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COMMUNICATIVE FEATURES OF FUTURE SPECIALISTS WITH DIFFERENT LEVELS OF SOCIAL CREATIVITY

Abstract. Introduction. The article analyzes the phenomenon of social creativity of the individual, defining it as a flexible skill of future specialists. The scientific substantiation of the relevance of the problem of social creativity is due to the rapid transformations of modern society and relationships. The lack of the level of adaptive potential and communicative qualities, the presence of conflict, the inability to fully integrate into society, establish relationships with others cause a number of personal psychological problems that cause an insufficient level of development of social creativity.

The empirical analysis of communicative creativity was implemented through the use of the social creativity test by C. Gu, the methodology for studying communicative control by S. Schneider, and the methodology for studying communicative orientation by S. Bratchenko. The study involved 185 higher education applicants studying in the specialties of "biology", "physics", "psychology", "information technologies", "pedagogy", "language and literature".

The purpose and objectives of the article are to determine the features of the manifestation of direction in the communication of specialists from different industries with different levels of social creativity.

Scientific novelty. According to the results of the study, it was determined that social creativity is specific creative abilities that arise in social interaction or social activity. The level of development of social creativity has a greater impact on the manifestation of communicative control and orientation in communication than the specialty of applicants. A high level of social creativity has a positive effect on the level of communicative control and becomes an obstacle to destructive communicative strategies.

Conclusions. The study shows that social creativity is manifested in non-standard solutions to social tasks and problems, which allows you to create something new in the field of interpersonal interaction and is characteristic mostly of socially adapted individuals who do not experience situational tension in social interaction.

Key words: applicants for higher education, divergent thinking, in communication, communicative control, creativity, social creativity.

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КОМУНІКАТИВНІ ОСОБЛИВОСТІ МАЙБУТНІХ ФАХІВЦІВ ІЗ РІЗНИМ РІВНЕМ СОЦІАЛЬНОЇ КРЕАТИВНОСТІ

Анотація. Вступ. У статті проаналізовано феномен соціальної креативності особистості, визначено її як гнучку навичку майбутніх фахівців. Наукове обґрунтування актуальності проблеми соціальної креативності зумовлено стрімкими нововведеннями і змінами у суспільстві та людських стосунках. Нестаток рівня комунікативної компетентності, конфліктність, здатності до соціальної інтеграції, встановлення відносин з іншими передбачають низку психологічних проблем, що зумовлюють нестаток сформованості соціальної креативності.

Емпіричний аналіз комунікативної креативності був реалізований завдяки застосуванню тесту соціальної креативності К. Гу, методики вивчення комунікативного контролю С. Шнайдера, та методики вивчення комунікативної спрямованості С. Братченка. У дослідженні взяли участь 185 здобувачів вищої освіти, що навчаються за спеціальностями «біологія», «фізика», «психологія», «інформаційні технології», «педагогіка», «мова і література».

Метою статті є визначення особливостей прояву спрямованості у спілкуванні фахівців різних галузей з різним рівнем соціальної креативності.

Наукова новизна. За результатами дослідження було визначено, що соціальна креативність є творчою здатністю у соціальній взаємодії та діяльності. Рівень розвитку соціальної креативності більшою мірою позначається на прояву комунікативного контролю та спрямованості у спілкуванні, ніж спеціальність здобувачів. Вищий рівень соціальної креативності позитивно впливає на рівень комунікативного контролю та стає на заваді деструктивним комунікативним стратегіям.

Висновки. У дослідженні показано, що соціальна креативність проявляється в нестандартному розв'язанні соціальних задач, що уможливило створення нових продуктів у міжособистісній інтеракції і свідчить про соціальну адаптованість, свободу від відчуття напруги у ситуаціях соціальної взаємодії.

Ключові слова: дивергентне мислення, здобувачі вищої освіти, комунікативний контроль, креативність, соціальна креативність, творчість, у спілкуванні.

