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Insights into Creativity

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Abstract

Man's creative ability is an aspect of his essential nature. Creativity is an orientation towards expectations that gets stimulated on its own. When the man expects more, the more he manifests in his life. This strengthens his urge for raising it to higher levels. Creativity is a comprehensive concept with wider applications. Creativity is exploring new ways of thinking and expressing oneself. It is a kind of uniqueness or novelty. Creative action brings in new and different perspectives that lead to new initiatives, insights, thoughts and attitudes. To be more creative involves stepping outside the box and to value one's own creative actions. It will be valuable only when it can be used or applied by others.

Key words: *Creativity, Consciousness, Innovation, Intellect, Intuition*

Man's origins are connected with significant changes in the climatic and other conditions of life on the earth. Consciousness first emerged as man's ancestor became aware of his own being, his personal existence, as he singled himself out from the external world and determined his attitude to it. Man with his emerging consciousness started to think about the events happening around him. He started to think that he existed and how he existed. Consciousness is an awareness, knowledge of what is going on around one, which is peculiar only to the human form of reflection. Consciousness as the highest and purely human form of reflection has got some special features. Man reflects the world as a unity of its external and internal aspects, not only in the form of sensory images, but also in the form of laws and categories, artistic images, and so on, through conceptual, abstract thought and speech. Human consciousness has the ability to foresee the consequence of its own activity, the nature and direction of natural and social processes. This is obtained on the basis of life experience and also on the basis of social development, ie, through the knowledge of natural and social laws. Consciousness is capable of setting goals, formulating ideals, and projecting the ideal results of future activity. Hence for a conscious planned activity, goal setting is a necessary prerequisite. Further the human consciousness appraises reality. For forming goals, interests and ideals, and taking and carrying out decisions, man is not only guided by knowledge, but also appraises the phenomenon in

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question depending on the historically arisen personal and social requirements and interests as necessary or unnecessary, useful or useless, favourable or harmful. Human consciousness is also characterized by self-consciousness, reflecting not only the external, but also the inner world, and making self-consciousness get another object of cognition. Moreover, consciousness is creative, actively influencing the surrounding world. The function of man's consciousness is to gain knowledge of the world in order to find the most effective ways of changing not only the actual, but also the possible condition of social life in the interests of man, in order to meet the requirement, both of the individual and the society.

Creativity is about the way people live, communicate ideas, perform their jobs, and about their relationships being part of the society. Creativity is an activity that enables man to express himself in different possible ways. It is not a characteristic or quality that is inherently lesser or greater in some individual. Man's creative ability is an aspect of his essential nature. Creativity is an orientation towards expectations that gets stimulated on its own. When the man expects more, the more he manifests in his life. This strengthens his urge for raising it to higher levels. Edward de Bono has given three diverse concepts in his definition of creativity. Creative means bringing something new into existence, it must have value and must also be unpredictable or changeable. (De Bono, 1992, p. 3) Creativity is a comprehensive concept with wider applications. Creativity is exploring new ways of thinking and expressing oneself. It is a kind of uniqueness or novelty. Creative action brings in new and different perspectives that lead to new initiatives, insights, thoughts and attitudes. To be more creative involves stepping outside the box and to value one's own creative actions. It will be valuable only when it can be used or applied by others. There should be a noticeable advancement in its results. Creativity may lead to improved decision or outcome on exploring more about the world. It allows for the expression of man's greatest possible self, which is found in every human being. But the majority of them are not aware about the simple principles that fuel it. To be more creative, what is needed initially is to believe in one's own creative potential. A man's expectations are the only factor that ignites their creative potential. That is, who we are, how long we live, and the quality of our experience are all depended on our expectation. (Eiffert, 1999, pp. 10-12) Creative people expect them to be more creative and to come up with more innovative ideas. To awaken man's creativity, he must take conscious steps toward a creative mindset.

The creative activity of the human consciousness manifests itself in the functions it performs in the system of practical cognition and transformation of reality. Cognitive, constructive and regulative

functions are the important ones. In the cognitive function, the individual reflecting the world with his consciousness receive new information about it. That new information is superimposed on the information drawn from past experience, on the individual's earlier notions about the subject. These notions are always somewhat imprecise, incomplete and in exhaustive, which leads to a contradiction, whose solution calls for comparison, verification and inquiry. Thus, the individual gains new knowledge about the subject. Further the active role of the consciousness is most fully expressed in its constructive function, in pre-emptive reflection and purposeful transformation of reality. Hence, man creates new forms have existed before in the world. Orientation towards the future, the cognitive, constructive and prognosticating role of consciousness is extremely important in building the new society. The regulative function of consciousness has two forms, i.e., motivational and executive. As ideas acquire the power of motivations, the individual takes conscious and purposeful action in accordance with his convictions. Executive regulation enables the individual to match his goal with realistic means for its attainment. The process of cognition, its levels and forms are always characterized by man's ability to penetrate the secrets of the world, achieve new knowledge and to transform the world. Thus creative nature must be an essential part of people's activities, of their efforts both in the field of knowledge and in other spheres of work.

