

The Need for Creativity in the Development of Human Capital

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Abstract: Creativity is the ability of a person to be creative, which manifests itself in thinking, emotions, communication, in various fields of activity, in the results of activities and in the creation of these results. In simple terms, creativity is a quick and unusual solution to a problem. Today there are approaches to the problem of creativity such as epistemological, cognitive, economic, psychological, synergetic, connectivistic, theory of dynamics, and artificial intelligence. The author puts forward the idea that creativity is a holistic complex system and that the synergetic approach plays a constructive role in its study. There are high and normal degrees of creativity. A high degree of creativity is manifested in the creation of new principles, directions and ideas. An ordinary creativity is manifested in the improvement of various products and ideas, in increasing the efficiency of activity algorithms and in other areas of life.

Keywords: creativity, thinking, divergent thinking, transformation, “digital economy, “creative economy”, human capital, nonlinearity, self-organization, system, complex system, synergetics.

We are living in a time when all spheres of society's life are rapidly developing. Of course, in modern social and cultural conditions, the world is rapidly developing in the theory and practice of education, capable of effectively solving problems for changing societies, having its own independent opinion, manifesting itself in various aspects of human activity, having unconventional and original intellectual-creative thinking. , the need for creative individuals capable of making operational decisions appropriate to the situation is emphasized. Therefore, creativity today is an important criterion of the creativity of a citizen of the 21st century, one of the main factors determining its overall development.

Currently, attention is paid to educating young people as worthy successors of prospects, creative people, and the future of our country requires the development of the potential and talent of creatively thinking young people, increasing the intellectual potential of young people, stimulating their scientific activities, and further developing innovative ideas, developments and technologies. Therefore, the President of the Republic of Uzbekistan signed the Decree "On the strategy of "Uzbekistan - 2020"[1]. According to him, to realize the will of our people to build a free and prosperous, powerful New Uzbekistan, to create all opportunities for every citizen to develop their potential, to raise a healthy, educated and morally mature generation, to form a strong economy that has become an important link of global production, the target indicators of guaranteed provision of justice, rule of law, security and stability were approved.

"Development of human capital"[2] is defined as the main goal of the Development Strategy as the main factor determining the level of the country's competitiveness in the international arena and its innovative development. It should be noted that human capital plays an important role in the implementation of the tasks defined in the decree. According to the data of the World Bank and the UN Development Program, today 16% of the total wealth in the world is material, 20% is natural, and 64% is human capital. It is recognized that human capital has increased to 80% in developed countries [13].

Creativity in them is important for the further development of human capital in our youth.

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Creativity (Latin *creatio* - creativity) is a person's ability to deviate from standard ideas, rules and patterns[21]. In addition, creativity implies the presence of a progressive approach, imagination and originality. It can be observed in various types of activities, its products, as well as in some aspects of the quality of a person. "Creativity" and "creativity" are similar but not identical concepts. Creativity is the process of human creation of works of art. Creativity is a special condition of creative work. As a result, a creative person always has creativity, which is an integral part of him.

The fact that attention to human creativity is increasing and gaining social importance is related to the characteristics of social development. What can it be seen in? That is, according to the modern development models, humanity is now taking a step towards the "cognitive society" or "creative economy" [17, 32-33] and "creative industry", where knowledge and information, human thinking are becoming the main capital.

The term "creative economy" was introduced into scientific circulation in 2000 by the magazine "Business Week". In 2001, Dj. Hawkins, Ch. Landry, T. Cowan, S. Lesh, R. Caves, T. Flew, Dj. Hartfield, DJ O'Connor, P. Ray, L. Nakamura, K. Zeltser, N.A. Gorelov and other scientists are also studying different aspects of this topic. Every year since 1970, up to 250 dissertations have been presented on this topic and various definitions have been given.

Today, Great Britain, USA and Germany are recognized as the most creative countries. According to data, the creative class in Germany is 1 million people [10].

Creativity is a person's ability to create creativity, innovation, which is manifested in thinking, emotions, communication, in various spheres of activity, in the creation of activity results and these results. In simple words, creativity is a quick and unusual solution to a problem.

According to Howard Gardner's research, creativity is divided into several types. That is, human creativity can be manifested in linguistic, logical-mathematical, spatial expression, body-kinetic, musical, interpersonal, naturalistic types [4]. As a result, a creative person, a creative product, and a creative environment are created.

Creativity is closely related to certain features of human thinking, one of which is called bisociation by Arthur Koestler. The term "Bisociation" was coined by the English writer and thinker Arthur Koestler in 1964 in his book *Akt twórczości* (The Act of Creation). In this book, Koestler describes the process of creating new and original ideas by combining two previously unrelated concepts from different fields of knowledge. He calls this process "bisocial thinking." He provides many examples of how bisociation has been used to achieve innovative results in fields as diverse as literature, science, art, and technology.

Bisociation is the ability to perceive a situation in two equally possible, but under normal conditions, completely incompatible coordinate systems[16, 260]. This approach has resulted in many business innovations. For example, the idea of using discount cards in supermarkets to retain loyal customers (which allowed the credit card idea to adapt to the new situation). In fact, biassociation is a combination of two ideas from different contexts that were previously incompatible. The effectiveness of the creative technique associated with this concept is that a person is forced to move away from usual thought patterns and establish connections between unrelated concepts. Unlike association, where thoughts move in the same field, in biassociation arbitrary or opposite thought spaces are connected, which lead to completely new, so far "unthinkable" solutions.