Introduction. The scientific substantiation of the relevance of the problem of social creativity is due to the rapid transformations of modern society and relationships. The lack of the level of adaptive potential and communicative qualities, the presence of conflict, the inability to fully integrate into society, establish relationships with others cause a number of personal psychological problems that cause an insufficient level of development of social creativity.

Analysis of recent research and publications. The phenomenon of social creativity in future economists was examined in detail in the study of V. Poyezdnik; Yu. Nikonenko considers social creativity in the structure of social abilities, and O. Demchenko – giftedness, C. Gu created a projective methodology for studying social creativity, the Ukrainian-language adaptation of which was used in the presented study.

Social creativity helps to overcome the established unsatisfactory social identity and improves social stability [10]. In adolescence, when the sphere of interpersonal communication becomes of primary importance, the issue of the development of social abilities, in particular social creativity, becomes particularly acute. The phenomenon of social creativity today attracts the attention of an increasing number of psychologists [5]. Social creativity is specific creative abilities that arise in social interaction or social activity. The problem of the development of social creativity becomes particularly important according to the task to solve social problems in effective, unique and appropriate ways [7].

Social creativity manifests in interpersonal way, which is represented by relationships and in social life. Social creativity is the most common type of creativity, which provides cognition, behavior and

traits of character to adjust basic adaptive skills [9]. Social creativity provides abilities for solving problems where the “answer is not known”, which requires creative synthesis of new knowledge through the combination of different views and social experience [8].

O. Demchenko defines social creativity as a component of social giftedness [1]. Yu. Nikonenko defines social creativity as a social ability, which is determined by social and emotional intelligence, social adaptation and dominance. The social creativity is understood as the capacity to problematize, coordinate, and dialectically synthesize elements of a social situation [3].

Social creativity is manifested in non-standard solutions for social situations, which allows to create something in interpersonal interaction. It characterizes mostly the socially adapted individuals who do not experience situational tension in interaction [2].

Social creativity includes communicative and personal potential, characteristics of self-awareness, social perceptions, social thinking, imagination and representation, the capacity to model social interaction, understanding people and their motives [4].

A particularly important issue is the definition of the structure of social creativity. In the study of A.E. Ilyin [4], the structure of social creativity includes: “a motivational component, which implies a creative position of the individual, his desire for self-improvement, personal growth; a cognitive component, represented by verbal originality and its non-standard use in communication, vocabulary features, the search for new language turns in everyday communication; a communicative component, represented by various types of sensitivity; an emotional component, represented by productive interaction with people, the desire to understand and feel the emotional state of the partner; empathy as a structural component that accompanies interpersonal interaction, contributes to maintaining an optimal emotional background in the conditions of social creativity; an existential component, represented by the authenticity of the individual, the presence of life goals, awareness of life and a sense of temporary prospects”.

The purpose and objectives of the article are to determine the features of the manifestation of direction in the communication of specialists from different industries with different levels of social creativity.

Presentation of the basic material of the study. The structure of social creativity is a multifactorial heteronomous formation of a personal nature, where the factors of a low level of personal anxiety, pronounced strength of the “I”, flexibility of views, a tendency to independence are more significantly manifested; a low level of aggressiveness, developed empathy, ease of communication, a tendency to self-presentation, low conflict, emotional stability in communication, a tendency to manipulation, expressiveness, communicative competence [5]. The empirical study used the social creativity test of K. Gu, the methodology for studying communicative control of S. Schneider, and the methodology for studying communicative orientation of S. Bratchenko. The study was attended by 185 higher education applicants studying in the specialties of “biology”, “physics”, “psychology”, “information technologies”, “pedagogy”, “language and literature”.

In Fig. 1 shows that social creativity is more pronounced in future psychologists compared to applicants for other specialties.

In Fig. 2 shows that communicative control is expressed more in future specialists with a high level of social creativity.

In Fig. 3 shows that communicative control is expressed less in future economists compared to applicants of other specialties.

