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COMMUNICATIVE CREATIVITY IN THE STRUCTURE OF PROFESSIONAL CREATIVE ABILITIES OF FUTURE SPECIALISTS

Abstract. Introduction. The article analyzes the phenomenon of communicative creativity of the individual, defined as a soft skill of future specialists. Differences in the development of different types of orientation in communication of applicants with different levels of communicative creativity are shown.

It is shown that communicative creativity is a soft skill of the future specialist and positively contributes to the dialogic in communication, stopping by non -constructive types of communicative orientation (manipulative, authoritarian, indifferent, conformal).

In modern science, the problem of communicative creativity is little researched despite the fact that creativity is recognized as a flexible skill of a 21st century specialist. The status of communicative creativity is insufficiently defined, and empirical intelligence concerning its psychological characteristics is extremely small. All these circumstances made the need to study the peculiarities of communicative creativity of future specialists of different specialists.

The purpose of the study is to determine the features of the focus in communication of future specialists, depending on the level of communicative competence.

Scientific novelty. Communicative creativity is a stable characteristic of personality, which contains intellectual, emotional and behavioral components, the totality of which contributes to non-standard solutions in communicative situations, the manifestation of creativity in communication, generation of original ideas and ways of communication, the choice of optimal strategies. Communicative creativity is the ability of an individual to unusual and effectively solve problems by strengthening the communicative factor; the ability to open fundamentally new or advanced solutions to solve a communicative task. Communicative creativity provides non -standard and effective recent opportunities to solve problems by increasing the communicative factor.

Empirical analysis of communicative creativity was realized through the application of the methodology of O. San-nikova and R. Belousova to study communicative creativity, as well as S. Bratchenko's methodology to study the orientation of the individual in communication.

Conclusions. It is shown that communicative creativity is a flexible skill of a future specialist and positively contributes to dialogicity in communication, standing in the way of non-constructive types of communicative orientation (manipulative, authoritarian, indifferent, conformist).

Key words: creativity, communicative creativity, soft skills, communication orientation, higher education applicants, creativity, divergent thinking.

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КОМУНІКАТИВНА КРЕАТИВНІСТЬ У СТРУКТУРІ ПРОФЕСІЙНИХ ТВОРЧИХ ЗДІБНОСТЕЙ МАЙБУТНІХ ФАХІВЦІВ

Анотація. Вступ. У статті проаналізовано феномен комунікативної креативності особистості, визначено її як гнучку навичку майбутніх фахівців. Показано відмінності у розвитку різних видів спрямованості у спілкуванні здобувачів із різним рівнем комунікативної креативності. У статті проаналізовано явище комунікативної креативності особистості, визначеного як гнучкої навички майбутніх фахівців. Показані відмінності в розробці різних типів орієнтації у спілкуванні заявників з різними рівнями комунікативної креативності. Показано, що комунікативна креативність – це гнучка навичка майбутнього фахівця і яка позитивно позначається діалогічності у спілкуванні, стоячи на заваді неконструктивним типам комунікативної спрямованості (маніпулятивної, авторитарної, індиферентної, конформної).

У сучасній науці проблема комунікативної креативності мало досліджена, незважаючи на те, що креативність визнається гнучкою навичкою фахівця XXI століття. Статус комунікативної креативності недостатньо визначений, а емпірична обізнаність щодо її психологічних характеристик вкрай мала. Усі ці обставини зумовили необхідність вивчення особливостей комунікативної творчості майбутніх фахівців різного профілю.

Мета дослідження – визначення особливостей спрямованості у спілкуванні майбутніх спеціалістів залежно від рівня комунікативної компетентності.

