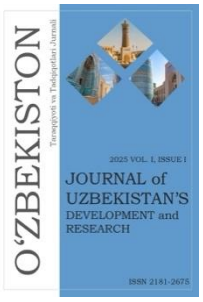

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DEVELOPMENT OF STUDENTS' COMPETENCIES OF CREATIVE THINKING IN THE CONTEXT OF DIGITALIZATION

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KEYWORDS

digitalization, creative, creative thinking, innovation, technology, digital technologies, competence, platform, artificial intelligence, digital content, digital content, Moodle, Coursera, Google Classroom.

ABSTRACT

This article discusses the rapid penetration of modern globalization and digitalization processes into all spheres of human activity, the success of specialists with creative thinking competencies in any field, and the urgent tasks of developing creative thinking competencies in the educational process in the context of digitalization.

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Current processes of globalization and digitalization are rapidly penetrating all spheres of human activity. In particular, the widespread use of modern digital technologies and information and communication tools in the education system allows for the improvement of the educational process and the formation of students' knowledge, skills, and competencies in accordance with modern requirements. Digitalization in the educational process creates wide opportunities not only for accelerating information exchange, but also for developing creative thinking skills in the minds of students, promoting innovative ideas and initiatives, and teaching independent decision-making.

Today, specialists with creative thinking competence are achieving success in any field. Because creative thinking encourages a person to look at existing situations differently, find unusual solutions to problems, create innovations, and promote innovative ideas. Therefore, one of the main tasks facing higher educational institutions is to train students in creative thinking, to raise them as mature specialists with modern knowledge and competencies, capable of effectively applying digital technologies.

Creative thinking is an unusual and creative thinking process aimed at creating new ideas,

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concepts, solutions, or products based on existing knowledge and experience. This process forms a person's ability to approach a particular problem differently, to study existing opportunities, to use them effectively, and as a result, to create something new. Creative thinking is important not only in the field of art and culture, but also in all areas, such as economics, science, technology, and information technology.

The development of creative thinking in the educational process is carried out by stimulating students' independent research, innovative approaches, and the widespread use of modern pedagogical technologies and digital tools. As a result, students not only acquire ready-made knowledge, but also become specialists capable of freely expressing their thoughts, analyzing existing problems, and finding their creative solutions.

In today's digital age, the importance of creative thinking competence is growing even more. Digitalization processes have created many innovations in the education system. In particular, online educational platforms, interactive programs, virtual laboratories, artificial intelligence, and digital libraries expand students' learning opportunities and create a favorable environment for creative thinking. Now students can present their creative ideas in the form of virtual projects, digital content, mobile applications, blogs, and other digital products.

Creative thinking competence in the context of digitalization includes:

- ability to independently search and analyze information;
- creative approach to available information;
- implementation of ideas and projects using digital technologies;
- finding solutions to problems using modern software tools;
- participation in innovative projects and creation of innovations.

For the formation of these competencies, it is necessary to effectively use digital tools in the educational process.

For the development of creative thinking competence in students, it is advisable to use the following modern pedagogical approaches:

- creating problem situations. In the educational process, various complex and unusual problem situations are organized for students. In the process of solving them, students try to think creatively, analyze independently, consider various options, and find the most optimal solution.
- use of digital platforms and tools. With the help of modern educational platforms (Moodle, Google Classroom, Coursera, EdX, etc.), interactive tasks, quizzes, and project work are organized for students. This is an effective tool for enhancing their creative thinking abilities.
- innovative projects and startups. Engaging students in the promotion of startup projects and innovative ideas in various fields activates their creative thinking. Through this, students will have the opportunity to participate in practice-based projects and create new products using digital technologies.
- virtual laboratories and simulations. Modern virtual laboratories and simulation programs allow students to test theoretical knowledge in practice, conduct experiments, and implement their ideas in a virtual environment. This serves to increase their competencies in creative

thinking and problem-solving.

• online creative competitions and forums. Participation in various online creative competitions, forums, hackathons, and digital projects teaches students to think quickly and effectively in unusual situations, defend their ideas, and innovate.

In conclusion, the development of creative thinking competencies in the educational process in the context of digitalization is one of the urgent tasks. Modern digital technologies expand the possibilities of improving the quality of education, teaching students independent and creative thinking, and implementing innovative ideas and projects.

And creative thinking serves as the main factor in training students as mature and competitive specialists based on modern market requirements. Therefore, it is necessary to organize systematic work on the development of students' creative thinking competencies, the widespread introduction of interactive and innovative teaching methods, and the effective use of modern digital tools, using the possibilities of digitalization in higher educational institutions. Only on this basis can we train creative specialists with modern knowledge, capable of meeting the requirements of the modern digital society.

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