

THE PROCESS OF SYNTHESIZING OF CONCEPTS IN THE CREATIVE THINKING

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In many cases, new creativity flows like a combination of incongruous. This fact is reflected in the laws of creative logic, which differ from the laws of formal logic and development of the author's technique of intensification of creative thinking based on association of distant ideas and concepts. Among the basic laws of the logic of creativity can be called such as the law of complementarity of opposites and some others.

The laws of the "logic of creativity", in our opinion, are the basis of many known types of creative thinking. Among them, we can name, in particular, bisociative thinking, the method of focal objects, the morphological analysis of Zwicky, lateral thinking and some others.

Lubart proposed the concept of "selective combining" to describe the ability to combine two elements of information, which leads to the emergence of a new idea [1].

Mednik was given a peculiar description of the ability to combine remote knowledge elements in a new combination, suggesting the idea of distant associations as an indicator of creativity [2].

In our study, great attention is paid to bisociations and lateral thinking. Bisociations are ideas and images obtained by convergence of distant concepts taken from very remote areas of experience. The main features of the concept of "lateral thinking" E. de Bono is the destruction of stereotypes and the unification of semantic elements, which are usually uncombinable in standard logical operations. In the study, some algorithms of creative thinking are singled out and generalized. They are aimed at the analytical dissociation of the properties and functions of objects and their recombination in order to create a new product.

The author's method of developing creative thinking is based on combining remote ideas and concepts. Some intellectual games and exercises that develop the synthetic stage of creative thinking are given. The research findings can be used to develop the creative intelligence of students and to improve the methods and forms of schooling and also to stimulate the creative thinking of adults.

Bibliography

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