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**DEVELOPING STUDENTS' CREATIVE ABILITY IN ENGLISH CLASSES**

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**РЕЗЮМЕ**

Креативный метод служит для подготовки творческого продукта студентами на уроках английского языка в вузах. С помощью данного метода студенты могут эффективно подготовить пресс-релизы креативного характера. Следовательно, в условиях глобальной информатизации субъектов больше интересуют короткие, ясные, сжатые интеллектуальные продукты. Поэтому на уроках английского языка студенты должны подготовить пресс-релиз и добиться креативного характера этих продуктов. Привлекая студентов к подготовке пресс-релиза на уроках английского языка, можно одновременно оценить их способность выразительно читать текст, переводить и создавать креативный продукт. В статье речь идёт об этих вопросах.

*Ключевые понятия: пресс-релиз, студент, английский язык, занятия английского языка, креативность, креативный продукт.*

**ABSTRACT**

The creative method serves to prepare a creative product by students in English lessons at higher educational institutions. With the help of this method students can effectively prepare press releases of a creative character. Consequently, in the context of global informatization, the actors are more interested in short, clear, concise intellectual products. Therefore, in English lessons students must prepare a press release and achieve the creative nature of these products. By involving students in the preparation of a press release in English lessons one can simultaneously assess their ability to expressively read the text, translate and create a creative product. The article deals with these issues.

*Key notions: press release, student, English, English classes, creativity, creative product.*

The process of higher education, by its very nature, has a great potential in developing creative ability of an individual. In particular, language disciplines not only help to develop students' speech, but also help them to develop creative abilities. The assignments given to students in these disciplines, advanced (projects, interactive, innovative and developmental) educational technologies used in the lessons encourage them to think, contemplate, and find original solutions. Therefore, taking into account today's requirements, educational tasks are formed to encourage students to think creatively. In this process, educators are focusing on the use of the creative method (creative teaching method).

The concept of "creative method" is theoretically explained in research works done by S.L.Bukovsky [1] and M.A.Kholodnaya [5]. In particular, S.L.Bukovsky focuses on the pedagogical definition of the terms "creative method" (or "creative teaching method") along with the concepts of "creative technique" and "creative technology" [1]. The author describes the creative method (or creative teaching method) as "a system of principles and techniques of creative teaching a foreign languages in foreign language lessons", and creative technology "as a means of forming communicative competence in foreign language lessons" [1, p. 140]. The author also suggests techniques that ensure the effectiveness of the creative method used by foreign language teachers in language teaching. They are: a technique that leads to competition between teachers; a technique that develops divergent thinking (imagination); "ambivalence of a decision" (from Latin "ambo" ("double") and "valentia" ("power") – a state of having simultaneous conflicting reactions, beliefs, or feelings towards some object; a technique that evokes an attitude towards someone or something that contains both positively and

negatively valenced components [1, p. 141-142]. It should be noted that S.L. Bukovsky tries to show the importance of the creative method (creative teaching method) in professional activity of foreign language teachers. The use of this method in the educational process is also beneficial for students.

M.A.Kholodnaya [5] considers the creative method to be a “technique” (or a “technique of the creative method”). The concept is therefore described as “an extraordinary action performed by a teacher in the context of the application of a creative method appropriate to a specific task at a particular stage of the foreign language teaching process” [5, p. 142]. On the other hand, a technique describes not an “extraordinary action”, but a small action taken in the short period of time in order to clarify a particular situation in the process of applying a particular method. For example, when the test method is used in the educational process, first of all, students are informed about the conditions and criteria for evaluating their performance. This action of the teacher expresses an “explanation”. Explanation is accepted as one of the methods of teaching and education in “Pedagogy”. In this case the teacher uses the explanation not as the main way to achieve the educational goal, but as an adjunct. Therefore, explanation appears here as a technique.

In higher educational institutions it is effective to give students a task to prepare a press release using a creative method in English language classes. “A press release is an informational message for the press, which contains news, an official position on a certain issue, a response to a certain informational occasion, an announcement of an event” [3]. In other words, a press release is an informative piece of information that is prepared for the press in a short, concise, clear, understandable way.

In the context of global information data flow is very strong. Therefore, many people are reluctant to read information that is based on scientific terms and incomprehensible to the general public. People, on the contrary, are interested in clear, concise, understandable information. Taking into account the needs and requirements of social actors, printed and electronic sources of information are provided as clear, concise and understandable as possible. As a result, the somewhat forgotten press release is gaining popularity again.