No significant differences in the indicators of authoritarian orientation in communication were found among specialists of different fields (Fig. 4).

Future teachers with a low level of social creativity have the highest indicators of authoritarian orientation in communication (Fig. 5).

No significant differences in indicators of manipulative orientation in communication were found among specialists of different fields (Fig. 6).

With a low level of social creativity, indicators of manipulative orientation in communication are higher in most specialties (Fig. 7).

No significant differences in the indicators of conformal orientation in communication were found among specialists of different fields (Fig. 8).

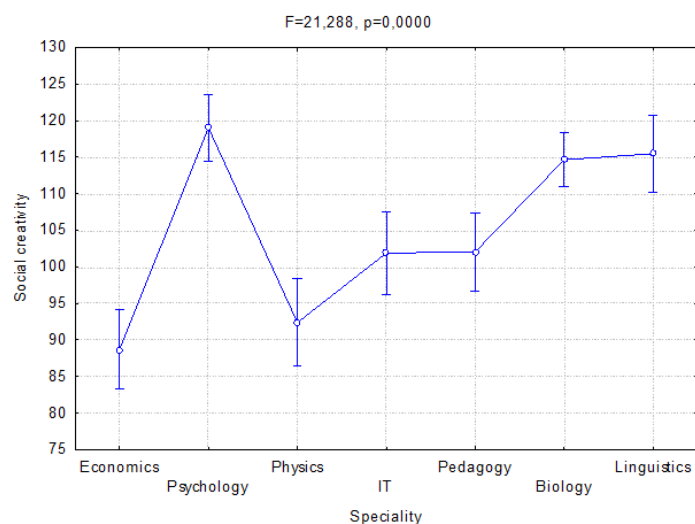


Fig. 1. Social creativity of future specialists of different specialties

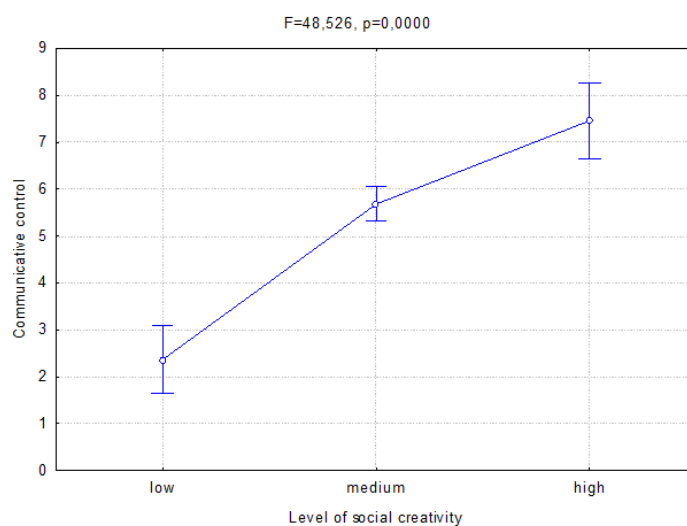


Fig. 2. Communicative control of future specialists with different levels of social creativity

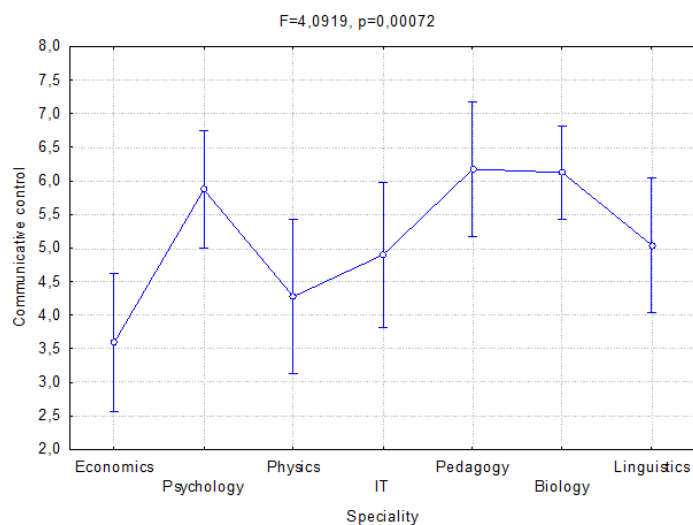


Fig. 3. communicative control is expressed less in future economists compared to applicants of other specialties

