

## СУСПІЛЬСТВО: СТАН І ПЕРСПЕКТИВИ РОЗВИТКУ. ОСОБИСТІТЬ

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**Nikolenko K. V.,**  
**PhD in Philosophical sciences,**  
**Associate Professor**

Donetsk State University of Internal Affairs, Kryvyi Rih,  
Ukraine, e-mail: [nikolenkoksenia985@gmail.com](mailto:nikolenkoksenia985@gmail.com)  
ORCID: 0000-0002-2091-7823

### SPECIFICITY OF CREATIVITY IMPLEMENTATION IN UKRAINIAN SOCIETY

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**Ніколенко К. В.,**  
**кандидат філософ. наук,**  
**доцент**

Донецький державний університет внутрішніх справ,  
м. Кривий Ріг, Україна,  
e-mail: [nikolenkoksenia985@gmail.com](mailto:nikolenkoksenia985@gmail.com)  
ORCID: 0000-0002-2091-7823

### СПЕЦИФІКА РЕАЛІЗАЦІЇ КРЕАТИВНОСТІ В УКРАЇНСЬКОМУ СУСПІЛЬСТВІ

**Objective.** *The objective of the article is to theoretically substantiate and empirically confirm the importance of creativity for the development of Ukrainian society, to identify factors that facilitate or hinder its implementation.*

**Methods.** *The main research results are obtained using the following methods: system analysis, which allows to identify the relationship between different components of Ukrainian society and determine the role of creativity in their functioning; comparative analysis – to identify specific features of Ukrainian understanding of creativity against the background of global trends; moral and ethical method – to assess the social consequences of creative activity and its impact on society; the following principles are also applied: comprehensiveness, which is used in the simultaneous analysis of various aspects of the phenomenon of creativity, or in the study of various components, comparability, in the analysis of Ukrainian experience in relation to foreign experience, and the value approach, while considering the moral and ethical aspects of creativity.*

**Results.** *The study analyzes the peculiarities of interpretation, development and specificity of manifestation of creativity as an individual and social phenomenon. An attempt is made to analyze the initial factors of creativity formation on the example of Ukrainian social reality. The state policy in the field of creativity support needs to be improved. Despite the declared intentions, there are certain discrepancies between the stated goals and actual actions. Effective development of the creative potential requires clearer coordination of efforts of various authorities, as well as creation of a favorable environment for creative people. The Ukrainian socio-philosophical discourse emphasizes the idea that specific social needs influence theoretical reflections on the nature and characteristics of creativity, which is reflected in the understanding and development of creativity as a personal quality.*

**Key words:** *creativity, creative activity subject, Ukrainian society, prospective development, creative activity essence, creative process*

### Introduction

Modern Ukrainian society is characterized by traditional unstructured relations in society, its rigid organization of the labor process, external motivation of work. Orientation to mass production, departure from national cultural values, etc. However, the above provisions are strictly determining

all relations in society. In Ukraine, there is a growing interest in creativity, creative work, there is a need for creative workers. Creativity is a link connecting personal aspirations, the needs of our society and economic interests. Ukrainian realities are characterized by the need to strengthen individual forces, intensity, and innovation to overcome the existing environment that is aggressive in relation to the creative environment.

Issues of the development of personality and society within the framework of creativity were the subject of scientific interests of such foreign researchers as D. Daniel (analysis of theoretical models of development), K. Pihrov (features of the development of creative beginnings in technical creativity, socio-philosophical aspect). Ukrainian authors consider this problem within a narrow framework: as a specific component of the general process of development of L. Yaremenko, F. Umantsev, N. Bohdanova, I. Kurianova; the impact of cultural transformations on the creative potential of society P. Herchanivska, V. Bushkova, N. Kryvda; the issue of the development of individual abilities of the individual V. Zhadko, T. Metielova, N. Morynets, B. Hubskyi; influence of the sphere of education V. Kremin, M. Fomin, Yu. Zinkivskyi, E. Luzik

**The objective** of the article is to analyze creativity as a phenomenon of Ukrainian society, consider the features and ways of assimilating the results of creative activity.

### **Methods**

The main research results are obtained using the following methods:

- systemic analysis – when studying the main components of Ukrainian society and determining the role of creativity in them;
- the method of comparative analysis – when studying Ukrainian and world features of understanding and interpretation of creativity;
- moral and ethical method – when studying the consequences and features of creative activity in the social context.

