

ABSTRACTS

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WAYS OF STIMULATION AND MOTIVATION OF STUDENTS' CREATIVE ACTIVITIES

The article presents the diversity of means used for stimulation and motivation of students' creative activities that can be used at higher educational establishments. Special attention is paid to innovative and developing educational environment as well as to innovative and developing area in the course of professional training of future specialists. The diversification of university educational services has been characterized.

It has been demonstrated that retargeting educational process to the formation of professional competence and future specialists' competitiveness is a powerful means for enhancing students' motivation to creative activity. These can be realized through the following: continuous adaptation of study subject-matter to students' future professional demands, full-scale realization of developing and educational potential of the content of education; everlasting renovation of the content of education according to employers' demands; the use of modern person-oriented interactive and information-and-communicative technologies of learning (dialogue-and-discussion, play, training, project, case technologies, web quests, webinars, workshops, etc.); the provision of psychological and pedagogical escorting, individual support of student's training activities; students involvement into different forms of practical activities directed at implementation of professional initiatives in cooperation with university's economic partners and employers; active involvement of students into research and individual project work.

Key words motive, stimulus, creative activities, university innovative and developing environment, diversification.