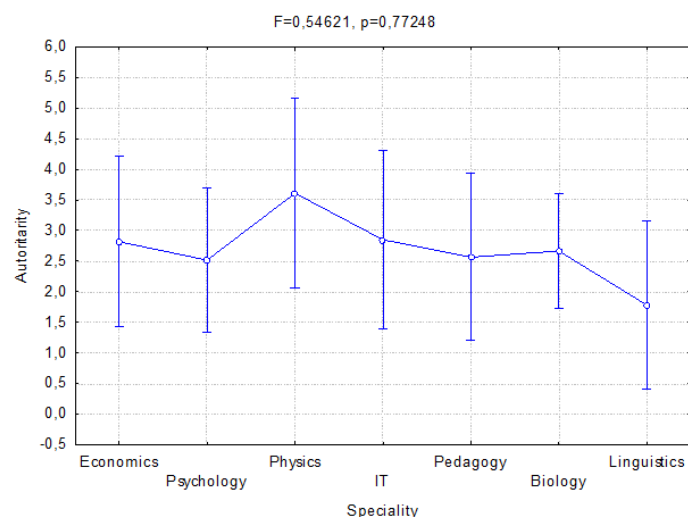


Fig. 4. Authoritarian orientation of future specialists of different specialties

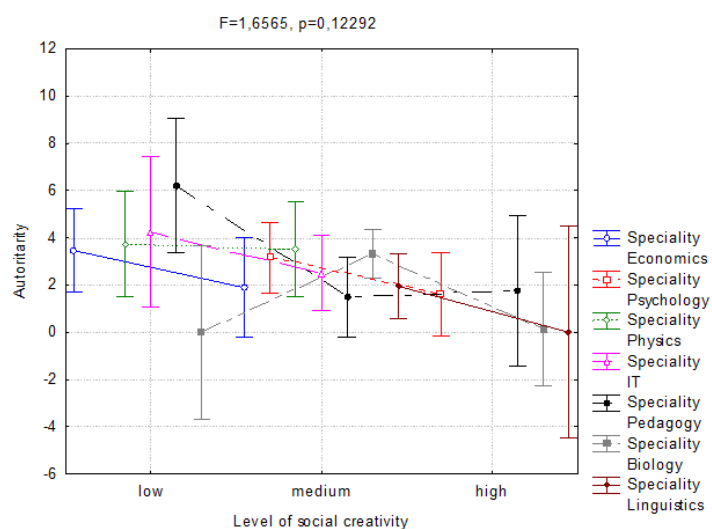


Fig. 5. Authoritarian orientation in communication of applicants of different specialties with different levels of social creativity

