

МЕДІАКУЛЬТУРА

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PSYCHOLOGY OF CREATIVITY: THE SOCIONICAL CONCEPT OF MEDIA-TEXT AS A NEW TREND (DONE ON THE PROJECT MATERIAL MEDIALAB TERNOPIL)

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On this article we just start to describe the main aspects of psychological creativity and produce the basic concepts of the new trend – Socionics as a science and practical workshops – through the project material Medialab Ternopil PL-BY-UA. The main goal of this publication is just to show the most catchy aspects of multidisciplinary, multicultural moments of creative writing, performances ect. We would like just try to help our respondents understand new methodic of the socionical concept and interpret them by the most showable examples.

Ключові слова: psychology, creativity, Socionics, Medialab Ternopil, media-text, new trend, concept.

Psychology of creativity – just relatively independent branch of the sciences, the main subject of which is the process of the emergence (creativity) artistic values and their aesthetic perception. This multidisciplinary science just formed on the verge XIX–XX century on the brink of such sciences as psychology, sociology and art studies. Also very important for this creation is General Psychology, Experimental Psychology, psychoanalysis and the psychological school in the literary criticism.

The most marketable methods of the creativity are: self-observation (introspection), notebooks analysis, manuscripts, observing the processes of creativity and perception, questionnaire, experiments with the use of special devices, expert assessments.

If we just show the canvas of the most leading scientists in this scientific branch – psychology of creativity we should mentioned such as O. Potebnia, I. Franko, M. Rubakin, I. Vygotsky, M. Arnaudow, O. Cejtlin, P. Jakobson, O. Kowalow, M. Teplow, O. Kostiuk, H. Wjazowskyi, M. Hodyna, R. Pichmanets.

In the psychology of creativity we distinguish the following stages of the creative process: the emergence of a creative plan, his providing, introducing the results just by showing the implementation way of the concept, data processing of all information, grinding the first version of the work, acceptance by recipients of different types of completed work,

timely diagnosis of artistic talent, the role of intuition and imagination, the role of creative subconscious and conscious, maintaining long-creativity, signs of individual uniqueness of artistic works, actualization of creative cognition and understanding.

The most actual in this context is the Gilford's model and Torrens theory of the «intellectual threshold», O. Matiushkina study of creative personality, V. Molakov factors of talent, H. Kostiuk promotion the creative person, A. Maslou the conception of the self-actualization, B. Czyselin the mystic of the creativity, Eduard de Bono (1971) pragmatical (commercial) approach, Z. Freid (1908-1959) psychoanalytical approach (unconscious penetration into consciousness).

Interdisciplinary vision of creativity searched by: P. Lelgly, H. Gouch, M. Boden, H. Symon, H. Vredsho, D. Zitkov, T. Amabejl, F. Barron, H. Ajzek, D. Mack Kinnon, Ch. Verner, D. Madjari-Beck ect. Integrative approach to study the creativity, investment theory of creativity R. Sternberna & T. Lubarta – just based on how to buy idea for the minimum price and sell the most expensive. For the creativity we need six specific sources: intellectual abilities, knowledge, styles of thinking, personal characteristics, motivation and surroundings (H. Hardner, E. Hrygorenko, H. Gryber, T. Lubart, R. Sternberg, T. Tardyf).

When we talk about the methods of diagnostics and diagnostic testing types, V. Teplov just trying to create basic concepts of giftedness, the critical evaluation of foreign studies carried out, psychology of musical abilities. Existences of musical abilities create by Ukrainian psychologist such as – A. Kovalenko, O. Kulczytska, N. Lytvynowa, W. Molako, M. Holodna, B. Jurkewycz.

The problem of creativity we could see through the international scientific research provided by great researcher such as Dz. Gilford, E.P. Torrens, E. de Bono, H. Aizenk, S. Midnyk, K. Rodzers, R. Sternberg, M. Wollach, Z. Frejd, E. Fromm, N. Kochan, T. Ribo, K. Jung ect.

The products of creativity we could characterized through such options – the subject of creativity, the product of creativity, conditions in which the creative process takes place. Also important was knowledge about the effect of hypnosis, extrasensory, parapsychology, telepathy, theology, abnormal psychology, psychotherapy.

The problem of creativity in the history of psychology: features of antique creativity, specific of creative Middle Ages, art in the Renaissance, study of creativity by different psychological currents, systematic approaches to the study of creativity.

Dz. Viko shows us typical representative of the Renaissance epoch. Kant's meaning about imagination describe F. Shelling, first of all in the culture end XIX–XX century creativity and was described just as antipode of mechanical-technical worksheets. Associative psychology describes like a process not only creative thought but also a process of conscious thought.