Creative activity is often identified with the creation of something new. The study of creative acts is complex because new knowledge often appears unexpectedly by way of 'revelation', a sudden penetration of the essence. This has led to the contraposition of two sides of creativity, i.e., one is the conscious, which is determined by thinking and the other is the subconscious, which is not directly governed by thinking but by deeper, hidden processes - intuition and imagination. According to Richard Feynman, an American physicist, "a new idea is extremely difficult to think of." (Feynman, 1965, p. 172) Thus the human mind is remarkable in the fact that, while working on a problem, man does not consider all probable variants of solution, but automatically casts off some of them from the very outset. This ability to associate the unknown with the known is often accomplished intuitively, but it largely depends on man's experience, on his ability to combine, connect or associate different spheres of knowledge. Intuition is a part of man's insufficiently studied but still unquestionably rational abilities. Intuition manifests itself as an unconscious act, for the process of resolving complicated tasks involved in thinking goes on secretly, as it were, and it is only the final result that is fixed in the mind. Intuition does not merely introduce the final result into consciousness; its operation is much deeper and more diversified,

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i.e., it possesses a special property to clarify the significance of the properties and relationships of objects even before they manifest themselves. Therefore, a creative act includes the consequent 'rationalization' of the process when already found solution is being proved and substantiated. Hence intuition plays a significant moment in man's thinking. The idea and intuition are the two properties of the human mind, which are not mutually exclusive, but always dialectically complement each other.

Another important aspect of the manifestation of creativity in cognition is imagination. Imagination is man's faculty to transform a previous experience and create new ideas and images, linking up the existent with the absent. Imagination is capable of transforming the world. (Mueller, 1964, pp.14-15) Imagination is one of the ways of linking the sensual and the rational in cognition. It is a sort of an alloy of the two, the sensual forming the basis or the material of which images are built, while thinking plays the leading role in the process, outlining its programme so to speak. According to Albert Einstein, "imagination is more important than knowledge. For knowledge, it is limited whereas imagination embraces the entire world, stimulating progress, giving birth to evolution. It is, strictly speaking, a real factor in scientific research." (Einstein, 1931, p. 97) Hence imagined objects and phenomena take part in the formation of new ideas. Sensations, in their turn, also have an impact on thinking, producing newer and newer images.

Human minds are constantly gathering information in one of four ways, intellectually, emotionally, physically or intuitively. Over emphasis on logic develops the intellectual mind without regard to how this imbalance undermines and devalues the other information gathering systems. Logic is most useful in evaluating alternatives in the creative process. Gathering those alternatives is the role of other informative systems, supporting the more general aspects of mind. These information gathering senses of feelings, body and intuition reveal information and alternatives not available in any other way. (Eiffert, 1999, pp. 99-100) But our modern western world values logic and reasoning above intuition and emotion. "Einstein has written that many of his best ideas came while dreaming or shaving. Edison was noted for slipping into a deep reverie from which he was not to be disturbed. The famous Greek playwright Euripides, while lounging in the bath, was struck with his famous displacement theory. Newton had many of his best ideas while cooling his heels at the farm caring for his mother." (Eiffert, 1999, p. 57) For these great thinkers, the insight did not come during the tension of concentration, although this step was necessary to prepare the mind; rather, the insight came at a moment when the mind was unfixed, often preoccupied with something totally unrelated to the question. The process of these mental giants' points



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to a process of focused inquiry followed by unfocussed relaxation. Thus original thoughts and ideas are formed when the mind of creative discovery and imagination is so engaged. (Eiffert, 1999, p. 56)

Intellect reduces to the specific. It creates abstractions and is deeply involved in the process of finding the facts. But creative processes expand into larger referential contexts. This isolating nature of intellect results in its not always functioning in the best interest of the whole. Many factors have contributed to the change in worldview that have taken place in all these years. The innovations and advancements that have taken place in the fields of technology, science, arts, humanities and social sciences have all worked together in a desire to explore and to reveal the world. Creativity is the comprehensive understanding of the information being presented and the realization of possibilities that exist in every circumstance. Hence, most creative work requires the combined abilities of intuitive awareness and logical thinking.

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