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Definition of the term "creativity" in the works of foreign authors Tomsk Polytechnic University

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Abstract

The universal general theory of creativity does not exist. Creativity has been analyzed by scientists for hundreds years. The term "creativity" in translation from Latin (creatio) means "creation". "Creativity" is a process of creative activity of a person. This activity is resultants a new innovative product. Creativity is manifestation of the creator. The creator is the person who induces creative activity. The creator is responsible for the product he has created. The most well- known researchers of "creativity" are J. Guilford (1953) and E. Torrance (1988). Other authors claim that there are three aspects of creativity: person, process and product (N.Aderson (1990), T. Amabile (1998), E.Barron (1981), R.Woodman (1993), N.King (1990), etc.)."Creativity" is an ability of a person to use knowledge, skills and abilities for creation of a product for a short time. Progressive way of development demands product creativity, as it is essential for further success of extension.

On studying of concept of "creativity" for the last century big substantial material though uniform theory of creativity, techniques of its studying, and also lonely definition still do not exist is saved up. In the present article the author carried out the analysis of the concept "creativity" from the point of view of different authors, methodology of emergence of the term "creativity", technology of its assessment and the importance in sociocultural society. Thus, in the present article the historical aspect of "creativity" from an individual approach on its studying, then group studying and to the creative environment was considered. In the course of research by the author of the present article it is revealed that the uniform theory of concept, an assessment and manifestation of "creativity" to these does not exist that is a hot topic for further research.

Keywords: creativity, creativity, sociocultural society, creative environment, creative person

1. Introduction

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2. Author Artwork

The term "creativity" came from the Latin word "creato" - creation or creation which in translation means "creativity" or "creation" [11]. In narrow sense the concept "creative" is a procedural factor of creative activity of the individual as a result of which there is an innovative product of work which is earlier not existing on a commodity market and services. Thus, under "innovative a work product", we means not only goods or service, but also new methods of research, the concept, algorithm of decision-making, etc.

It is conventional that "creativity" exists and is necessary and important part of human development of society. "Creativity" isn't an exclusive prerogative of geniuses, not concrete spheres of activity and level of complexity of work.

For the first time, the scientist F. Galton revealed the nature of genius which, in his opinion, accepted a hereditary basis of creativity [7]. According to F. Galton specific features of the individual, genius and intellectuality are accepted by unassessable character. The advanced scientists who made the significant contribution to understanding of creativity are J. Guilford and E.P. Torrance.

The concept the American psychologist of Dzhoyia Paul Guilford created in 20veke became a push to rapid development of researches and development in the field of creativity around the world [3]. J. Guilforda cuboforming model of structure of intelligence assumed development of separate creative abilities of the person, but not development of the general intelligence of the personality. According to J. Guilford each person is talented in own way, it is only necessary to distinguish his abilities in time and to develop them.

Further development of the concept of J. Guilford, I continued in the works of E.P. Torrance. Torrance developed the technique of educational and methodical work on development of creative abilities of children.

"Creativity" across Torrance is represented, how a certain ability of the person to the increased manifestation of sensuality to problems, disharmonies, shortcomings of the gained knowledge and their misunderstanding, etc. He claimed in the works that the creative act shares on:

- perception of a problem,
- search of the decision at emergence of a problem,
- formulation of hypotheses, check of hypotheses and their modification;
- receiving result [3].

Amaybl T. in the works claims that - in business, originality isn't enough. To be creative, the idea, has to be also pertinent and useful and effective [1].

Scientists in research of "creativity" as factor of productivity came to a conclusion that the importance is played not by(with) knowledge and skills, but ability of the subject to make use of the knowledge and experience within an objective for a short period.

As we see, authors pay attention of already "productive" component in studying of "creativity" and its social importance for sociocultural society.

The productive definition of creativity represented by some authors are accented on activity of the subject in realization of the having potential, under the influence of a creativity factor, for achievement of objectives within a certain period of time. R. Mayer considers that for full understanding of the term "creativity" it is necessary to answer some questions:

- first, than "creativity" is: property of the final product or process?
- secondly, "creativity" is a sociocultural factor or economic?
- thirdly, what characteristic of the carriers it is?
- fourthly, whether is the factor of "creativity" the general for all spheres of life of the subject?
- fifthly, "creativity" represents quantitative or qualitative category [10].

Many authors claim that there are three aspects of creativity which attracted attention of research: person, process and product (Aderson, Amayben, Barron, Vudman, King, Emeybl, etc.).

Barron F. defined creativity as the creative product received by the creative person as result of creative process. However this formulation omits aspect of creativity which even more often gained popularity in the field of research of creativity: creative environment. Thus, Barron's statement can be a reformulated as follows: the creative product received by way of the creative person are involved in creative process in the creative environment [2].

R. Florida distinguishes the concepts "creativity" and the concept "intelligence". Referring to A. Pretti and P. Miotto's works, the author writes that "though intelligence – ability to process and acquire large volumes of information – promotes development of creative potential, it doesn't coincide with creativity" [6].

As we see authors one and too the concept is interpreted in own way and add new values to the concept "creativity". Thus "creative activity" is represented authors, as:

- ability to creativity;
 - divergent thinking;
 - intellectual thinking;
 - ability to the fast and non-standard solution of problems;
 - creation something new and original;
 - modification of already existing values
- etc.

Such understanding of "creativity" is represented to the most adequate and allows to consider it, how "procedural" and "productive" approach. It is necessary to emphasize that studying of "creativity" as ability of the subject to create "ideally" new product demands the accounting of subjective novelty, the created product and its usefulness for society. In such understanding "creativity", in our opinion, needs to be considered as an intraindividualny, unique component for sociocultural society. These components are shown both at the level of a popularity of the created product, and at the level of a creativity factor assessment from a sociocultural environment of the subject.

Individual views of early researches of "creativity" were finished in system representations which are focused on an individualization. Creative process is perceived, as a rule, in the context of a certain environment, but not in vacuum. The system of representations, thus, claims that the result of creative process which passes in a difficult situation is the final product having a contribution of creativity of the certain subject. Nevertheless, they still to treat creativity as to - to the individualized phenomenon, but not difficult interaction of various subjects [11].

Thus, the volume of research of "creativity" was prolonged to group, later, at the organizational level. At the level of groups, various characteristics of successful creative groups it wasn't revealed. As a rule, creative groups have to be non-uniform and not too big, the management has to be democratic with the staff of groups to provide the maximum creative component in process of productivity of this group [9].

Thus, creativity is an ability of the person to use the knowledge, abilities and experience in process of transformation of practical activities within objectives for a short period.

In modern sociocultural society creativity is a driving force of economic and political development. Despite numerous theories of research of creativity, the uniform theory of its definition doesn't exist today, as well as there is no uniform technique the diagnostician of a factor of creativity in the final product.

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