The press release is usually published before “launching new products, organizing events (competitions, promotions, and buffets) and presenting a series of materials”. Accordingly, the press release can be considered as a “hot message” [3; 4]. Students, in the process of preparing a press release, can effectively develop their creative abilities. At the same time, the content of pedagogical activity aimed at this goal is covered from technological point of view.

**A text provided for studying:** “Creative advertising”. Didactic goal: developing students’ creative abilities based on the formation of skills in preparing a press release of an advertising nature.

**Pedagogical tasks:** 1. Informing students about the press release using the method of “Inform-digest” (“Brief information”). 2. Determining the formation of students’ perceptions of the press release using the method “Blitz-survey”. 3. Studying the text “Creative advertising” using the method “expressive reading”. 4. Assigning students to small groups. 5. Translating a text in small groups using the method “written translation”. 6. Developing students’ skills of preparing a press release based on the text “Creative advertising” using the method “demonstration”. 7. Preparing a press release for the promotion of any product or service using the “creative method”. 8. Discussing the press releases prepared by small groups using the method “SWOT-analysis”. 9. Assessing the learning activity and work efficiency (content of press releases, practical value) of small groups based on the results of discussions using the method “diagnosis”.

**Study plan:** 1. Reading the text "Restaurant review: La Clara, Kensington". 2. Writing a short annotation on the text. 3. Preparing a press release for promoting an optional product.

**A form of student learning activity:** working in small groups, practical. Educational methods: "Inform-digest" ("Brief information"), "Expressive reading", "Written translation", "Mini test", "Demonstration", "SWOT-analysis" and "Diagnosis".

**Didactic means:** an English textbook, worksheet, blackboard or Whatman (drawing paper), marker or chalk; accessories: Scotch tape adhesive tape or clip.

**The course of the lesson:** I. The teacher, using the method "Inform-digest" ("Brief information"), informed the students about what is press release. II. With the help of the method "Blitz-survey" it was determined that students have formed an understanding of what is press release. III. The students studied the text on the topic "Restaurant review: La Clara, Kensington" in the "Destination B2 Grammar and Vocabulary with answers" (Authors: Malcolm Mann, Steve Taylore-Knowles. – England: Oxford, Macmillan Publishers Limited, 2008. – p.102) textbook using the method "expressive reading". IV. Students were divided in to small groups. V. The students in small groups translated the text using "written translation" method. VI Student's skills in preparing a press release have been developed based on the text on the topic "Creative advertising" using the "Demonstration" method. VII. A press release was prepared to advertise an optional product or service using the "Creative method". VIII. Press releases prepared by small groups using the "SWOT-analysis" method have been discussed. IX. The learning activity and work efficiency of small groups (content of press releases, practical value) was assessed based on the results of the discussions using the method "Diagnosis".

Тадқиқот жараёнида ушбу вазифалар самарали бажарилди. Хусусан, "Креатив метод" ёрдамида ихтиёрий тадбир, махсулот ёки хизматнинг рекламаси учун пресс-релиз тайёрлашдан иборат ўқув топшириғини бажаришда кичик гуруҳлар томонидан қуйидаги пресс-релиз тақдим этилди:

Private enterprise "Agroservice"

***The savior for farmers – the defoliant "Bionajot"***

The first ten days of June 2021. The temperature in Uzbekistan is + 46-48 °C, in the desert – +50-54 °C. Not only people, but also plants and crops are suffering from the global warming. At this temperature cool air, shade, cold water - the pleasure for the body, a factor of salvation and a source of life.

Insects that damage crops at excessive temperatures are increasing. Do you need an effective tool to combat pests? In that case, "Bionajot" defoliant is just for you.

"Bionajot" defoliant is enriched with a special biological additive. This creates a unique microclimate around additional crops. As a result, the roots, stems, leaves and fruits of the crops are not damaged, but the insects are blotted out.

The Advertising Department of the Enterprise

Thus, it is important to present the information in a concise, understandable way, as global information causes mental exhaustion in social actors. It is the press release that ensures that the information is presented in a short, clear, concise manner. Therefore, it is reasonable to actively involve students in the preparation of creative products in English classes at higher educational institutions. The creative method plays a special role in the effective preparation of creative products by students in English classes. Based on preparing a press release it is possible to simultaneously assess the ability of students to expressively read the text, translate the text and create a creative product.

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