

# Creativity–An analysis

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## Introduction

Ausubel ( 1903 ) believes that we should use creativity to refers to, “ *Rare and unique talent in a particular field of endeavor*”.

*“Creativity achievement ...reflects a rare capacity for developing insights, sensitivities , and appreciation circumscribed content area of intellectual or artistic activity”.*

According to **Ausubel**, the creative person who embodies this capacity is, by definition, an *uncommon individual, much rarer than the intelligent person.*

As per **Runco & Sakamoto, 1999**, Creativity is regarded as one of the most complex of human behaviors. It can be influenced by a wide array of social, developmental and educational experience that leads to creativity in different ways and variety of fields

**Cook, 1998**, Opinions about the origin of creativity vary, and none of them explains the creative process completely. Creativity can be seen as the following: a divine quality, serendipitous activity, planned luck, endurance and method.

## Meaning of creativity

By creativity is generally meant the ability or faculty of creation or construction. This creation can be old and new. But in psychology, by creativity is meant that *trait, ability, or faculty by which creates something new*; for example writing a new poem by a poet, writing an article having original thoughts and discovery of new facts by an person, etc. We can explain it by an example. If a potter makes pitchers as are usually made, then this would be called his skill, but if he makes pitchers of new size and new type, or decorates the old types with different types of patterns and drawings, then this would be called his ability of creation or creativity. *James Drever has defined “creativity as an ability to create original product”.*

Creativity enables alternative ways of thinking. It unblocks old patterns or habits of thinking. It allows for non-linear thinking.

Creativity is the ability of a person or group to make something new and useful or valuable, or the Process of making something new and useful or valuable. It happens in all areas of life-science, art, literature and music . As a personal ability it is very difficult to measure.

Creativity is the *act of turning new and imaginative ideas into reality. Creativity is characterized by the ability to perceive.*

Creativity means *“the habit of continually doing things in new ways to make a positive difference to our working lives”.*

Creativity is the *ability to generate, create, or discover new ideas, solutions, and possibilities.*

**Creativity means**

- A mental process involving the generation of new ideas or concepts, or new relations between existing ideas or concepts
- It is both an art and a science
- It is doing things in a “non-normal” way.

**Definition**

- **Creativity n.**-- creative ability; artistic or intellectual inventiveness
- **Creative adj.**—having the power to create: pertaining to creation; inventive: productive (of) as in a creative mind
- **Create v.t.**—to organize: to bring into being from nothing

***Creativity is a complex and mysterious concept, and therefore it is difficult to define creativity because of the ambiguity about the concept and no accepted definition for it in general.***  
(Andriopoulos, 2000 )

**As per Robert E. Franken** -- Creativity is defined as the tendency to generate or recognize ideas, alternatives, or possibilities that may be useful in solving problems, communicating with others, and entertaining ourselves and others.

The definition of creativity in Psychology is **Creativity**: ability to generate, create, or discover new ideas, solutions, and possibilities, divergent thinking, the capacity for exploring multiple potential answers or solutions to a given question or problem.

**A.E.Brown** -- Creativity is a process resulting in novel work accepted as tenable, useful, or satisfying at some point in time.

**Charles Cave** -- Being “creative is seeing the same thing as everyone else, but thinking of something different.”

**James Drever** -- Creativity is essentially found in new constructions or productions.

**Crow and Crow** -- Creativity is a mental process to express the original thoughts.

**Cole and Bruce** -- Creativity is an ability and activity of man’s mind to grasp, express and appreciate in the form of an original product.

***“ A process of becoming sensitive to problems ,gaps in knowledge, missing, elements, and so on; identifying the difficulty ; searching for solution, making guesses or formulating hypotheses about the deficiencies, testing and retesting these hypotheses and possibly modifying and retesting ; and finally communicating the results”.***

**Nature and characteristics of creativity**

- Creativity is the ability to develop something original.
- Creativity is the ability of man to create , new ideas, new thoughts, creates newer objects and discovers new facts.
- Creativity is the resultant of some interaction.
- Creativity is the ability to synthesize ideas or objects.
- Creativity has several dimensions.
- Creativity is a complex, dynamic and serious process.
- Creativity knows no special medium, place, Person or time.  
Creativity is the capacity to accept challenge.

- Creativity is a process as well as a product.
- Creativity is the freedom to exercise choice.
- The chief elements of creativity are --novelty sensitivity, originality, fluency, flexibility, elaboration, redefinition and creative production.

#### Characteristics of the Creative person

- **Flexibility** : This is a key characteristics because it involves a mindset that ,there may be several answer or solution to any particular issue or problem .
- **Fluency** : Fluency is all about generating a lot of different ideas. Creative people having many different ideas are more likely to find more viable solutions to the problem. So there is a flow in the thinking of creative people.
- **Elaboration** : Detailed analysis of a thought, on the basis of one's experiences is called elaboration
- **Originality** : Originality is related to novelty. Originality is the ability to give a new form to an object, to present a problem, in a new manner or to solve a problem in a new way.
- **Sensitivity** : The ability to sense problems, to see deficiencies and needs in life, the challenge to find solutions and feel these needs. Sensitivity to our own inner life and feelings, thoughts, and feeling of others .
- **Novelty** : Novelty is an important element of creativity. When a person is not attracted to novelty, he cannot create the new.
- **Action** : The ability to put ideas in action; to begin, help, shape , with high energy and enthusiasm these ideas.
- **Concentration** : The ability to work hard, long , consistently and persistently with extraordinary concentration.
- **Reflection** : The ability to consider and reconsider, to evaluate our ideas as well as the ideas of others; to take time to achieve understanding and insight, to look ahead and plan, to visualize the complete picture.
- **Sense of humor** : The ability to see and express the humor in the contradictions and ambiguities of life. To maintain balance without losing commitment.
- **Curiosity** : Openness to new ideas and experiences; the capacity to be puzzled; actively experimenting with ideas and the pleasure in seeking and discovering ideas.
- **Independence** : Thinking things through our own self-reliance and forcefulness.
- **Expression of total personality** : Expression of both male and female sides of nature, which at times leads to tension in our society . As the creative male shows such supposedly "female" traits as sensitivity, self-awareness , and breadth of interests or as the female shows such " male " traits as independence, self-reliance and forcefulness.
- **Self-decision** : Creative person are self-confident, self-dependent and they take decisions independently.

**Conclusion** : The more active the networks are in your brain, and the more way they work together, the more creative you are.

So, Creativity is a skill that allows you to draw understanding of the world around you, connect those observations to your existing knowledge reservoirs, and imagine new applications of your knowledge on the world .

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