

DEVELOPING YOUTH CREATIVITY POTENTIAL IN MODERN SOCIETY

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Abstract

This article discusses the necessity and key factors for developing the creative potential of youth in the context of a rapidly evolving modern society. It also analyzes the role and significance of education, upbringing, social environment, and psychological approaches in fostering creativity in every young generation.

Keywords: Creative potential, innovative approach, non-traditional thinking, imagination, fantasy, cognition.

Introduction

ZAMONAVIY JAMIYATDA YOSHLARNING KREATIV SALOHIYATINI RIVOJLANTIRISH

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Annotatsiya:

Ushbu maqolada hozirgi rivojlanayotgan zamonaviy jamiyat sharoitida yoshlarning kreativ salohiyatini rivojlantirish zarurati va asosiy omillari haqida fikr yuritilgan. Shuningdek, har bir yosh avloddagi kreativlikni rivojlantirishda ta'lim va tarbiya, ijtimoiy muhit hamda psixologik yondashuvlarning roli va ahamiyati tahlil qilingan.

Kalit so'zlar: Kreativ salohiyat, innovatsion yondashish, noan'anaviy fikrlash, tasavvur, fantaziya, tafakkur.

In today's world, categories such as creative potential, abilities, creativity, and intelligence are among the most crucial factors influencing a country's economy, development, future, and high standing among other nations. During the era of globalization, priority is increasingly being given to "identifying youth with high intellectual abilities and creative potential and supporting them through systematic programs," which has made the issues of nurturing morally, ethically, and professionally mature individuals—who are proud of their homeland and their professions—more relevant than ever.[1]

In this regard, analyzing the challenges of assessing young people's professional success and potential through intellectual and cognitive criteria, as well as recognizing creativity, talent, and giftedness as the strategic resources of society, becomes essential.

International educational and scientific institutions consider the development of intellectual, mental, and creative potential—and personal abilities—as the foundation for future professional success. As a result, a growing body of scientific research is dedicated to intellectual development. In this context, with the rapid exchange of information and growing informational diversity, it is crucial to apply modernized teaching methods based on contemporary technologies in the education of students. This includes forming a community of intellectual youth, preparing competent specialists by enhancing their intellectual capacity, and adapting higher education environments to better foster students' cognitive development. Thus, there is an increasing need to focus on social-psychological research directed at improving the teaching process in universities. In recent years, Uzbekistan has established essential legal and regulatory frameworks to support talented and promising youth, promote the realization of their abilities, and effectively organize their scientific and innovative activities.[2] Furthermore, national strategies emphasize the importance of "supporting and developing physically healthy, mentally and intellectually advanced, independent-thinking youth who are loyal to the homeland and possess a firm life philosophy." [3] These tasks provide a strong foundation for scientifically identifying students' capabilities and guiding their professional development and success.

In today's competitive and rapidly advancing technological environment, developing the creative potential of youth has become not just an important priority but a vital necessity. Modern society increasingly demands innovative

ideas and unconventional solutions to various problems. The need for advanced technologies is growing, and fulfilling that demand requires individuals who possess non-traditional thinking and a deep thirst for innovation. It is essential to cultivate this mindset from an early age, as knowledge acquired in youth is often compared to inscriptions carved into stone—long-lasting and foundational. Early development of creative skills allows individuals to build enduring competencies from a young age.

As conventional, linear thinking begins to lose its effectiveness, the ability to think creatively, reflect innovatively, and generate original ideas becomes a key factor in personal success and societal progress.

Creative potential refers to an individual's capacity to produce entirely new and unique ideas, approach existing situations with innovation, think unconventionally during ongoing processes, and find simple yet original solutions to problems. Among young people, strong creative potential can be recognized through flexible thinking, vivid imagination and fantasy, the ability to view challenges from different perspectives, and the drive to create new methods and ideas. [4]

The main factors influencing the development of creative potential in youth include the education system, social environment, personal motivation, and processes of encouragement. Educational methods such as project-based learning, independent thinking, and creative assignments significantly contribute to enhancing creativity. Socially, creativity flourishes in open environments where free expression is encouraged, and constructive criticism is welcomed and utilized.

Personal motivation and encouragement lead to a strong desire for self-development and independent learning. Team-based activities also play a vital role in developing creativity. Group brainstorming and collaborative problem-solving stimulate creative thinking, while exploring multiple solutions within a team helps build critical skills. Exposure to diverse cultures and values expands intellectual horizons, and fields like visual arts and design further foster creativity and imagination.

