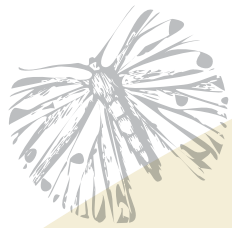


INOVÁCIE INNOVATION

A TVORIVOSŤ AND CREATIVITY



INNOVATION AND CREATIVITY
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ABSTRACT

CREATIVITY IS ONE OF THE MOST IMPORTANT RESOURCES OF HUMANKIND. IN RECENT YEARS IT HAS BECOME INCREASINGLY EVIDENT THAT CREATIVITY AND INNOVATION ARE INDISPENSABLE FOR OPTIMAL QUALITY OF LIFE, DEVELOPMENT AND SURVIVAL.

THE LECTURE WILL DEAL WITH THE NATURE, MANNER OF MANIFESTATION, COMPONENTS AND TRAINING OF CREATIVITY AND INNOVATION. IN THE BEGINNING THE FOCUS WILL BE ON THE DEFINITION OF CREATIVITY AND DESCRIPTION OF DIFFERENT KINDS AND LEVELS OF CREATIVITY AND INNOVATION. NEXT, WE WILL DEAL WITH PRESENTING THE DIFFERENT COMPONENTS THAT MAKE UP CREATIVITY AND ARE NECESSARY FOR ITS MANIFESTATION. THESE COMPONENTS ARE SPECIFIC COGNITIVE PROCESSES, MOTIVATION, EMOTIONS, PERSONALITY TENDENCIES, MENTAL AND PHYSICAL HEALTH, BEHAVIORAL TENDENCIES AND SUPPORTING ENVIRONMENTAL CONDITIONS. MANY INDIVIDUALS HAVE SOME OF THESE QUALITIES BUT FEW HAVE ALL OF THEM.

THE LECTURE WILL DEAL ALSO WITH THE FOLLOWING SPECIFIC QUESTIONS: IF A PERSON IS CREATIVE IN ONE DOMAIN, IS IT LIKELY THAT HE OR SHE WILL BE CREATIVE ALSO IN OTHER DOMAINS? CAN CREATIVITY BE TRAINED, AND IF YES HOW? HOW IS CREATIVITY MANIFESTED ON THE LEVEL OF THE BRAIN? WHAT MAKES A DOMAIN EASIER FOR THE APPLICATION OF CREATIVITY? WHAT IS THE ROLE OF CREATIVITY IN THE FRAMEWORK OF EDUCATION AND THE UNIVERSITY?

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