



WHAT IS CREATIVITY AND WHY IS IT IMPORTANT

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Abstract. *This article comprehensively explains the essence of the concept of creativity, its role, and its importance in human life. It also analyzes methods of developing creative thinking, the place of creativity in modern society, and its role in education and professional activity. Furthermore, the article discusses the significance of creativity in personal development and explores ways of fostering it.*

Keywords: *Creativity, originality, innovation, thinking, problem-solving, personal development, education, idea, imagination.*

Introduction

In today's era of globalization and rapidly advancing information technologies, individuals are required not only to possess knowledge, but also to think innovatively, make quick decisions, and approach problems in unconventional ways. These qualities are closely associated with the concept of creativity. Today, creativity is of great importance not only in art and literature, but also in fields such as economics, business, education, and science.

The main objective of this article is to reveal the essence of creativity, justify its importance in our lives, and present effective methods for developing creative thinking.

The Concept of Creativity and Its Essence

The term "creativity" originates from the English word "create," which means to produce or generate. It refers to the ability to put forward new and useful ideas. Creativity is one of the essential aspects of human thinking, through which innovations are created and new solutions to existing problems are found.

Creativity is not only a talent but also a skill that can be developed. Every individual can enhance their creative thinking ability by working on themselves. In this process, imagination, observation, and a willingness to experiment play an important role.

Main Characteristics of Creativity. A creative thinker possesses the following qualities: The ability to think unconventionally. The ability to view problems from different perspectives. A desire to generate new ideas. Willingness to take risks and not fear mistakes. Independent thinking. These characteristics distinguish an individual from others and serve as important factors in achieving success.

The Importance of Creativity in Society: Creativity is one of the key drivers of societal development. Every innovation, technological advancement, or social change is rooted in creative thinking. For example, new technologies, innovative projects, and startups emerge as a result of a creative approach. In the modern job market, creative professionals are highly valued because they bring new ideas to companies, enhance competitiveness, and solve.



problems effectively. The Role of Creativity in Education. Creativity plays an invaluable role in the education system. Education is crucial in shaping a creative individual. Instead of traditional memorization-based teaching methods, there is now an increasing need for approaches that foster creative thinking. The following methods can be used to develop creativity in students: Creating problem-based situations, Using interactive teaching methods, Allowing freedom of expression, Involving students in project-based work, Such approaches enhance students' independent thinking and creative abilities.

The following methods are considered effective for developing creativity:

Reading and learning more – acquiring knowledge from various fields broadens imagination. Asking questions – questions such as “Why?” and “How?” deepen thinking. Gaining new experiences – new environments and activities generate new ideas. Not being afraid of mistakes – mistakes are a natural part of development.

Engaging in creative activities – drawing, writing, and music enhance creativity.

Creativity and Personal Development: Creativity also plays a significant role in an individual's personal development. It increases self-confidence, reduces stress, and strengthens interest in life. Creative individuals usually approach problems positively and are able to find solutions in any situation. This helps them achieve success in life.

Conclusion

In conclusion, creativity is one of the essential skills in modern society. It plays an important role not only in a person's professional life but also in their personal development. Through creative thinking, individuals discover new opportunities, solve problems effectively, and achieve success in life. Therefore, everyone should strive to develop their creativity. This can be achieved through continuous learning, experimentation, and being open to new ideas.

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