

THEORY AND HISTORY OF CULTURE

(specialty 24.00.01)

Naumova E.G. Creativity and creative personality in modern representative culture

The article analyzes the specific cultural approach to the analysis of creativity. It is shown the representation of creative artistic activity and its results in certain cultural forms; allocated basis to fix the basis for a specific period of development of society form of cultural representation of creativity. It is stated that the creative representation in contemporary culture leads to the emergence of hybrid cultural forms, when the artist or other representative of the creative profession should be both his own image-maker. It is explicated the prospects for further development of the creative potential of the individual and society.

Key words: creativity, creative personality, culture.

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April, 21, 2012