The importance of developing creative potential is evident in the spheres of technological progress, social and personal development, and the search for solutions to complex global challenges.

Furthermore, with the growing advancement of artificial intelligence, many traditional professions are undergoing transformation. This shift demands that every individual possess creativity and the ability to think innovatively in order to adapt and thrive in the modern world.

Global issues such as climate change, healthcare system challenges, and resource scarcity require not only conventional approaches and solutions but also innovative, creative thinking and novel perspectives. Young people with creative potential can offer innovative solutions within society, proposing strategies that may reduce or even eliminate these pressing problems.

The First President of the Republic of Uzbekistan, Islam Karimov, in his work *"High Spirituality is an Invincible Force"*, extensively discusses the upbringing of youth, spiritual maturity, and the importance of independent and creative thinking in societal development. In particular, chapters 2 and 3 are dedicated to youth and the development of their creative potential. [12]

Today, modern educational institutions are implementing **project-based learning technologies** aimed at fostering the creative abilities of the younger generation. Students are increasingly engaged in independent research, discussion-based activities, and role-playing scenarios. The significance of developing creative capacity is widely recognized, and many specialists have expressed their views on the subject.

For instance, foreign psychologists such as **F. Galton** considered abilities to be hereditary, while **J. Locke** viewed them as the result of education. **A. Binet**, **C. Spearman**, **H. Eysenck**, **R.B. Cattell**, and **R. Sternberg** analyzed intelligence as a multi-factorial and complex psychological structure within Western psychology. Scholars like **N.S. Leites** and **A.V. Savenkov** focused on the characteristics of gifted children; **L.S. Rubinstein** and **B.M. Teplov** explored individual psychological traits that ensure successful activity, while **M. Kholodnaya** emphasized the role of personal activity and self-regulation as the foundation of talent.

In Uzbekistan, researchers such as **M. Davletshin**, **E. G'oziyev**, **B.R. Qodirov**, **M. Vohidov**, **V.M. Karimova**, **Z.T. Nishonova**, **K.B. Qodirov**, **E.Z. Usmonova**, **T.S. Jo'rayev**, **J.X. Mavlonov**, **Sh.R. Samarov**, and **A.F. Azimova**, among others, have conducted valuable scientific research on topics related to creative potential, intellectual ability, interest, motivation, giftedness, and talent. [7]

For example, **American psychologist J.P. Guilford** considered creativity a vital component of human cognition and emphasized **divergent thinking**—the ability to think freely in multiple directions—as the key factor in creative development. Guilford argued that "to develop creative potential, it is essential to encourage free thinking, stimulate imagination, and promote active problem-solving." [11] Another prominent researcher in creative thinking, **E. Paul Torrance**, also contributed significantly to this field. He emphasized the importance of **maintaining curiosity, overcoming fear of failure, and encouraging original ideas**. Torrance also developed widely used methods for measuring creative ability, known as the "Torrance Tests of Creative Thinking." [10]

Furthermore, **Carl Rogers** believed that if an individual is provided with the right environment to fully express their innate potential, they can develop optimally and effectively. This constructive development of innate potential enables individuals to enhance their **professional competence, social maturity, sense of responsibility, and creative drive**. [8]

Today, it is essential to explore and implement new opportunities and tools for effectively developing the creative and intellectual potential of youth within the educational process. Examples of such educational technologies include:

- encouraging students to find original solutions through critical thinking and promoting the generation of new ideas;
- applying non-traditional methods and encouraging students to break free from conventional thinking patterns and mental stereotypes;
- seeking multiple solutions to a problem and continuing to explore alternative approaches;
- allocating regular time for discussions and debates;
- not fearing new ideas and testing them in practice;
- attempting to understand abstract, complex, or seemingly incomprehensible topics and phenomena.

In the learning process, it is also vital to foster the following abilities in students:

- independence of thought;
- speed and strength of knowledge acquisition;
- mental flexibility and quick problem-solving in non-standard tasks;
- the ability to grasp the essence of studied phenomena, distinguishing between important and secondary information;
- well-developed critical thinking.

In conclusion, I would emphasize that in today's society, the development of youth's creative potential must be considered a cornerstone of innovation and competitiveness. Creative young individuals are capable of driving significant social transformations, contributing substantially to cultural and economic progress. Therefore, it is crucial to support and cultivate creative potential through education, a stimulating social environment, and psychological support tools.

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