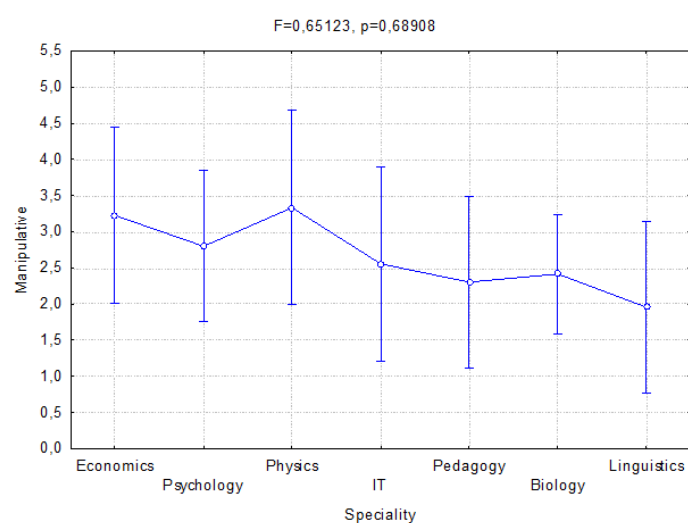


Fig. 6. Manipulative orientation of future specialists of different specialties

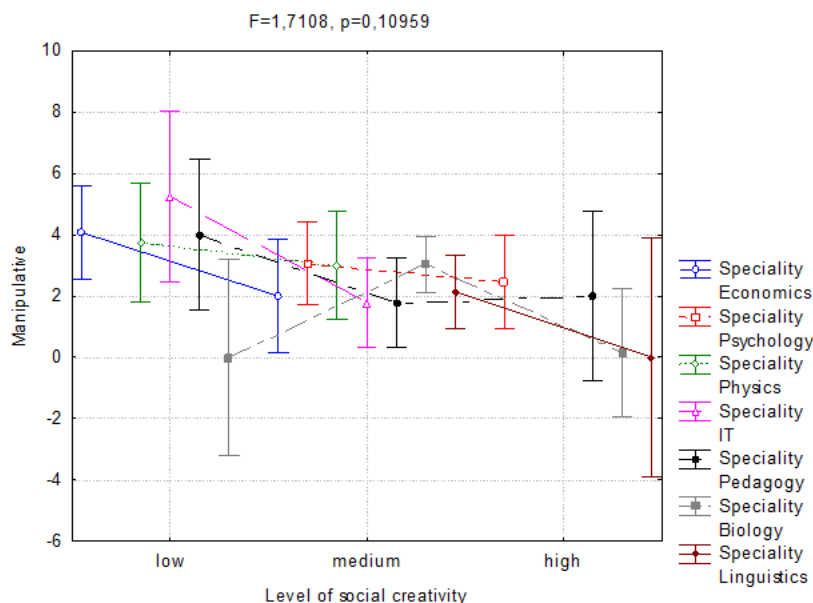


Fig. 7. Manipulative orientation in communication of applicants of different specialties with different levels of social creativity

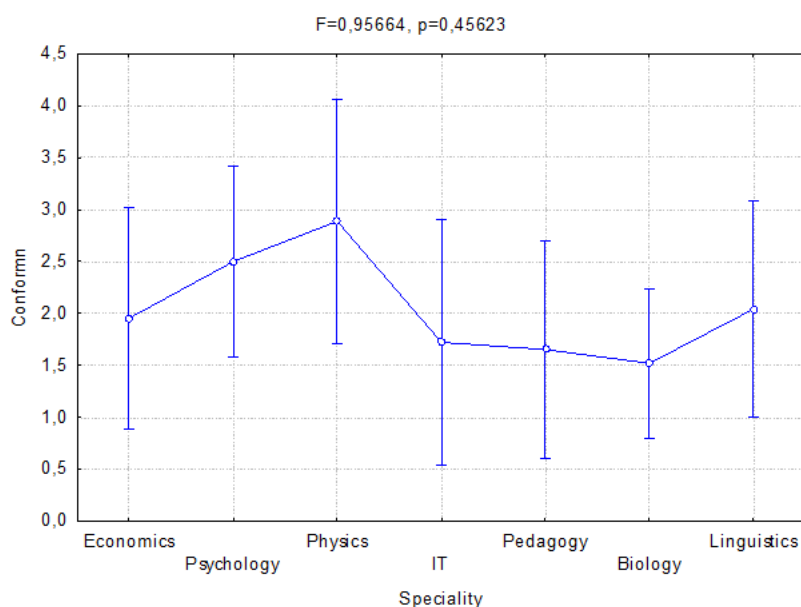


Fig. 8. Conformal orientation in communication of future specialists of different specialties

Conformal orientation in communication does not depend on the level of social creativity of applicants of different specialties (Fig. 9).

