

## WAYS TO TEACH STUDENTS TO THINK CREATIVELY THROUGH MEDIA EDUCATION METHODS

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**Abstract:** *Today, the primary and main goal of the education system is to educate and train creatively thinking specialists and high-level thinkers. Development of creative thinking - formation and improvement of thought: analysis, synthesis, comparison, generalization, classification, planning, abstraction; to have the following characteristics of thinking: criticality, depth, flexibility, breadth, speed, variety, as well as developing imagination and possessing knowledge of various contents. Not only moral characteristics, but also a special organizational environment are required to form a person's creativity.*

**Key words:** *Creativity, knowledge, composers, motivational, meaningful, active, reflexive.*

### INTRODUCTION

First, let's talk about creativity and creative thinking. There are many approaches to this concept, let's get acquainted with some of the houses:

Creativity is the inner ability of an individual to create unique values and accept non-standard solutions. [1,152-p]

In many literatures, instead of the concept of «creativity», the term «creativity» is widely used.

Creativity is a new, real, perfect material and spiritual wealth of objective and subjective importance. There are 6 parameters of creativity: the ability to pose and define a problem;

the ability to generate a large number of ideas; the ability to distinguish useful from different ideas;

the ability to generate a large number of ideas; the ability to distinguish useful from different ideas;

the ability to innovate in the improvement of the object.

Fantasy, imagination, intellect, etc. are the basis of creative processes and elements of creativity.

Imagination is a cognitive process that allows for the creation of new images.

Creative imagination ensures the effectiveness and efficiency of any activity [2,247-p].

In order to develop the qualities of creativity in a person, it is necessary to first know the meaning of this concept. Creativity is derived from the English word «create» and means to create. Creativity means a person's creative ability to create new things and solve problems.

It is based on originality, practicality, unusualness and freedom.

Also, creative thinking means comprehensive thinking about a specific issue, approaching the same point from different angles. Creativity as a category that develops personality, human thinking, is an integral part of spirituality, it is not in the multifaceted nature of the knowledge that a person has, but the pursuit of new ideas, in reforming and changing established stereotypes, manifests itself in making unexpected and unusual decisions in the process of solving life problems.

That is, creativity cannot be achieved by repeating the given knowledge. A new idea in the process of creative thinking, the emergence of a new idea is the main condition. For example, even if you memorized words in English and «drank down» the rules of grammar, if you can't write an essay, it's all for naught. Therefore, imagination plays an important role in the process of creative thinking. This is exactly what Albert Einstein meant when he said, «Imagination is more important than knowledge.» Often, unusual ideas and solutions come to a person's mind unexpectedly. For this, first of all, it is necessary to put an end to the sameness and routine in the process of thinking.

In order to create creativity, the function of limiting creativity at the subconscious level of stereotypes, it is necessary to understand the obstacle in the templates, to abandon the templates.

Following humor, brands and fashion is an independent opinion piece.

Imitation in dressing, behaving, choosing a profession, even in thinking can limit creative activity.

Therefore, why did I choose this particular outfit, why am I buying this drink, the media said. renouncing the effects forced on the human mind through advertising is a reason to make an independent decision, to get out of the media environment [3].

The growth of the mental potential of students of general education schools, their desire to go deeper into the content of education, their interest in learning about world news using information and communication technologies, their constant research on themselves from teachers, it requires them to live with the breath of today and keep up to date with the latest news in the field of education.

A modern teacher organizes his students to look at the educational process based on a creative approach, they will have to develop independent work skills and abilities and, of course, organize a lesson using advanced pedagogical technologies [4, 17].

Creativity is a Latin term that means «creation» or «making out of nothing.»

In the West, creativity is interpreted as a technological element of creativity.

Before the information age, few people knew about creativity and creative technologies.

Creativity has retained its importance even in the 20th century.

Many people think that the concepts of «creativity» and «creativity» are synonymous, which is definitely wrong.

The creative process is based on the inspiration of the author, his abilities, traditions.

If we talk about the creative process, the existence of ancient concepts, why something, for whom and how to create and exactly what to create is its main constituent pragmatic element.

Answering these questions based on knowledge and organizing work on the basis of appropriate principles will ensure the presentation of the results of work with the surrounding people with high efficiency.

It is known that artists, composers, writers and other creative people, he does not ask himself these questions and creates, controls his mood and emotions.

Creativity is always primary and fundamental.

A single creative product is created based on a pragmatic goal.

For example, a creative product is a landscape, in the planned location of the pre-determined museum, it is determined in advance that it will attract visitors and give them great pleasure.

### **MATERIALS AND METHODOLOGY**

Creativity cannot be realized without creativity.

Creativity is the technology of organizing the creative process, it will be ineffective if it does not set a clear goal and certain tasks for its implementation.

Creativity and creativity in the conditions of the information society there was an opportunity to connect.

If previously the material value of money, land, gold, etc. was in the primary place in people's lives,

today the main value is information, the world is ruled by people who have the ability to work with information and direct it correctly.

People who have a unique understanding of this information (which information is needed) perform activities on this information.

Based on this, each infers an independent innovation, the industrialized resource paradigm is based on four elements - information, awareness, time and infrastructure.

The ability to manage each resource individually is an important quality, only one activity is effective in the configuration of these resources in a defined structure.

The scope of information in industrialized space is very wide.

Mass, individual, corporate, ethnic understanding of humanity is not suitable for receiving information of this volume.

The flow of information is coming in at a very high speed.

