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## CREATIVE POTENTIAL OF PERSONALITY: MAIN MECHANISMS OF DEVELOPMENT

### ТВОРЧИЙ ПОТЕНЦІАЛ ОСОБИСТОСТІ: ОСНОВНІ МЕХАНІЗМИ РОЗВИТКУ

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**Urgency of the research.** The development of the intellectual and creative potential of a man, upbringing of the generation that would create new material and spiritual values should be a priority for modern social development. Creativity is considered as a means of human self-realization, achieving harmony by him/her. It is the development of creative abilities that allows a person to feel happy and useful to society. Thanks to creativity, a person forms a new social reality, and the development of his creative abilities expands his self-realization in society. Understanding the creative potential gives an opportunity to identify the ways to improve a person's creative abilities, to form a personality that can withstand negative social challenges.

**Target setting.** The issue of creative personality formation, the development his/her personal abilities is one of the pressing issues of modern scientific research.

**Actual scientific researches and issues analysis.** The works of F. Barron, J. Guilford, C. Pickover, P. Torrance, D. Feldman and others are dedicated to the study of the creativity phenomenon. Structural elements of the creative process, psychology of creativity were studied by D. Bogoyavlenskaya, L. Vygotskii, I. Voloshchuk, P. Engelmayer, O. Leontiev, G. Markelov, V. Romenets, A. Shumilin. The sphere of the unconscious, its role in the creative process was studied by A. Bergson.

Creativity is also studied by domestic scientists: S. Averintsev, V. Andrieiev, M. Bakhtin, V. Molyako, B. Novikov, and

**Актуальність теми дослідження.** Розвиток інтелектуального, творчого потенціалу людини, виховання покоління, яке б створювало нові матеріальні та духовні цінності має бути пріоритетним для сучасного суспільного розвитку. Творчість розглядається як засіб реалізації людини, досягнення нею гармонії. Саме розвиток творчих здібностей дозволяє людині відчувати себе щасливою та стати корисною для суспільства. Завдяки творчості людина формує нову соціальну реальність, а розвиток її творчих здібностей розширює її самореалізацію у суспільстві. Осмислення творчого потенціалу дасть можливість визначити шляхи вдосконалення творчих здібностей людини, сформуванати особистість, яка зможе протистояти негативним суспільним викликам.

**Постановка проблеми.** Проблема формування творчої особистості, розвитку її індивідуальних здібностей є однією з актуальних проблем сучасних наукових досліджень.

**Аналіз останніх досліджень і публікацій.** Вивченню феномена творчості присвячені праці: Ф. Баррона, Дж. Гілфорда, К. Піковера, П. Торранса, Д. Фелдмана та інших, структурні елементи творчого процесу, психологію творчості досліджували Д. Богоявленська, Л. Виготський, І. Волощук, П. Енгельмаєр, О. Леонт'єв, Г. Маркелов, В. Роменець, А. Шумілін. Сферу несвідомого, її роль у творчому процесі вивчав А. Бергсон.

Творчість досліджують вітчизняні науковці: С. Аверінцев, В. Андреев, М. Бахтін, В. Моляко, Б. Новіков та інші.

Творчість як важлива потреба

others.

*Creativity as an important need for self-realization of a human is presented in the publications of foreign and domestic researchers: A. Maslow, C. Rogers, M. Kozlov and others. Modern scientists V. Andrushchenko, B. Novikov, V. Tabachkovsky dedicated their studies to the influence of the socio-cultural environment on human development.*

**The research objective.** *The purpose of the scientific research is to determine the main mechanisms for the development of the creative potential of a person.*

