

Kozlovska A., Moskalenko A. Linguocreativity in student self-development and selfrealization/A. Kozlovska, A. Moskalenko//Питання сучасної науки і права: збірник матеріалів X Всеукраїнської науково-практичної конференції студентів (19 квітня 2019 року, м. Суми)/Сумська філія Харківського національного університету внутрішніх справ. – Суми: Видавничий дім «Ельдорадо», 2019. – С. 161-163. (Лінгвокреативність у саморозвитку та самореалізації студента)

Anastasiia Moskalenko – *first-year student of Marketing and Management of Innovative Activity Department, Oleg Balatskyi Academic and Research Institute of Finance, Economics and Management, Sumy State University*

Scientific supervisor: Kozlovska Anna – *Associate Professor of foreign languages department, Education and Research Institute for Business Technologies “UAB”, Sumy State University, Candidate of Philological Sciences, Associate Professor*

Анастасія Олександрівна Москаленко - *студентка I курсу кафедри маркетингу та управління інноваційною діяльністю Інституту Фінансів, Економіки та Менеджменту імені О.Ф. Балацького, Сумський державний університет*

Науковий керівник: Ганна Борисівна Козловська – *доцент кафедри іноземних мов Навчально-наукового інституту бізнес технологій «УАБС» Сумського державного університету, кандидат філологічних наук, доцент*

LINGUOCREATIVITY

IN STUDENT SELF-DEVELOPMENT AND SELFREALIZATION

Nowadays people need to realize that individuals in leadership positions must be creative because creativity is a key to the future. *The research is aimed* at showing the importance of creativity for student self-development and self-realization in our fast-changing globalized world.

Just imagine that you've become a member of very prospective business company and you're sitting on the consultation with two radically different students looking for job. One of them is standard straightforward and right person, another is quick witted and has a rich imagination. Which one would you choose? A creative person will definitely stand out from all because of his radically new approaches.

Many companies and agencies today operate in a highly competitive, global environment, making creativity crucial. Creativity is a beginning to big ideas, challenges everyone's way of thinking, and opens the door to new business

opportunities. “Creativity” and “innovation” are often used equivalently for that reason, but are two separate notions. Many people decide to take the easy way out and get that job that doesn't require much effort, forever living life the way society wants us to rather than the way we ourselves want to. This is one of the reasons why so many become unhappy before their 30s and feel like they have gone nowhere in life. This is the reason why so many people are lost in life and have no idea what route to take when it comes time to making a decision. The reason they have no idea what they want to do is because they hate everything they do. That happens because society is telling them what to do rather than allowing us to create our own ideas and make our own decisions.

Currently in business world the only way to separate yourself from the rest is how well you can think for yourself and actually use your creativity that separates you from everyone else. We live in a world that is constantly becoming innovated with new ideas and technology. Having the creativity to help innovate something that has never been created before is all based on where your mind wants to take you. That is when you allow yourself to be your true self, you must stop worrying about what other people think or say about you. If you have fun doing it and it keeps you always thinking and trying to figure out a new and better way, then that is what you need to focus on in life because creativity is what pushes passion. Creativity is different because creativity is a mechanism to being innovative. You can have great ideas, but not be innovative.

Since you were a child you were always told what to do by society. Sometimes it doesn't approve of creativity, nor does it ever encourage it. Most people might ignore the aspects of creativity and what it can offer. They do not understand how a creative mind can benefit them and enrich their lives. But applying creative thinking to your everyday life can make things so much more interesting. There are many aspects of life in which you can find yourself benefiting from the use of a creative mindset. Never give up, difficult roads often lead to beautiful destinations. Better to be unique and stand out than to be like everyone else.

George Land conducted a research study in 1968. What the test shows is that non-creative behavior is learned. Land did a creativity test on children in the age group 3 to 5. This was the same test he conducted to select scientists and innovative engineers for NASA. He tested the same children at 10 years of age, and then at the age of 15. While the creativity in 5 year olds was 98%, it went down to 30% when they reached the age of 10, and at the age of 15 – just 12%. When the same test was given to 280,000 adults, the creativity was just 2%. In the modern business world creativity is valued as the most important business skill. You need an interest in the creative process, the desire to explore and a spirit of curiosity.

Human beings are born creative from infancy on we find innovative ways to negotiate life. The most creative people find ways around obstacles because they see them not just as something hard but also as opportunities. When you allow your creativity to prosper, don't even worry about money because that comes as a result. You will truly live life when you are doing what you like to do, what excites and challenges your mind each and every day. We would continue to be cavemen without creativity. There would be no innovation. Remember that future is your motivation and try to improve or create something to make it brighter.