Наукова новизна. Комунікативна креативність – це стабільна характеристика особистості, яка містить інтелектуальні, емоційні та поведінкові компоненти, сукупність якої сприяє нестандартним рішенням у комунікативних ситуаціях, прояву творчості в спілкуванні, пошуків оригінальних ідей та способів комунікації, вибір оптимальних стратегій. Комунікативна креативність – це здатність людини до незвичних та ефективних шляхів вирішення проблем, зміцнюючи комунікативні особистісні фактори, це здатність відкрити принципово нові або новітні рішення для розв'язання завдань у спілкуванні. Комунікативна креативність забезпечує нестандартні та ефективні способи вирішення проблем за рахунок збільшення комунікативного фактора. Емпіричний аналіз комунікативної креативності був реалізований шляхом застосування методики О. Саннікової та Р. Белоусової для вивчення комунікативної творчості, а також методології С. Братченка для вивчення орієнтації людини в комунікації.

Висновки. Показано, що комунікативна креативність є гнучкою навичкою майбутнього фахівця і позитивно сприяє діалогічності у спілкуванні, визначаючи опір неконструктивним типам комунікативної спрямованості (маніпулятивної, авторитарної, індиферентної, конформної).

Ключові слова: креативність, комунікативна креативність, гнучкі навички, спрямованість у спілкуванні, здобувачі вищої освіти, творчість, дивергентне мислення.

Introduction. In modern science, the problem of communicative creativity is little researched despite the fact that creativity is recognized as a flexible skill of a 21st century specialist. The status of communicative creativity is insufficiently defined, and empirical intelligence concerning its psychological characteristics is extremely small. All these circumstances made the need to study the peculiarities of communicative creativity of future specialists of different specialists.

Analysis of recent research and publications. For the first time, the phenomenon of communicative creativity in Ukrainian psychology was proposed by O. Sannikova and R. Belousova. A. Antosh-

kiv made a thorough analysis of communicative creativity as a factor in the development of a team of creative competence. In addition, the phenomenon of communicative creativity was covered in the studies of A. Arapoulova, M. Kolesnik, A. Golovanova and others.

The purpose of the study is to determine the features of the focus in communication of future specialists, depending on the level of communicative competence.

Presentation of the basic material of the study. According to A. Sarapoulova, «communicative creativity is one of the key qualities of a modern man, which makes it possible to interact effectively with other people, to adapt to a foreign culture, to change communicative strategies and behavior, to overcome communicative obstacles and barriers» [2]. Communicative creativity is a «dynamic integrative quality, which allows you to effectively interact with representatives of other cultures by strengthening creative potentials even with a limited reserve of linguistic means» [2]. Thus, communicative creativity is a cultural and independent factor in the adaptation and development of personality, which ensures the success of personality integration in intercultural interaction.

Communicative creativity «is the capacity for asocial adaptation and optimization of communication» [5]. These definitions indicate the importance of communicative creativity in the adaptive potential of the individual. T. Barysheva notes that «communicative creativity determines the successful joint activity especially the in socionomists» [2]. According to N. Stepin, the presence of communicative creativity is a condition for competence and success [2]. Thus, «communicative creativity is a specific flexible skill specialty for socio -economic profile» [4; 5; 6; 7; 8].

«Communicative creativity is a stable property of the individual, which involves intellectual, emotional and behavioral components, the totality of which contributes to the non -standard, non -fabric solution of communicative situations, the manifestation of creativity in communication, the generation of original ideas and ways of communication. Creative communication is a willingness to be a member of a joint process of creation according to established communicative norms, rules and traditions, and at the same time is the capacity to abandon fixed, trivial thoughts in the process of solving the social problems» [2]. Therefore, communicative creativity is a special quality of creative personality in situations of social interaction.

Communicative creativity is the ability of an individual to unusual and effectively solve problems by strengthening the communicative factor, the ability to open fundamentally new or advanced solutions to solve a communicative task. «Communicative creativity provides non -standard and effective recent opportunities to solve problems by increasing the communicative factor. Communicative creativity is a creative ability to plastic and adequately change the experience of communication, as well as to create new goals, original tools and methods of interaction, in particular, going beyond barriers, stereotypes, attitudes, principles and habits» [1]. Communicative creativity orientated for the creation of the new, original, non-standard ways and means of communication that provide solutions to the communicative tasks. Thus, communicative creativity supposes the divergace of thinking in social situations and problems» [2].