**The statement of basic materials.** *The difficulty of studying the phenomenon is that there is no single definition of creativity. Therefore, this is the reason for the need to substantiate the creativity characteristics and determine the main personal abilities that motivate creativity. Creativity is a means of self-realization of an individual, the characteristic essence of human existence. It is creativity that an individual realizes his inner potential in. The realization of the creative potential of individuals becomes a measure and criterion for assessing the development of the socio-cultural environment. As a means of knowing the world, creativity reveals the great potential of the human spirit, and the realization of the creative potential of a man provides the creation of new things in ideal forms and socio-practical activities. Creative activity is one of the main factors in developing human essence. The process of creative activity, the results of activity, the personality of the creator as well as the environment and conditions in which creativity is carried out can be determined in the structure of creative activity. The ability to be creative is unique to a man because a man creates a new product that did not exist before. Creativity as a complex mental activity of a man is characterized by its psychological features. Creativity begins with setting tasks to be solved within the process of activity, then there is the search for a solution. But creativity becomes full-fledged only when a person turns new ideas into a social product that becomes accessible to understanding and perception by others. Creativity is*

*самореалізації людини представлена у працях зарубіжних та вітчизняних дослідників А. Маслоу, К. Роджерса, М. Козлова та інших. Роботи присвячені впливу соціально-культурного середовища на розвиток людини належать сучасним науковцям В. Андрущенко, Б. Новікову, В. Табачковському.*

**Постановка завдання.** *Мета наукового дослідження полягає у визначенні основних механізмів розвитку творчого потенціалу особистості.*

**Виклад основного матеріалу.** *Складність вивчення явища полягає у тому, що єдиного визначення творчості не існує, саме цим обумовлюється потреба в обґрунтуванні характерних ознак творчості та визначення головних здібностей людини, що спонукають до творчості. Творчість є засобом самореалізації особистості, характерною сутністю її існування, саме у творчості людина реалізує свій внутрішній потенціал. Реалізація творчого потенціалу особистостей стає мірою й критерієм оцінки розвитку соціально-культурного простору. Як засіб пізнання світу, творчість розкриває величезні можливості людського духу, а реалізація творчого потенціалу людини забезпечує створення нового в ідеальних формах та суспільно-практичній діяльності. Творча діяльність є одним з головних факторів формування людської сутності. У структурі творчої діяльності можна визначити сам процес творчої діяльності, результати діяльності, саму особистість творця, а також середовище та умови, в яких здійснюється творчість. Здатність до творчої діяльності притаманна лише людині, вона створює новий продукт, якого не існувало раніше. Творчість як складна психічна діяльність людини визначається своїми психологічними особливостями. Починається творчість з постановки завдань, які в процесі діяльності будуть вирішуватись, далі здійснюється пошук рішення та повноцінною творчість стає лише тоді, коли людина*

associated with the structural and functional renewal of activity, its transformation into a more perfect activity which is expressed in the newly created material and spiritual values. The self-realization of a creative personality occurs through the disclosure of the inherent creative potential which is determined by talent, creativity, willingness to carry out various forms of activity and its productivity determination.

**Conclusions:** 1) it is determined that creativity is a holistic quality of a person that reveals his/her personal abilities, attitude to himself/herself and the world; 2) the basic mechanisms of development of the creative potential of a person are defined; 3) the structural elements and the role of the unconscious in the creative process are considered; 4) the influence of socio-cultural environment on the formation of creative personality is considered; 5) the obtained results of the research can become a basis for further study of an issue of creative potential development of a person and realization of his/her creative abilities in various spheres of social life.

**Key words:** creativity, creative potential of a person, creative process, creative activity, creative abilities, creative activity, self-realization, socio-cultural environment, society, spiritual values.

перетворює нові ідеї у суспільний продукт, що стає доступним для розуміння та сприйняття іншими людьми. Творчість пов'язана із структурним та функціональним оновленням діяльності, перетворенням її в більш досконалу, що виражається у нових створених матеріальних та духовних цінностях. Самореалізація творчої особистості відбувається через розкриття закладеного в ній творчого потенціалу, який визначається обдарованістю, креативністю, готовністю до здійснення різних форм діяльності та визначенням її продуктивності.