### **Results and Discussions**

Based on the above, the purpose of the article is to analyze creativity as a phenomenon of Ukrainian society, consider the features and ways of assimilating the results of creative activity.

The formation of creativity under the conditions of Ukrainian society is of strategic importance. “The creative potential of the people plays an important role in maintaining the Ukrainian identity as an important factor in the consolidation of society based on national norms and values of cultural existence” [2, p. 30].

The question of the prospective development of the country is quite urgent. Thus, as part of his research, Yu. Saienko developing the concept of the survival of society in Ukraine, highlights the national potential, defining it as "the coherent unity of the spiritual, social and moral energy of the people. The main components of which are volitional, moral-ethical, intellectual and material components. From the researcher's point of view, the viability of a social system is determined by its ability to create (creativity), transform, choose and adapt survival models [13, p. 30].

Creativity is vital for society, so the state actively supports it. This is enshrined in a number of legislative acts and programs aimed at developing the creative abilities of citizens, in particular children and youth. The state uses a variety of tools to create a creative environment, which contribute not only to personal development, but also to the progress of society as a whole.

The State National Program “Education” (Ukraine of the 21st century) states: “The formation of a creative, hardworking personality, the education of a civilized host and the development of individual abilities and talents of young people, ensuring the conditions for their self-realization – this is the main task of pedagogy today” [5].

V. Kremin believes that variability is not an exception in the life of society, but a daily characteristic of it. And that is why there is a need for the formation of a person in Ukrainian realities who is capable both psychologically and professionally to live and act in a constantly changing environment. To realize these goals, “it is necessary to creatively organize the educational process, learn to learn throughout life, learn to use the acquired knowledge in practical activities: professional, social and civil, everyday life” [7, p. 9].

Note that one of the negative factors that determines the formation of creativity is closely related to the education system in Ukraine. Namely, that Ukrainian realities are characterized by the absence of a single coordination center regarding the organizational structure of career guidance. A person, striving to develop his creative abilities, choosing a certain profession, who can always receive objective information about the labor market. Which leads to a decrease in the level of creativity in society, to the lack of development and application, personal creative abilities and aspirations. This center would optimize the career guidance process, which had a positive effect on the level of creativity in Ukrainian society [11, p. 103].

Creativity, in its philosophical sense, should be considered in Ukrainian society not as one of the predicate characteristics of human activity, but as the essence and truth of this activity. Creativity, in its pure form, is an existing dialectical contradiction that is realized, which is not limited by the action of any introduced subjective factors. In the process of creativity, human socialization takes place in the immediate universality of being.

T. Derevetska sees the manifestation of creativity in a specific activity. The process of transforming activity into creativity is a general historical process. Research in Ukraine is closely related to this component. Thus, activity and creativity act as a general principle of human existence. In creativity, a person is in a state of going beyond the limits of the existing, in a constant desire to change, transform social reality [3, p. 105].

Considering the mechanisms of interaction between man and nature, M. Popovych points to the fact that in the second half of the 20th century, science established connections between what was in nature and what man brought into the world. With the help of such sciences as mathematics and natural science, it became possible to demonstrate the algorithm of choice in nature. The researcher notes the paradox of the situation, which he sees not in the opposition of human and prehuman parameters of the world, but in the fact that the modal world (the world of possibilities) is as real as the existing world [12, p. 21]. The world of potential opportunities is both an opportunity to apply and manifest your ideas and to transform reality through the realization of certain phenomena and categories that need to be changed. Realizing the need for transformation, identifying the changes that need to be made, seeing the consequences that can become real as a result of the implementation of ideas - all this is an essentially creative process that not only can be implemented, but is required by society itself.

In general, a person is understood by Ukrainian researchers as an active subject who is a product of the development of various circumstances or the activities of the highest forces. The culture of creativity of an individual consists both as the choice of one's own path and the creation of conditions for its implementation in the proposed situation, and as the embodiment, in the process of self-realization, of a creative beginning that determines the "creation" of oneself and the creative transformation of the environment. However, due to the strict determination of a person by society, we can state the practical absence of a creative component in this process. But still, let's highlight a specific type of human behavior, which consists not in copying, but in discovering something, both within the individual himself and in various social processes [1, p. 21].