Communicative creativity is manifested in a specific series of cognitive, psycho-emotional and linguistic characteristics, which are formed on the basis of social intelligence, reflect awareness of culture, social relations and traditions and are realized in communicative skills, communicative competence, ability. Therefore, communicative creativity is conditioned by the qualities and abilities of social and emotional intelligence of the individual.

Communicative creativity «is realized in the following areas:

- 1) content characteristics of communication (in business and everyday communication aimed at organizing and implementing joint activities);
- 2) functional orientation in communication (coordination of interaction, mutual correction of actions, exchange of information, redistribution of social and role functions);
- 3) operational ways of interaction (temporal organization of communication, updating of communicative ways and means)» [3].

Important criteria for communicative creativity is it's possibility of solving the problems in interpersonal communication and conflict situations of communication, making different behavioral tactics of achieving specific goals, in order to change the creative level of social communication and using methods of problem situations» [2].

In the organization of creative communicative activity, «the goals of communication, in particular, establishing contacts between the participants of the dialogue are important; exchange of communicative messages; encouragement of partner activity in communication aimed at realizing mutually beneficial actions; coordination as a coordination of joint activity; awareness of the meaning of intentions, attitudes of the partner in communication; influence on emotions, intentions, behavior, thoughts; establishing social relations in the business communication system; the partner's belief, conflict resolution» [2].

The criteria of communicative creativity include producing different response options in situations of interpersonal interaction, flexibility of changing the communicative tactics, the techniques of social behavior, originality in creating non-standard means of solving communication situations [2].

The structural components of communicative creativity are ease of communication, ability to present, tendency to independence in communication, emotional resistance in conflict situations, tendency to manipulate in communication, communicative expressiveness and competence [2].

The structure of the communicative creativity includes «the ability to cooperate and motivate other people, the capacity to accumulate creative experience in communication» [2]. Psychological factors of communicative creativity include tolerance to «uncertainty, motivation of self-realization, special social knowledge and skills, expressed in owning different ways, techniques, channels of social communication, awareness of social mechanisms of perception, interaction and communication» [2].

In addition, it is advisable to attribute a number of intellectual qualities (verbal, social and emotional intelligence), characteristics of creativity (different types of creativity) and some regulatory characteristics of personality as factors of communicative creativity.

Empirical analysis of communicative creativity was realized through the application of the methodology of O. Sannikova and R. Belousova to study communicative creativity, as well as S. Bratchenko's methodology to study the orientation of the individual in communication.

On the sample of 137 higher education applicants for Western Ukrainian National University, it was determined that at low level of communicative creativity, the indicators of authoritarian orientation in communication are higher (Fig. 1).