**Висновки:** 1) визначено, що творчість є цілісною якістю людини, яка розкриває її індивідуальні здібності, ставлення до себе та світу; 2) визначено основні механізми розвитку творчого потенціалу особистості; 3) розглянуто структурні елементи та роль несвідомого у творчому процесі; 4) розглянуто вплив соціально-культурного простору на формування творчої особистості; 5) отримані результати можуть стати підґрунтям для розробки в подальшому проблем розвитку творчого потенціалу особистості та реалізації її творчих можливостей у різних сферах суспільної діяльності.

**Ключові слова:** творчість, творчий потенціал особистості, творчий процес, творча активність, творчі здібності, творча діяльність, самореалізація, соціально-культурний простір, суспільство, духовні цінності.

The problem of forming a creative personality with the development of its individual abilities is one of the pressing problems of modern scientific research all over the world. The development of the potential (creative and intellectual) of each person, the raising of a generation that would create new material and spiritual values should be a priority for the social development of modern Ukraine.

Researchers are looking for mechanisms for the development of creative abilities of the individual, because only in creativity that a person can realize himself, feel happy and become useful to society. The implementation of this task involves the determining of the role of creative personality in various spheres of public life, as the formation of the socio-cultural space is impossible without the development of the individual's creative potential.

A new social reality forms due to a person's creativity and the development of his creative abilities expands the self-realization in society. The proper understanding of the innovative potential will provide an opportunity to identify

ways to improve a person's creative capacities, to form a personality that can confront the negative social challenges.

The study of the individual creative potential's development mechanisms has philosophical and sociological aspects of research.

The purpose of the present scientific study is to determine the main mechanisms of creative potential's development of the personality.

The implementation of this aim involves solving the following tasks:

- analyzing modern scientific research and generalize ideas about the development of creative potential of the personality;

- considering the main structural elements of the creative process;

- identification of the main mechanisms for the development of the personality's creative potential;

- reviewing the socio-cultural space's influence on the formation of creative personality;

- determining the role of creative personality in various spheres of public life.

An analysis of the recent research and publications that initiate an addressing this issue, on the results of which the authors are based. F. Barron, J. Guilford, K. Picover, P. Torrance, D. Feldman and others were studying the phenomenon "creative", structural elements of the creative process, psychology of creativity have been analyzed by D. Bogoyavlenskaya, L. Vygotsky, I. Voloshchuk, P. Engelmeier, O. Leontiev, G. Markelov, V. Romenets, A. Shumilin. A. Bergson examined the sphere of the unconscious, its role in the creative process.

Creativity is studied by Ukrainian scientists: S. Averintsev, V. Andreev, M. Bakhtin, V. Molyako, B. Novikov and others.

Creativity as an important need for human self-realization is the objective of foreign and domestic researchers' works (A. Maslow, K. Rogers, M. Kozlov and others).

The studies of the socio-cultural environment's influence on individual development are leading by our modern scientists V. Andrushchenko, B. Novikov, V. Tabachkovsky.

Our thorough analysis of scientific publications shows that there is no generalized study on the problem of developing of the individual's creative potential, which would consider the impact of socio-cultural space on the formation of creative personality.

Presentation of the main research material. The origins of the study of creativity date back to ancient times. Thus, in his work "Metaphysics" Aristotle defined that the "empire" or experience is our thinking that is associated with activity, the activity is "praxis", the prudence is "fronesis", and skill or art is "techne", which determines creativity. [1, p. 63-94].

Today the topic of creativity is still insufficiently researched. The famous American psychologist J. Guilford in the middle of the twentieth century noted that "there is no phenomenon for which psychology has a responsibility hasn't been ignored for so long time and hasn't been studied as carefully as creativity" [9].

Creativity is usually defined as an individual activity that results a creation of the qualitatively new material and spiritual values. At the same time, creativity is a person's ability to create a new social reality on the basis of knowledge of the surrounding world and to satisfy our personal needs. A. Shumilin singled out the signs of creativity. He defined that creativity is an activity that consists in the production of new social values, material and spiritual, as well as in the creation of new ways of activity. According to the researcher, the original and non-standard

methods and means are used in creativity, new combinations of elements are created by combining existing methods and means. There is an organic connection between the phenomenon of reality, so, a man within the new values' creating, relies on existing knowledge and expands its scope. Thus, the act of creativity is at the same time an act of cognition, and through this cognition happens a revelation of regularities in the process of transformation of reality in creativity. Creativity creates and solves problems, there is a process of meeting the needs of each individual and society. Creativity as a form of development of society, the formation of culture is consider as the highest type of activity, the essence of man, with the characteristic of material and ideal's unity [8].