No significant differences in the indicators of alterocentric orientation in communication were found among specialists of different fields (Fig. 10).

Alterocentric orientation in communication does not depend on the level of social creativity of applicants of different specialties (Fig. 11).

Indifferent orientation in communication is expressed the lowest in future psychologists (Fig. 12).

Future economists with low and average social creativity have higher indicators of indifferent orientation in communication (Fig. 13).

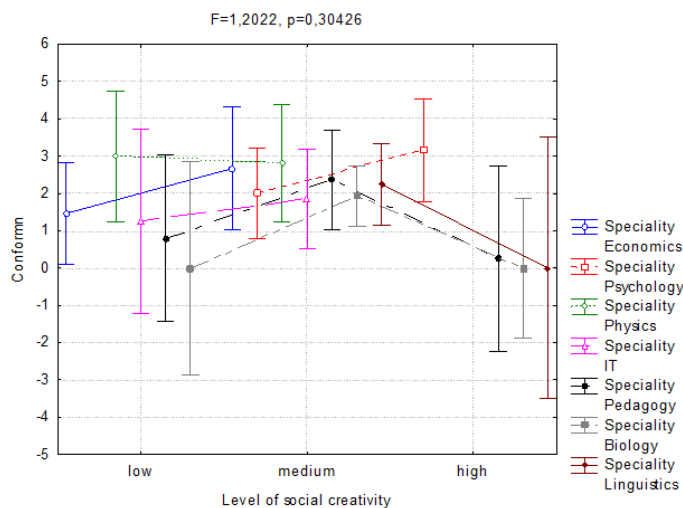


Fig. 9. Manipulative orientation in communication of applicants of different specialties with different levels of social creativity

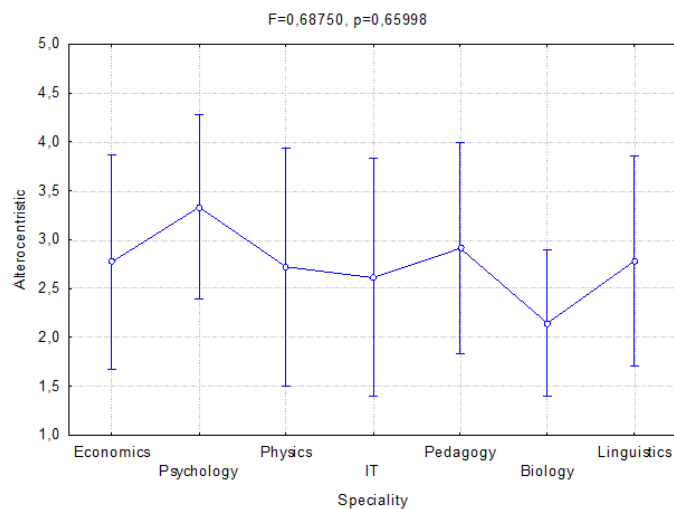


Fig. 10. Alterocentric orientation in communication of future specialists of different specialties

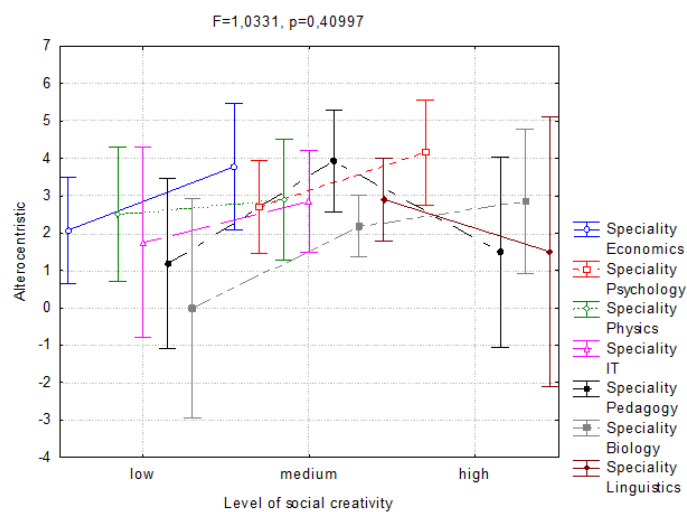


Fig. 11. Alterocentric orientation in communication of applicants of different specialties with different levels of social creativity