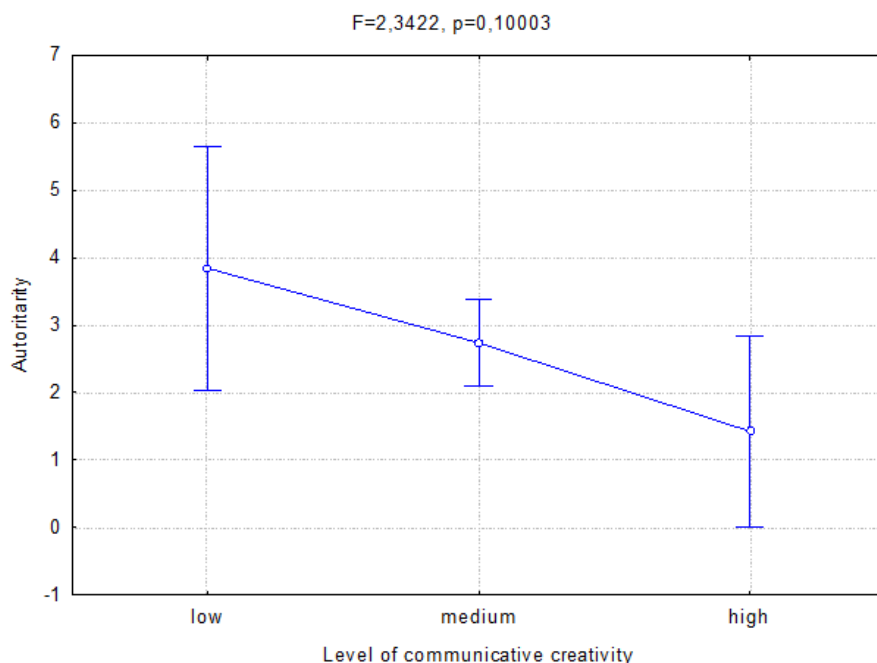


Fig. 1. Authoritarian orientation in communication depending on the level of communicative creativity of future specialists

It is proved that at low level of communicative creativity, the indicators of manipulative orientation in communication are higher (Fig. 2).

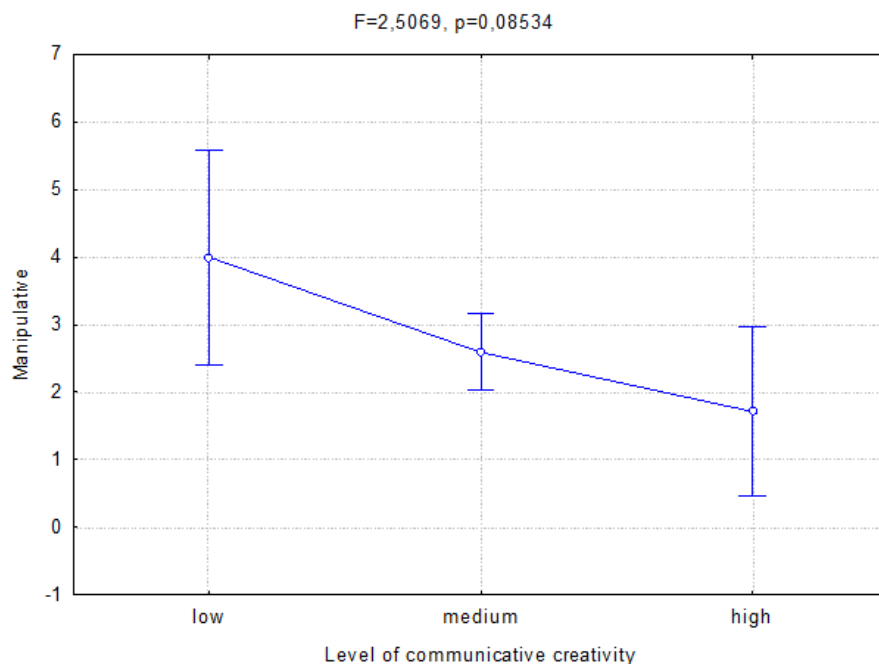


Fig. 2. Manipulative orientation in communication depending on the level of communicative creativity of future specialists

At a high level of communicative creativity, conformal orientation indicators in communication are lower (Fig. 3).