In modern financial markets, the speed of movement of capital practically corresponds to the speed of movement of information.

This, in turn, leads to an increase in the speed of information access and exchange.

The creative core of all messages is to maximize the effectiveness of information reception by the entire audience, as well as consists in not raising «informational noise» in the message package and not being ignored.

At the same time, information is the main product, not a material constituent.

It ensures the appearance of the consumer in the social status as the future owner of the purchased item, not the functionality of the product.

Thus, the buyer's choice can be effectively managed by means of the product's information organizer. So, this is the creative component of the organizer. Creative information technologies form the basis of the mechanism of creative influence. The effect is determined on the basis of the cultural codes, signs, myths of the entire audience and the psychological preferences of the information consumer, developed research methods.

The principle of formation of the flow of information and its management is structured in accordance with the content of the understanding of target audiences, and it is directed to the formation of new target audiences, so creative technology is at the heart of it. From the above considerations, creativity is manifested and formed in the activity, that is, it is possible to achieve the formation of creative abilities by organizing the activities of students according to the purpose in the process of studying educational fields. The main components of developing students' creativity through media education methods can be said to be:

- motivational - having a national attitude to creative activity, directing one's interests and motives to creative activity;
- meaningful - knowledge and skills; covers general cultural, professional and special competences;
- active - covers methods of action, logical process of thinking, as well as methods of practical activity;
- reflexive - thinking and analyzing personal creative activity.

The development of students' creativity is multi-level, and it is important to organize the educational process based on the following principles:

- comfortable and psychologically safe educational environment;
- the principle of self-creative activation of the individual;
- implementation of teaching by means of modern information and communication technologies (principle of demonstrability);
- the principle of problem-research activity;
- the principle of individualization of the educational process [5, p. 47].

## **RESULTS AND DISCUSSIONS**

We can say that the level of development of creative abilities and the determination of their thinking types are the main criteria for the development of creativity in students. Today, the primary and main goal of the education system is to educate and train creatively thinking specialists and high-level thinkers. Development of creative thinking - formation and improvement of thought: analysis, synthesis, comparison, generalization, classification, planning, abstraction; to have the following characteristics of thinking: criticality, depth, flexibility, breadth, speed, variety, as well as developing imagination and possessing knowledge of various contents. Not only moral characteristics, but also a special organizational environment are required to form a person's creativity. For example,

«local» methods of creativity development (for example, solving non-standard tasks) are directly useful. As a result of using them alone, students learn a number of new ways of solving problems and finally produce mastered actions (for example, they are specially prepared for participation in intellectual Olympiads). In such cases, creativity is manifested not as a result of individual requirements, but as a response to external influences. It is for this reason that a special environment is necessary, which provides a comprehensive systematic influence on the formation of creativity as a personal characteristic of the learner. Psychological-pedagogical conditions influencing the formation of creative thinking experience can be divided into two groups: objective (situational) and subjective (personal). Subjective conditions are stable aspects of a person's character, the ability to approach the situation in one or another situation. The conditions of the objective environment include the formation of confidence in one's own strength and capabilities, stimulation of independence, development of imagination, without affecting the student's initiative in the organization of the educational process. Subjective (personal) conditions are implemented on the basis of the sum of personal character traits, the experience of forming the creative thinking of future specialists (with the help of pedagogical methods, methods, tools). This collection includes:

- a) personal qualities of learners;
- b) stable positive motivations of creative activity, motivation to achieve success, aspiration level of a person, demand for cognitive activity;
- d) covers the system of creative creativity, emotional states;
- e) the necessary and sufficient level of general and special theoretical training as a meaningful basis for successfully solving professional tasks;
- f) orientation of a person based on professional and creative approach to solving tasks based on the formation of motivations;
- g) to achieve the goal.

According to the methods of organizing educational activities:

a) logical structural (assignment) methods. They are characterized by organizing the step-by-step execution of didactic tasks, choosing methods of solving it, diagnosing and evaluating the obtained results (from simple to complex, from theory to practice) (G.A. Ball, I.p. Kaloshina);

b) training methods. They include methods of carefully mastering the defined algorithm of educational activities and solving sample tasks during training (tests and practical tasks, it is necessary to add elements of creativity to the content at the specified stage);

d) playful methods. The methods of this group are characterized by influencing the subject in the form of a game in the educational process; educational tasks are integrated into the content of the game (working games, professional competitions, discussions).

In the formative direction:

- a) methods of developing experience of creative activity:

- methods of applying difficult conditions: time limitation method, unexpected obstacle method, new options method, data scarcity method;

- methods of collective stimulation of creative research: brainstorming method, synectics method of summarizing «people's» thoughts, finding an original viable solution from dozens of different ideas. One recommends, the other forms, the third develops. But each involves creative processes of thought. In addition to the concrete practical result in solving the presented task, additional results are achieved by abandoning one-size-fits-all thinking;

b) methods of emotional influence (formation of personal professional-creative and educational activity experience and creation of conditions for a positive emotional reaction to it): expansion, educational-emotional games, creating a situation of success, evaluation encouragement, free choice of creative tasks, choice of alternative tasks, emphasizing the personal characteristics of students (Y.Y. Yakovleva).

d) methods of formation of memory readiness. Professional components are manifested in the personal orientation of solving professional tasks and managing professional knowledge and skills in mental activity. It is known that its development is related to solving specific tasks in the context of professional activity. In this context, management and quality components of professional creative thinking experience are developed. [5].

Using the above methods helps to teach students to think creatively. The experience and skills of the teacher are important in this.

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