Intuition vs. association it's the main knowledge's which coming to us without awareness. Functional structure with some special functions. The main theories of creativity which just give us some influence for understanding – philosophical type (gnoseology & metaphysics), psychological (convergence with natural science), psychopathology (study of genius and insanity), intuitive with aesthetic, historical and literary varieties.

One of the most knowable conceptions of giftedness in the American and world psychology is Dz. Renzulli theory of three rings. The main types of creativity: scientific, technical and just creativity in the field of literary and art. Of course we should mention about logical operations of creativity and type of meaning & process of socialization and creativity like the way of transformation one energy to other.

We would like to show the psychological meaning of creative people just on the Socionics project material Medialab Ternopil PL-BY-UA through this criteria's: creative people, creative abilities and their structure, creativity of the person and its characteristic. It's look like trainings on the classes at home. Socionics as an instrument for describing individual-psychological features of concrete people & of course show the power of energy-information exchange between people.

Socionics as a science just started on the threshold of philosophy, psychology & sociology. The founder of this science was Swiss psychologist K.G. Jung (1875-1961). And of course create this science Lithuanian researcher Aushra Augustynawichute. First of all this science known as a theory of management, pedagogy, professional orientation, prevention family relationships, psychology of work, medicine, practice of diplomacy, politics, creativity.

On these workshops we just start to talk about determination of psychotype. For example Erik Bern & Dejl Karnegi classification of the types looking through the typology of K. G. Jung. For example extraversion/introversion as a dichotomies rationality/irrationality, ethics/intuition – it's first of all creation the actualization of creative interaction and creating an intellectual process.

Socionics could be also as an instrument of the definition of professional orientation of the person (sociotype or type of information metabolism). K. Jung basic functions – technical and managerial, social and communicative, humanitarian and artistic, function of scientific research. Socionics just founded at the end of 70th XX century by Aushura Augustynawichute on the basis ideas K. Jung about psychological type & theory of Z. Frejd – the meaning of Ego, Superego, Id & A. Kempinski conception of metabolism (like exchange). It's look like a system of signs and models. This direction just focused on combinatorial & dichotomy method which based on the energy-information relations between different types. Four main functions just give us the prospect of integrations by K. Jung – filing, thinking, intuition, emotion.

American psychologist H. Trik in the work «The main directions of experimental study of creativity» give us four directions of studying creativity – product, process, capability and quality. In this concept we just would like to show you socio-psychological direction Socionics as a tool for creation new methodic of understanding individual-psychological human peculiarity.

One of the most showable aspects of our project Medialab Ternopil was music therapy as an element of art therapy it's look like a positive psychology through the practical workshops such as crochet in a circle ect. This practice is more showable as a music philosophy and provide for us as influence on body & soul beauty.

The most important methods in this practice are the content analysis as an expert-diagnosis procedure of psychological research. In 20th century in sociology and psychology in addition to the intuitive qualitative approach in research the documents official and personal documents, letters, autobiography, diaries, photos, mass communication materials, literature & art. The theoretical passages of the content analysis D. Villi just propose to use classification of the newspapers materials with different features (categories). The criteria's M. Villi, F. Lasvel provide the quantification – quantitative expression of qualitative characteristics. Content analysis – it's just the process of identifying and studying the characteristics of information that contains texts and speeches.

Within the project Medialab Ternopil we have very interesting socionic quests, in which we just started to practice ability to beautifully depict images, guessing famous musical hits, making puzzles, which will not be able to laugh at the longest time, the ability to portray and recognize emotions ect.

It's very important to analyze our workshops through the fan-page of the project Medialab Ternopil PL-BY-UA: (<https://www.facebook.com/groups/1582935468693166/>). We have more than 1000 followers. Project starts working on 3 April 2016 and successfully operates till nowadays within the Cross-Border Cooperation Programme Poland-Belarus-Ukraine 2014-2020 (<https://www.pbu2020.eu/ua>).

We give the information to our visitors such as practice in guessing celebrities sociotypes, how to recognize the representatives of these sociotypes & in which spheres to look for them. An also very important skill is – teamwork for example for definition of psychological types & psychological compatibility, actualization of the creative process. Workshops provided by Sergij Smolak.

For example the purpose of the quadra meetings: peculiarities of the worldview and the social role of the quadra, familiarity with the quadra's sociotypes, consideration of strength and weaknesses, the peculiarities of their model of psyche, quadra representatives among the celebrities & analysis of recipes for their success, parting psychological compatibility for two dual pair. Starting to provide how compatibility works at the level of models of the psyche. Also very important goal – the choice of the educational institution of the profession, recruitment according to abilities & formation of teams according to the parameters of optimal psychological interaction. And for this point the following methods are used: interview, collective discussion, a list of simple questions. It's also important for the self-presentation.