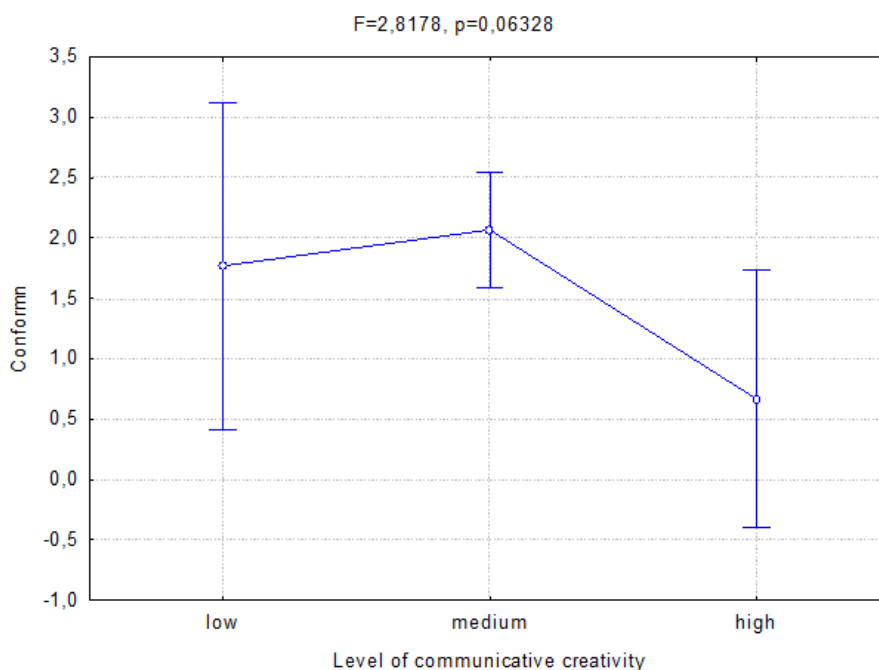


Fig. 3. Conformal orientation in communication depending on the level of communicative creativity of future specialists

At the average level of communicative creativity, conformal orientation indicators in communication are lower (Fig. 4).

It is proved that at low level of communicative creativity, the indicators of indifferent orientation in communication are higher (Fig. 5).

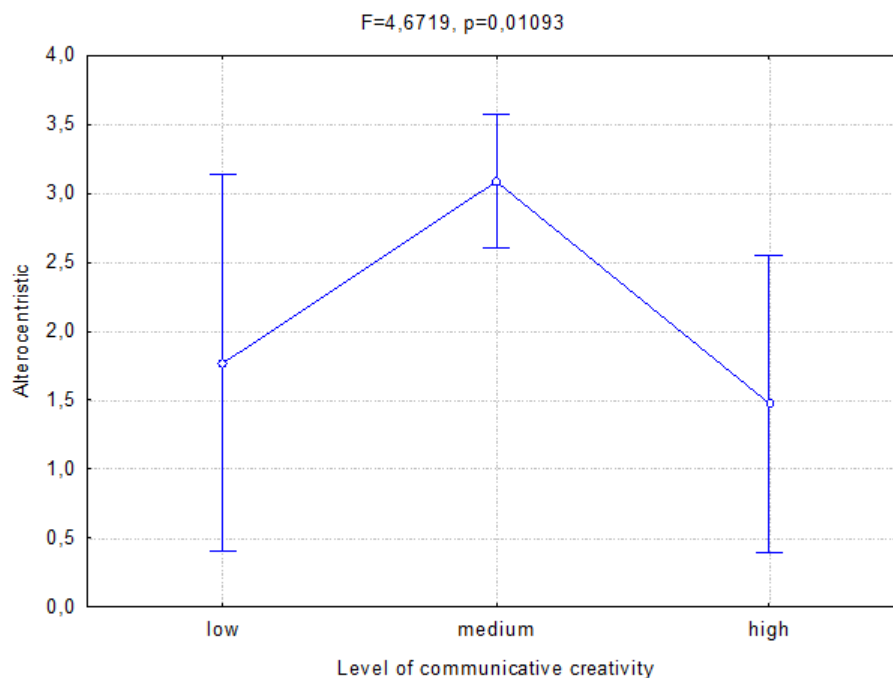


Fig. 4. Alterocentric orientation in communication depending on the level of communicative creativity of future specialists

