

NEW APPROACHES TO INCREASING THE CREATIVE ACTIVITY OF YOUTH

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Annotation. The article scientifically analyzes the main problems and new approaches to increasing the creative activity of young people. The criteria for creativity are: fluency, characterized by the amount of ideas generated per unit of time; originality - the ability to generate "unique" ideas; susceptibility - sensitivity to unusual details and contradictions; metaphorism - the willingness to work in a fantastic, «impossible» context, the tendency to use symbolic, associative means to express thoughts. Creative management decisions are management decisions, a development process that is creative, and results imply positive outcomes for results.

Keywords: Youth, creativity, metaphor, originality, readiness, activity, creative character.

Today's demand denies the traditional education given to our youth. Because today's rapidly changing socio-spiritual, economic and political processes cannot but leave any person in a state of shock and enslavement. The interest of a forty-year-old person is strikingly different from that of a schoolchild, but we do not understand these distinctive features. The media encourages the study of Navoi, Abdullah Qadiri, Naqshband (yes, there are many positive aspects of this call), but does not disclose their views in accordance with modern life, as a result, the study of spiritual heritage becomes a dry slogan. ... This is the life philosophy of Robert Kiyosaki, a Japanese-American businessman who has gone from being a servant to a world famous businessman and philanthropist, and the head will not get out of debt. The reason is that money science is taught at home, not at school. Most of us learn about money from our parents. What does a poor man tell his child about money? He simply says, «Go to school and study well». «A child can graduate from school with excellent grades, but his thinking remains like that of a poor man. Unfortunately, children are not taught money at school. Teachers transfer scientific and professional knowledge, but not materially. Therefore, bank employees, doctors and economists, scientists and teachers who have received excellent marks do not face financial difficulties for the rest of their lives» [3, p. 9-10].

Youth is a time of striving for the future and goodness, a time when everyone is strong, diversified, able to form their own thoughts and worldviews and can freely behave among their peers. This period is irreversible and memorable. Youth is a time when a person strives for future success through self-development and many useful activities. Everyone spends this period based on their interests and aspirations. In turn, their future life and even the future of the country depend on the skills of social activity, formed at a young age. Persons are persons who have reached the age of fourteen and not older than thirty years. Today, young people around the world are supported in all areas. In our homeland, there are also many opportunities created for us, young people. Many employees of secondary and higher educational institutions work to ensure that young people achieve success in all areas, find their place in life and express their independent views on what is happening around them. The upbringing of a perfect person in the upbringing of young people has risen to the level of state policy. In particular, the adoption of the Law of the Republic of Uzbekistan «On state youth policy», the state program «Youth is our future», the activities of the «Union of 75

Youth of Uzbekistan» have further increased attention to youth in our country. On September 16, 2016, the Law of the Republic of Uzbekistan «On state youth policy» was adopted. This Law consists of 4 chapters and 33 articles. The law defines the state youth policy as follows: «The state youth policy is socio-economic, organizational, implemented by the state and provides for the social formation of young people and the creation of conditions for their intellectual, creative and intellectual development. other potential. and the system of legal measures».

As you know, creativity (English create - to create; creative - creative, creative) is creative abilities characterized by a willingness to create a fundamentally new idea, deviating from traditional or accepted thinking patterns and entering the structure of giftedness as an independent factor, as well as the ability solve problems that arise inside static systems. The use of non-standard creative ideas and solutions in business and management is a requirement of tough competition based on new technologies, new marketing ideas, improved advertising, and more active use of non-traditional tools.

Creative ideas in the broadest sense are an imaginary prototype of an object, phenomenon, principle that highlights its main, main and essential features. It is necessary to teach the methods of creative management and creative thinking of students and specialists, as well as to form their creative thinking, i.e. the ability to form new meaningful forms through the synthesis of dissimilar elements. Students of economic specialties must learn that society is developing at a very rapid pace, and many ideas and products at the time of their creation may already lag behind life. Therefore, it is necessary to think «in advance», to anticipate, to make non-standard decisions, which, at times, run counter to the prevailing stereotypes.