Bisociation means that a person has knowledge in at least two different fields of activity. Consequently, a worker with a narrow worldview who is qualified in only one field will not be lucky [16, 260]. From this point of view, it is clear that the creative potential of teams, which include specialists from different, unrelated fields of activity, is high. Also, creativity requires flexibility of thinking, intellectual mobility. It is the ability to look at a situation or problem from different perspectives.

According to Fromm's concept of creativity, the ability to wonder and learn, as the ability to find solutions in non-standard situations, it is the attention to discovering new things and the ability to



deeply analyze and understand one's own experience. The criterion of creativity is not the quality of the result, but the characteristics and processes that activate creative productivity.

A.G. Maslow defined creativity as a natural property of a self-expressing person, where self-expression means the full use of a person's talents, abilities and opportunities as a process of self-realization of human potential. Creativity is potentially present in everyone, but many lose this quality as a result of being "raised" in an authoritarian environment. The author divides creativity into primary (initially specific to each person) - inspired creation stage and secondary (the process of detailing the creative product and giving it a unique form).

A.G. Maslow's theory of creativity has a central place in the concept of motivation, which he defines based on the needs of a person: the higher a person rises in the hierarchy of needs, the more individuality and creative abilities he shows [12].

N.Yu. Khryashcheva understands creativity as a person's constructive, unusual thinking and behavior ability, awareness and development of his own experience. The researcher notes that creativity is manifested in a rich imagination, a sense of humor, commitment to high aesthetic values, and the ability to describe problem images in detail. An important condition for the realization of this ability is self-control and self-confidence. A similar concept was used by M.A. Kholodnaya narrowly defines creativity as a variety of thinking, the main feature of which is the readiness to put forward many, different levels of correct ideas in relation to one object.

According to V. N. Druzhinin, creativity is "an integral quality of the human psyche that provides effective changes in the individual's activity, allows to satisfy the need for research activity"[6, 199]. That is, creativity can only be a situational characteristic - the reaction must occur under the influence of environmental conditions in order for it to develop not only as a behavioral (situational) characteristic.

There are levels of creativity which are high and simple creativity. A high level of creativity is manifested in the creation of a new principle, direction, ideas. For example, the services of the great scholar A. Navoi in improving the Turkish language, the scientific work of Ibn Sina, Khorezmi, the discovery of the Internet, various computer programs, and the creation of the theory of relativity by A. Einstein are expressions of a person's high level of creativity. And ordinary creativity is manifested in the further improvement of various products, ideas, more effective algorithms of activity and other aspects of everyday life.

There is also an interdisciplinary approach to creativity, which includes: philosophical, cognitive (intellect, knowledge), emotional and environmental factors affecting creativity [3, 50-56].

Dj. Guilford recognizes divergent thinking as the basis of creativity [5]. Divergent thinking is the presence of non-linear thinking during problem solving, where a person can see that there are several correct solutions to a problem.

S. Mednik emphasizes that the unity of convergent and divergent organizers is important in the creative process.

Convergence is the ability to find the only correct solution to a problem [8, 162.].

In modern research, the study of the problem of creativity at the molecular level is gaining momentum. M. Boden studies creativity on the basis of computer modeling within the cognitive approach. In his research, the scientist shows the types of creativity such as combinatorial, research, re-creation [3, 50-56]. Also, creativity is widely researched in the field of interdisciplinary approach such as "Creativity Sociopsychology". In the sociology of creativity, the problem of creativity is studied empirically based on psychology, psychology, pedagogy, economics, and management. In the next 10-15 years, the study of creativity based on a neurophysiological approach is gaining its place as an interdisciplinary approach [18; 14; 15; 11].

In the synergetic approach, creativity is seen as a complex self-organizing process. To create means to facilitate the birth of the new; It is the active activation of a synthetic ability called thinking that exists



in a person. Synthesis in mental activity is the existence of a holistic view of problems" [9, 20]. Therefore, according to the theory of autopoiesis, the human mind is a system that constantly renews, changes, and rebuilds itself.

According to E. Knyazeva, the manifestation of creativity is also a complex synergistic process, in which chaos plays an important role. Because chaos is the main element of evolution. The scientist believes that such a regularity in the organization of complex systems also applies to human creativity. As man moves out of his state of harmony and into chaos, he finds freedom to be creative and, as a result, creates innovation. It can be seen that the synergetic approach studies creativity as a complex system, recognizing it as a self-organizing ability of a person.

From the above analysis, it can be concluded that human capital today includes innovative creative labor resources, production-specific knowledge, intellectual capital, and new technological processes in all fields, which ensure the country's competitiveness in the global world market. Creativity is one of the main components of the human capital indicator, like physical and intellectual. Therefore, creativity as the main driving force of modern innovation should become an interrelated system combining innovation (technical creativity), business (economic creativity) and cultural (artistic creativity). The synthesis of mental activity and the presence of a holistic view ensured the development of creative abilities. Therefore, in the development of creative abilities of our youth, systematic activities are carried out on the basis of scientific-methodological programs at all stages of education; creation of conditions for the development of creativity is an important social and epistemological issue. After all, in the modern information society, developing towards the "creative economy", the creative aspects specific to the activity of the human mind and structure of consciousness are ultimately becoming the main source and resource of development. This, in turn, requires further strengthening of interdisciplinary research on the place of creativity in human capital in our republic.

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