On the workshops we also are talking about neurolinguistic programming, for example how to manage your imagination, mastering skills of typing the person. Very important on this context are neurosciences – the structure and work of the nervous system, brain processing of information. We just try to compare Socionics & Psychology on the way choosing the doctrine of the types of temperaments, the doctrine of reflex nature of the psyche, types of higher nervous activity, Sigmundt Freud's doctrine of conscious and unconscious, the neurolinguistic programming doctrine, the leading channels of perceptions & of course typing over video feeds.

It could be very interesting to analyze these main questions through quadras & sociotype. For example, Alfa quadra with sociotype (Don Kichot, Duma, Hugo, Robespjer), Beta quadra (Hamlet, Gorkyj, Zukow, Jesenin), Gamma quadra (Napoleon, Balzak, Dzek London, Drajzer), Delta quadra (Shtirlic, Dostojevskyj, Heksli, Haben).

Very useful workshop in this context is typing – for example, Adviser (Heksli, intuitive and ethical extravert), Entrepreneur (Dzek London, logical-intuitive extravert), Humanist (Dostojevski, ethical and intuitive introvert), Analyst (Robespjer, logical-intuitive introvert), Critic (Balsak, intuitive logical introvert), Mediator (Duma, sensory and ethical introvert), Mentor (Hamlet, ethical and intuitive extravert), Master (Haben, sensory-logical introvert), Seeker (Don Kichot, intuitive-logical extravert), Marshal (Zukov, sensory-logical extravert), Enthusiast (Hugo, ethical-sensory extravert), Administrator (Shtirlic, logical-sensory extravert), Politician (Napoleon, sensory and ethical extravert), Inspector (Horkyj, logic-sensory introvert), Custodian (Drajzer, ethical-sensory introvert), Lyric (Esenin, intuitive and ethical introvert).

Also within this project Medialab Ternopil medialaboratory operates, storytelling is happening, programming starting, audio poetry, drawings, writing tales, works of different genres, chess, bands and songs, concerts, EnglishDramaClub, theatrical art, workshop with photos, creating electronic music, cinema like short eco films, creation audio presentation, own games, learning English, creation animation, practice workshop for leading radio and television within J-School. Also we have a club of happy parents' & lectures on gifted children.

Just operating on this structure of the project we would like to show how special spaces could be very useful for creative people. And just start to be more interesting for the children, not only adults. All this opportunities, especially Socionics, other psychological aspects and neurosciences is very important also for students from medical University. They could just join us and have more information about their scientific interests. Also this material could be a good lecture addition to the University course «Fundamentals of Pedagogy and Psychology of Higher School» for international students ect.

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**ПСИХОЛОГІЯ ТВОРЧОСТІ:
СОЦІОНІЧНИЙ КОНЦЕПТ МЕДІАТЕКСТУ ЯК ТРЕНД
(НА МАТЕРІАЛІ ПРОЕКТУ MEDIALAB TERNOPIL)**

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У цій статті ми намагаємося розкрити основний аспект психології творчості і продемонструвати основний концепт нового тренду – соціоніки як синтезу науки та практичних воркшопів – на матеріалі проекту Medialab Ternopil PL-BY-UA. Основна мета полягає не лише у розвитку таких важливих умінь респондентів як профорієнтаційні здібності, а також і особливості сумісності характерів для роботи і спілкування як у великих, так і у відносно малих групах.

Основна мета цієї публікації – показати найбільш яскравий аспект мультидисциплінарності, міжкультурної взаємодії творчого письма, перформативності тощо. Оскільки надзвичайно важливо, щоб участь у проекті могли брати також студенти чи викладачі медичних університетів, з метою надати основні знання із нейронаук та психології.

Ми маємо на меті спробувати допомогти нашим відвідувачам зрозуміти нову методику соціонічного концепту та представити його з допомогою найбільш характерних прикладів. Однією із таких можливостей є запитання-відповіді, дискусії між уже протипованими соціотипами, а також сам процес типування, до якого задля цікавості процедури залучаються також і новачки проекту.

Крім того, розглядаємо діяльність проекту в розрізі: від записів дитячих казок чи пісень до організації і проведення концертів у межах проекту, воркшопів із журналістики, програмування тощо. Відтак такі пазлики утворюють цілу глобальну концепцію діяльності проекту, яка трансформується на процес цифрування та можливість викладу у відповідних постах на фан-сторінці проекту в соціальній мережі Фейсбук.

Ключові слова: психологія, творчість, соціоніка, Medialab Ternopil, медіатекст, новий тренд, концепт.