It's one thing to work for money, it's another to use the money for yourself. Poverty is characteristic not only of individuals, but of the entire nation. The people, the nation, which is poor today, can achieve almost nothing, its head will not get out of debt.

Shouting that we are the most spiritual people in the world is tantamount to a call to save us from poverty. It is necessary to learn how to «make money» on the available spiritual wealth, that is, to increase financial literacy, to live honestly, proudly in a world where financial pyramids are being built. Money is a great force that rules the world, to deny their demands, to oppose them with something, means to voluntarily impoverish oneself and impoverish oneself. We must educate our children economically and financially to become big tycoons and tycoons. In this case, the noblest qualities, such as humility, humility and humility, do not help, and relationships built on financial problems also require an awareness of the art of making money and using it for yourself. Almost 80-90% of newly opened higher education institutions in Uzbekistan provide training in marketing and financial literacy. Teaching money making technology and using it in universities in developed countries is a simple and familiar approach. We, on the other hand, see making money as an approach that does not suit us, our ethno-traditions, so we cannot get out of poverty.

It is known from world experience that in the development of countries such as America, Western Europe, China, Malaysia, Singapore and Japan, real life problems and practice were combined with science, education and upbringing. For example, Germany has been associated with centuries-old scientific schools such as Goethe, Hegel, Beethoven, Nietzsche, Einstein, and Humboldt. Particular attention is paid to the formation of independent thinking, a broad outlook in globally recognized German educational institutions. In Germany, preschool institutions are not part of the state system. This means that the citizens are rich and have taken on the task of educating the nation. The kindergarten operates under the auspices of charitable foundations, local authorities and the church. For this reason. In the Germans, kindergartens are called «workshops of thought» [3, p. 11].

As John F. Kennedy said: «Leadership and learning are two inextricably linked things» [1]. Indeed, in order to improve leadership skills, it is important to strengthen knowledge and skills, gain experience in working with a team since student years.

Speaking about a person, it is worth noting that by nature he has certain leadership inclinations, however, not everyone succeeds in developing them sufficiently and using them to achieve their goals and realize themselves [2, pp. 151-152.]. As Warren Bennis said, «Leadership is the ability to turn vision into reality.»

Innovative research, creative activity is an important reality associated with public consciousness. In recent years, our specialists have been studying the phenomenon of social consciousness and its influence on the creative activity of an individual. There is an inextricable dialectic link between an innovative call for innovation and creativity. This is primarily due to the desire for modern changes in the public consciousness of young people. Young people, with their optimism and energy, reject the conflicting realities of social development, bypassing them, sometimes ignoring them and striving for the future. This socio-psychological state in them enhances the role of the phenomenon of social consciousness. Internal conflicts call on young people to come to them, to fight, to check their life goals. Life conflicts, competition that strengthens them spiritually and morally, directs public consciousness to overcome difficult problems. It is not easy to form a creative personality, this quality cannot be taken only from books, living life and the struggle in its bosom lead the public consciousness to optimism, combining selfish desires with the problems of social development. «Public consciousness is a simple sensory phenomenon, not an experience», writes S. Norkulov, Doctor of Philosophy. - This is a subjective reality that expresses the relationship between the individual and society, man and being.

The nature of social consciousness in relation to a social being requires an approach to human cognitive-sensory experience in accordance with the laws and requirements of this creature, the study of transformational changes in consciousness from the point of view of these laws and requirements, a harmonious view of endotransformation. and exotransformation processes» [4, p. 178].

In conclusion, social development, stable and changing, consequences and consequences, evolution and counter-revolution, revolutionary and counter-revolutionary, through ambivalent events such as perception and chance, affects the thinking, consciousness of people, forcing them to live under the influence of certain factors. ideas, views and spiritual values. In this case, social development is the product of certain ideas, attitudes and values. Consequently, changes in public consciousness, including creative activity, occur under the influence of internal and external factors. It is necessary to effectively and harmoniously use these two factors in encouraging young people to innovative research and creative activity. Uzbekistan has achieved some success in this area, there is national experience, but it has not yet been sufficiently analyzed and generalized in socio-philosophical analysis. During the Third Renaissance, which is taking place in Uzbekistan today, this gap will be filled, and new aspects of our scientific and technological progress will open.

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