In psychology, creativity is understood as the process of creation, the discovery of something new that did not exist before, and the study of creativity is justified by the subjectivity of processes and is delved into the problems of creativity of the subjects of this creativity themselves.

The difficulty of studying the phenomenon is that there is no common definition of creativity that requires the substantiation of the characteristic features of creativity and the definition of the main individual abilities that motivate creativity. Under the term "abilities" S. Rubinstein understood a complex system of education including a number of qualities without which a person would be incapable of a particular type of activity. Accordingly, the more qualities a person has, the more activities he can master and carry out and do these activities easily. S. Rubinstein notes that "human abilities are the equipment that is forged not without our participation; human abilities are determined by the range of those opportunities to comprehend new knowledge, their application to creative development, which open the assimilation of this knowledge" [6, p. 547].

Creativity is a means of self-realization of the individual, the characteristic essence of its existence, it is in creativity that a person realizes his internal capacity. The realization of the creative potential of individuals becomes a measure and criterion for assessing the development of socio-cultural space.

As a means of knowledge of the world, creativity reveals the great potential of the human spirit, and the realization of personal creativity provides the creation of new in ideal forms and in social and practical activities. Due to the activation of the spiritual component, the subject of creativity is in a state of inspiration where an important role is given to the unconscious regulation of the creative process. Imagination, intuition, experience, acting and fantasy are the manifestation of the creative process, as it was noted by A. Bergson: "creativity is primarily an emotion" and it is from the emotional attitude to the problem that begins the formation of human creativity [2, p. 46].

Thus, creating an imaginary image, always uses the acquired experience, the individual analyzes it, determines the basic structural elements and applies them in accordance with the plan. An individual can create something new, he easily combines acquired and new, has a rich imagination. The expression of own individuality is the expression of one's own feelings and emotions. Taste, sound, visual, tactile sensations are used in emotional self-expression. Emotions provide an opportunity to develop their own individual unique set of emotional responses.

Researcher I. Voloshchuk determines that the structural creative potential of the individual is characterized by the main forms of manifestation of the human psyche, which includes cognitive and emotional-volitional processes, various mental states and qualities [4]. Accordingly, the creative potential of the individual has a common humanity.

J. Guilford notes that among the structural components of the creative potential of the individual the main place belongs to thinking. The particular importance for creativity are features such as speed, originality, accuracy [9]. The same position is shared by E. Torrens [10]. Intellectual activity as the main indicator of the individual's creative potential is defined by D. Bogoyavlenska [3].

For productive creative activity, well-developed logical thinking is a necessary condition, because the creative process begins with outlining the problem situation, analyzing the existing and identifying the outdated, imperfect data, then we have the objective's formulation and discovering contradictions between these situations and the intended objective. To produce new ideas, an individual must also have a well-developed memory. Important in the structure of the creative potential of the individual is the well-developed intuitive thinking, creative idea, because the new idea leads to a jump of thought, which is aimed at overcoming the psychological barrier that arises on the intuitive level. Our creativity is associated with the individual spiritual experiences, there is an instinctive participation of the subject in the creative process. Conscious and unconscious experience is the attitude of the individual to the natural phenomenon, processes. P. Florensky says: "emotions bring a person out of self-closed integrity" and "make a person a part of the world" [7, p. 169].

Creative activity is one of the main factors in the formation of human essence. The structure of creative activity comprises the process of creative activity, the results of activity, the personality of the creator, as well as the environment and conditions in which creativity is carried out. The ability to be creative is singular and unique to man; it creates a new product that did not exist before. Creativity as a complex mental activity of man is determined by its psychological features. Creativity begins with setting tasks that will be solved in the process of activity, then goes the search for a solution but the full creativity becomes only when a person turns new ideas into a social product that becomes accessible to understanding and perception by others.