Social factors play a key role in shaping and developing creativity. They create an environment in which creative ideas can be born, developed and realized. Culture determines which ideas are considered valuable, which forms of expression are welcomed and which are not. For example, in cultures that encourage experimentation and innovation, creativity tends to be more developed. Family, school, work, the state – all of these institutions shape our attitudes, beliefs, and behavior. They can both stimulate and suppress creative expression. Communication with other people, exchange of ideas, cooperation – all of this contributes to the development of creativity. Socio-economic conditions: standard of living, access to education, availability of free time – all of these affect the ability to engage in creative activities. The process of developing creativity is a complex and multifaceted phenomenon. Ukrainian researchers identify several key processes: Reproduction – copying, imitation, borrowing existing ideas, this process is necessary for mastering knowledge and skills, but can limit the originality of thinking; Opposition – confrontation with

existing norms, rules and ideas, opposition can be both constructive (stimulating the search for new solutions) and destructive (hindering development); Adaptation – adapting new ideas to existing social conditions and needs, this process allows turning creative ideas into practical solutions. For example: 1) Traditional Ukrainian crafts (pottery, embroidery, weaving) are passed down from generation to generation based on copying and improving existing models (adaptation). 2) Ukrainian culture has always had a desire for freedom and independence, which was expressed in resistance to external domination and the desire for self-affirmation. This gave rise to many creative manifestations in literature, art and music (opposition). 3) Ukrainian artists and musicians often refer to national motifs, adapting them to modern realities. For example, folk songs are reinterpreted in contemporary music (adaptation).

In the Ukrainian philosophical tradition, creativity is also considered parallel to the concepts of the new. So for N. Morynets creativity is always a desire for something new, improved, it can be said that this is a specific quality of the personality that pushes it to innovations, changes, to various types of creativity (artistic, social, scientific, technical, etc.). Therefore, the personality quality, characterized by openness to everything new, can be called leading in the development of creativity. This quality is manifested in the readiness to perceive and master new things that surround a person. And also to change the system of human ideas without distorting the perception of reality [10, p. 118].

Modern Ukrainian philosophical thought traces the role of creativity throughout the history of mankind. The process of artistic creativity analyzed by the researcher makes it possible to highlight specific features of creativity, which testify to its development, which emphasize its dynamic and socially oriented character [9, p. 93].

Ukrainian researchers are actively analyzing not so much ways of developing creativity, but rather ways and tools of obtaining new ones, studying the epistemological capabilities of a person. creating and learning new things. the benefit of a person, his personality and creative abilities are understood by them as the basis for creativity. and singularities, which are not subject to structural dependencies and as such are a place of free creation of values.

Modern Ukrainian philosophical thought traces the role of creativity throughout the history of mankind. O. Kononov analyzes not just the whole creative process, or creativity as a concept, but by the example of the concept of “creative method” demonstrates how at different stages of the historical process the creative capabilities of mankind were realized. The process of artistic creativity analyzed by the researcher allows us to identify specific features of creativity, indicating its development, emphasizing its dynamic and socially oriented nature [6, p. 93].

Ukrainian researchers are actively analyzing not so much ways of developing creativity, but rather methods and tools for obtaining new ones, studying epistemological possibilities of a person. Looking at the works of foreign thinkers (E. Husserl, J. Lyotard, E. Cassirer) or drawing conclusions about the possibility of a creative act, about the mechanisms of creating and knowing something new. Postmodernist reorientations of the value foundations of the worldview in favor of man, his personality and creative abilities are understood by them as the basis for creativity. After the acquired theoretical experience of decentration and deconstruction of discursive practices, through which man appeared as a single creator of content and meaning, as well as the world as a meaningful text, philosophical attention is focused on those localities and singularities that are not subject to structural dependencies and as such are considered a place of free creation values.

Ukrainian researchers are also not standing aside from the development of such phenomena as the creative class and society. If we talk about the creative society as a phenomenon, we need to understand that we mean a community that has moved from an industrial economy to a knowledge-based and innovation-based economy, where the leading resource is intelligence. In Ukraine, the creative component is represented in the IT sector, the startup system, culture and industry, where economic sectors are actively used, attracted or developed with the use of creative tools. Creative spaces are being actively created in the form of coworking centers, various hubs and art spaces. All this makes it possible to develop and shape creativity, to involve it in the production process and to

obtain a creative product that solves problems that could not be solved using standard production methods before.

Indeed, many researchers talk about the multifacetedness, complexity and contradiction of creativity. However, almost everyone agrees on the conditioning of creativity by the system of social relations, various social norms and needs. It is Ukrainian researchers who pose the problem of the conditioning of various philosophical concepts of society by its socio-practical needs. So M. Morozov developing the idea of creative activity of consciousness, speaks of the determination of “the spiritual activity of people by their practical and material activity, the system of social relations” [3].