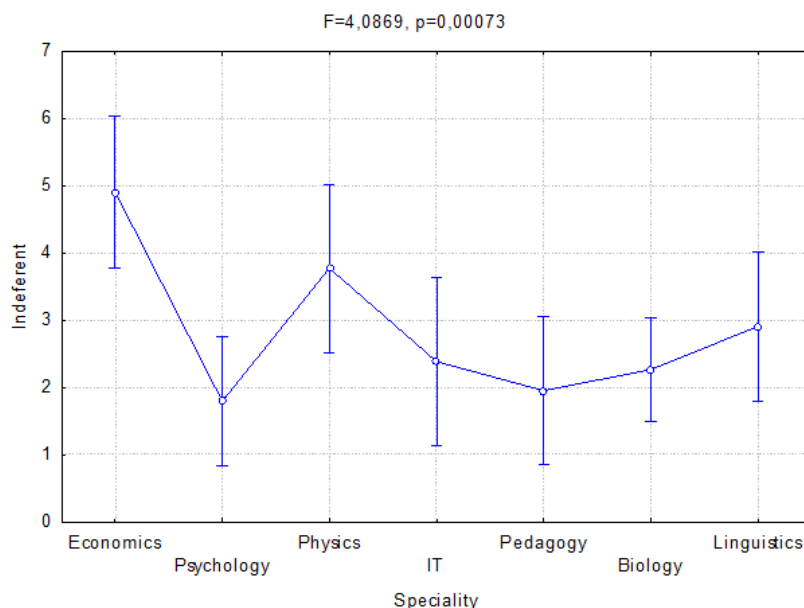


Fig. 12. Indifferent orientation in communication of future specialists of different specialties

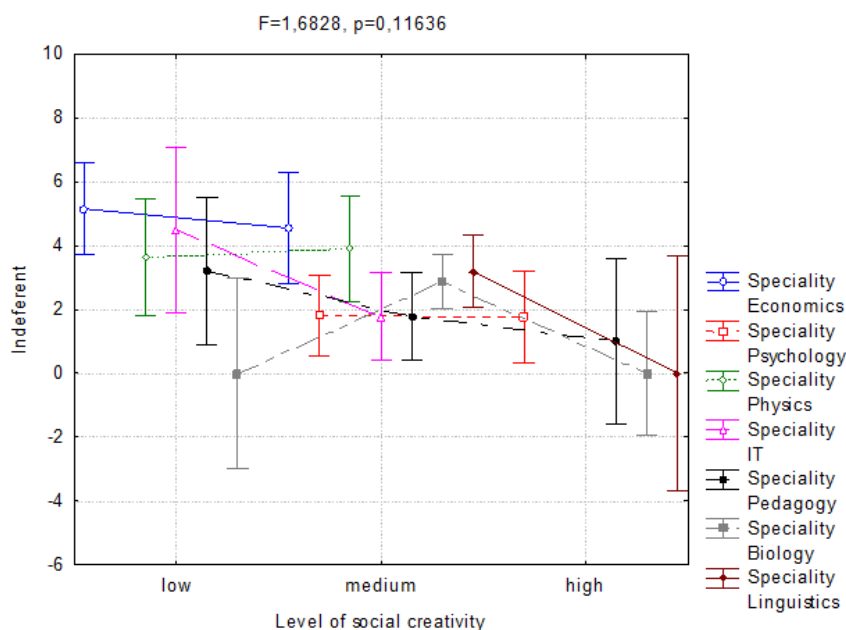


Fig. 13. Indifferent orientation in communication of applicants of different specialties with different levels of social creativity

Dialogical orientation in communication is expressed the lowest in future physicists (Fig. 14).