Creativity is associated with the structural and functional renewal of activity, its transformation into a more perfect one, which is expressed in the newly created material and spiritual values. Self-realization of a creative personality occurs through the disclosure of the entrenched creative potential, which is determined by talent, creativity, willingness to carry out various forms of activity and determine its productivity.

L. Vygotskii calls creative activity a person's activity as a result of which something new is created. "Creativity actually exists not only where it produces significant historical works, but also where man imagines, combines, changes and creates something new, no matter how particle it may seem in comparison with the creations of geniuses" [5, p. 6-7]. He noted that creativity is a necessary condition for human existence, and life, according to the researcher, is a continuous creativity, where every emotion, thought and work are objects of creativity.

Creativity as a type of human activity is characterized by certain features such as: contradictions, the presence of a problem situation, social and personal significance, novelty and originality, uniqueness of the activity, results. The source of creativity is the interaction of qualities and personality traits that are realized in the creative process. This phenomenon is the creative potential of the individual that characterizes the subject of creativity's potential energy.

In the philosophical sense, creative potential is a synthetic quality of the individual, which determines the extent of its ability to formulate and solve new

problems in various spheres of social activity. It is a set of skills, abilities, intellectual, cognitive, communicative, esthetic abilities, value orientations, moral qualities.

Humanity in different cultural, social and historical conditions, throughout the previous history of society has constantly accumulated the necessary potential for creative activity.

The conclusion of this study and the prospects for further exploration in this direction. It is determined that creative potential is an integral quality of a person; each person has a certain level of development of creative thinking, the opportunity to realize themselves in creative activities, to create a new social reality, to meet individual and social needs.

The basic mechanisms of development of individual's creative potential are defined.

The combination of qualities and personality traits is an internal source of creativity that can be realized in the creative process.

The structural elements and the role of the unconscious in the creative process have been considered.

It is determined that creativity is a complex of individual's mental activity, the realization of the personal creative potential involves the transformation of this person himself.

In our modern society, it is necessary to create conditions for the development of the individual's creative potential, to educate generations of people who would have the opportunity to realize themselves, who would develop and strengthen a democratic, independent state.

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### ДИДАКТИЧНИЙ ПОТЕНЦІАЛ СУЧАСНИХ ІНФОРМАЦІЙНИХ ТЕХНОЛОГІЙ НАВЧАННЯ ПРОМЕНЕВОЇ ДІАГНОСТИКИ

#### DIDACTIC POTENTIAL OF MODERN INFORMATION TECHNOLOGIES OF RADIATION DIAGNOSTICS TRAINING

I. В. Белоус

**Актуальність теми дослідження.** Використання нових технологічних засобів, мережевого та апаратно-програмного забезпечення в медичних ЗВО зумовлює трансформаційні процеси, які змінюють базові принципи організації освітнього процесу, їх форму, зміст, навчальні технології, це потребує належного дидактичного супроводу для реалізації цифрового освітнього середовища.

**Постановка проблеми.** Впровадження інформаційних технологій навчання є одним із найважливіших трендів розвитку освіти в останні десятиліття, оскільки такі технології містять в собі потужний дидактичний потенціал і надають різнопланові можливості для розроблення педагогічних технологій. Саме інформаційні технології здатні вирішити багато проблем у вищій медичній школі за умови сформованості належного цифрового освітнього середовища.

**Urgency of the research.** The use of new technologies, network and hardware-software in medical higher education causes transformational processes that change the basic principles of the educational process, their form, content, educational technologies, it requires proper didactic support for the implementation of the digital educational environment.

**Target setting.** The introduction of information technology in education is one of the most important trends in the development of education in recent decades, as such technologies have a powerful didactic potential and provide a variety of opportunities for the development of pedagogical technologies. It is information technology that can solve many problems in higher medical school, provided the formation of a proper digital educational environment.