Modern Ukrainian researchers (V. Zhadko) consider creativity not simply as the identification of the species essence of a person, but as a way of overcoming his identity, finding the lost unity with the world through historical analysis. The creative process can be understood through the prism of its understanding as one of the most important components of spiritual culture [4, p. 32].

In general, Ukraine is characterized by an increased attention to the phenomenon of creativity, and this is seen as a promising development of society. Creation of the Intellectual Forum of Ukraine, a public organization dealing with the problems of intellectual development of the nation is “an effective way to consolidate the creative forces of society and their main carrier – intellectuals...” [8, p. 221].

In our opinion, the internal dismemberment of creative activity opens up the possibility of dialectical interactions between types of creativity, their mutual induction, cross-borrowing of ideas. Thus, the creator, as the author of new ideas, can borrow as a different scientific apparatus, as well as specific problems of other branches of science. Which gives rise to a new, creative look at the problem, which can lead to an unexpected solution.

Ukraine believes in the development of creativity as one of the key factors of its future. The creation of such an organization as the Intellectual Forum of Ukraine reflects is the understanding of the importance of intellectual potential for solving social problems and improving the quality of life of the population. The forum unites people who strive to contribute to the development of the country and create a brighter future. It contributes to the formation of an intellectual elite capable of solving the complex problems of our time.

### **Conclusions**

Summarizing, Ukrainian realities are such that the idea of developing creative searches is formally on the priority list. However, the development of creativity is conditioned by social practice, spiritual and cultural ideals of society, which are ambiguous in nature. In general, the Ukrainian society is actively ready for creative transformations, carrying out appropriate policies in various spheres of public life - education, science, culture, etc. The promising aspects of this research are the features of the interaction between the Ukrainian society and the international community within the framework of development and ways of forming the creative potential of society, as well as the activation of the emergence of creative products, the promotion of creative activity in general. It is also possible to state the duality of the situation: on the one hand, in Ukraine there is a growing interest in creativity and its potential for the development of society, and on the other hand, there are traditional barriers and restrictions associated with the rigid organization of work, external motivation and orientation towards mass production. The state actively supports the development of creativity, but there is a need for more effective coordination of efforts and elimination of barriers. Creativity is considered an important factor in the consolidation of society and preservation of national values. There is a lack of objective information about the labor market for creative specialists, as well as the absence of a single coordination center for the development of career guidance.

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**Мета:** теоретично обґрунтувати та емпірично підтвердити значення креативності для розвитку українського суспільства, виявити фактори, що сприяють чи перешкоджають її реалізації.

**Методи:** системний аналіз, дозволив виявити взаємозв'язки між різними компонентами українського суспільства та визначити роль творчості в їх функціонуванні, порівняльний аналіз – дав змогу виокремити специфічні риси українського розуміння творчості на тлі світових тенденцій, морально-етичний метод дозволив оцінити соціальні наслідки креативної діяльності та її вплив на суспільство; також було використано наступні принципи: комплексності що застосовувався при одночасному аналізі різних аспектів феномену креативності, або при дослідженні різних компонентів, порівняльності, при аналізі українського досвіду у відношенні до зарубіжного, ціннісний підхід – при врахуванні морально-етичних аспектів креативності.

**Результати.** В дослідженні проаналізовано особливості трактування, розвитку та специфіку прояву креативності як індивідуального, так і соціального феномена. Здійснено спробу аналізу вихідних факторів формування креативності на прикладі української соціальної реальності. Доведено значний інтерес до вивчення креативності та дослідження особливостей формування її на соціальному та особистому рівнях. Державна політика в сфері підтримки креативності потребує вдосконалення. Незважаючи на декларовані наміри, існують певні розбіжності між заявленими цілями та реальними діями. Для ефективного розвитку креативного потенціалу необхідна більша чітка координація зусиль різних органів влади, а також створення сприятливого середовища для творчих людей. В українському соціально-філософському дискурсі підкреслюється думка про вплив конкретних соціальних потреб на теоретичні розмірковування щодо природи та персе кив креативності, що знаходить своє відображення у розумінні та розвитку креативності як особистісної якості.

**Ключові слова:** креативність, суб'єкт креативної діяльності, українське суспільство, перспективний розвиток, сутність креативної діяльності, креативний процес.