata have used to express personal views on the network. Once there is an exposure of an event on the internet, the network public opinion soon becomes the most important promoter of the event development. In some creative activities of young talents, the network is also often filled with the negative and questioning voices, which bring a huge pressure to young talents. Therefore, we should strengthen

the positive guidance function of public opinion, create a tolerant and open environment of public opinion, emancipate our minds, eliminate prejudice, appropriately turn on the “green light” for talented youths, actively encourage young talents to do creative activities, and promote the development of the creativity of young talents. We should timely refute or correct all kinds of negative and extreme public opinion which impacts on the creativity and development of young talents, actively call for the improvement of social tolerance for young talents, inspire creative passion and innovative ability of young talents, and maximize the role of young talents.

3.3 Create Public Opinion of Learning From Betters to Promote the Social Recognition for Young Talents

The social recognition of young talents is a key link in the healthy development of young talents and the full realization of their values. Through the social recognition of young talents, young talents not only can fully demonstrate their inner qualities and values, but also get more opportunities to display their talents, so promote the further improvement of qualities of young talents. They will create more wealth for the society and make greater contributions to the social progress and development. Therefore, we must create public opinion of learning from betters to promote the social recognition for young talents. Confucius thought that learning from betters was a good character and he said: “We should learn from betters and correct our own mistakes by observing others.” Learning from betters not only is a good method, but also is related to how to treat others’ development and how to improve own ability and accomplishments. If the society has public opinion of learning from betters, truly to “like talents, respect talents, and let talents play an important role”, and get rid of the conservative ideology and the “jealous” psychology, we will form a good situation for more talents’ showing up. At present, in the normal promotion

of young talents in some areas, there always are some people to question the young talents’ identities, academic qualifications and other aspects that cause tremendous resistance to the development of the young talents. Therefore, we must strengthen the guidance of the official opinion, further emancipate the mind, and get rid of the shackles of “seniority”, “cronyism” and other stereotypes. At the same time, we should strengthen the supervision of nongovernmental public opinion to the selection of young talents, and improve the credibility of the selection system. If so we can successfully improve the recruitment and selection of young talents, and promote the social recognition of the values of young talents.

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