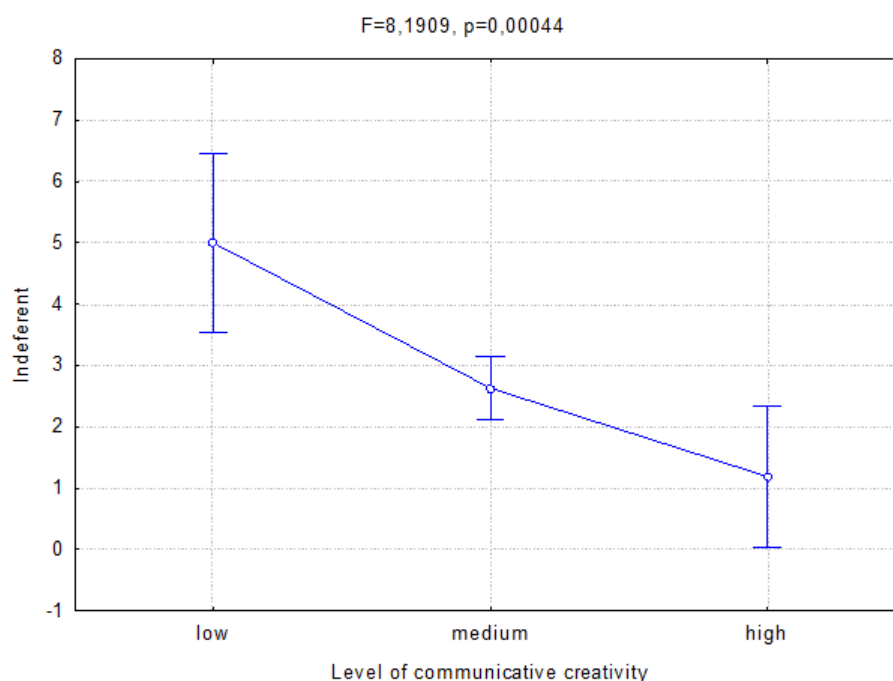


Fig. 5. The indifferent orientation in communication depending on the level of communicative creativity of future specialists

Dialogical orientation in communication is higher in future specialists with a high level of communicative creativity (Fig. 6).

Conclusions. Communicative creativity is a stable characteristic of personality, which contains cognitive, psycho-emotional and behavioral characteristics, the totality of which contributes to non-

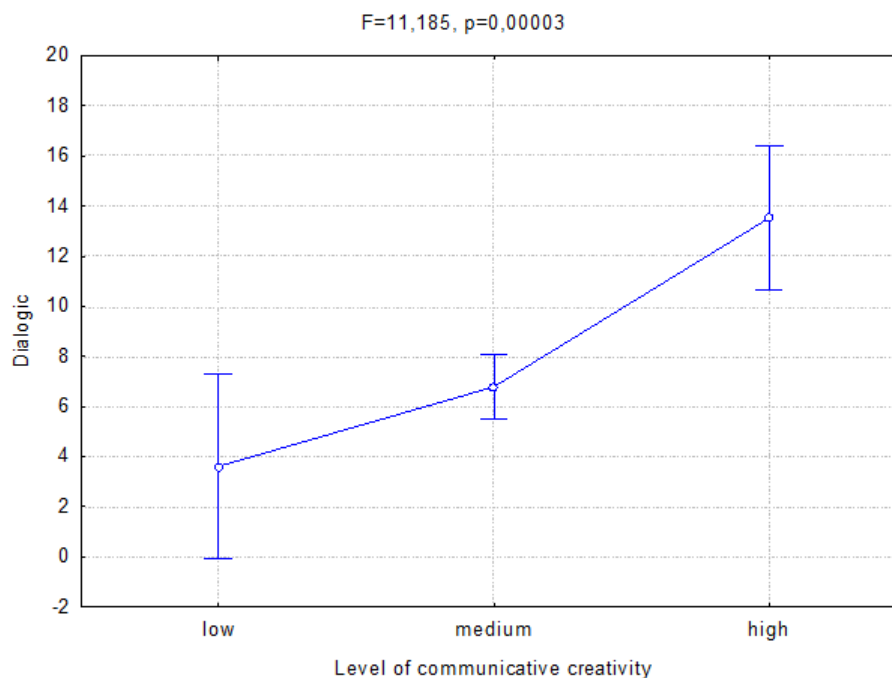


Fig. 6. Dialogical orientation in communication depending on the level of communicative creativity of future specialists

standard, effective solutions for the communicative situations, the generation of original ideas and means of communication, the choice of optimal communicative strategies. Communicative creativity is a flexible skill of the future specialist and positively promotes dialogic in communication, stopping by non -constructive types of communicative orientation.

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