Only future biologists with a low level of social creativity have the highest indicators of dialogic orientation in communication (Fig. 15).

Conclusions and suggestions. According to the results of the study, it was determined that social creativity is specific creative abilities that arise in social interaction or social activity. The level of development of social creativity has a greater impact on the manifestation of communicative control and orientation in communication than the specialty of applicants. A high level of social creativity

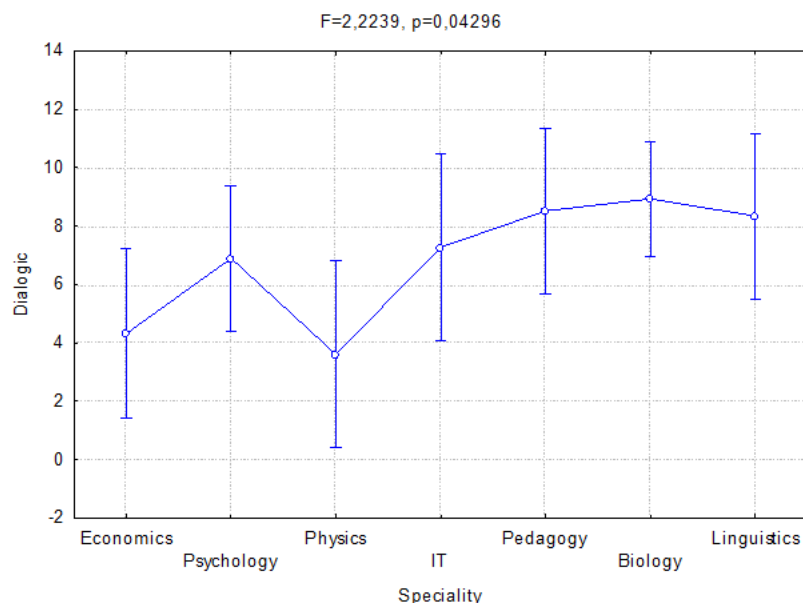


Fig. 14. Dialogic orientation in communication of future specialists of different specialties

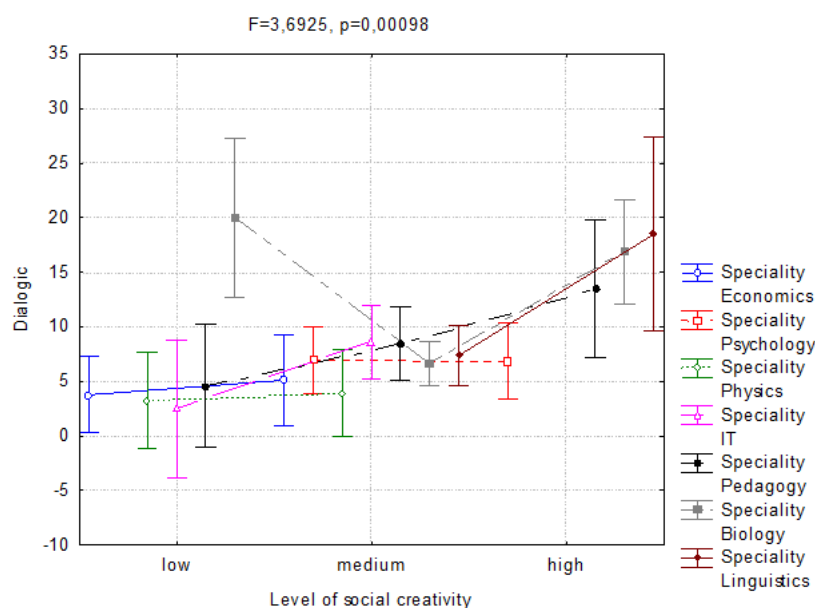


Fig. 15. Dialogic orientation in communication of applicants of different specialties with different levels of social creativity

has a positive effect on the level of communicative control and becomes an obstacle to destructive communicative strategies.

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