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are aimed at providing feedback, establishing the level of knowledge acquisition at all stages of training, determining the effectiveness of the educational process and adjusting the educational process by the teacher based on the information received.

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Педагогічні науки

INNOVATION AND CREATIVITY AS LEADING
STRATAGIES IN TEACHING ENGLISH

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Abstract: *This work deals with the importance of creativity in education and the ways in which creative teaching benefits students. It concerns key points for better understanding classroom creativity by identifying common barriers that counteract or hinder teacher creativity. For increasing the level of creative teaching in*

today's classrooms, general recommendations, and specific strategies are highlighted in the research.

Keywords: *creativity, interactive method, storyboard teaching, brainstorming.*

Innovation and creativity are the essence of teaching and learning English. Innovation and creativity bring about interest and motivation to English learners as well as English teachers. Nowadays more innovative and creative ways of disseminating, sharing and facilitating knowledge development in students are used at the lessons. Students want to get some practical, relevant language skills, that are useful for their professional life.

Innovation and creativity are fundamental to all academic disciplines and educational activities. The creative process is a critical component of making sense of learning experiences [3].

Innovation can be broadly thought of as new ideas, new ways of looking at things, new methods or products that have value. Innovation contains the idea of output, of actually producing or doing something differently, making something happen or implementing something new. Innovation almost always involves hard work. Persistence and perseverance are necessary as many good ideas never get followed through and developed.

Innovative and interactive ideas and creative activities are very important as they can help teachers to reinvent their teaching methods. They make classes more interesting for learners. These innovative ideas encourage educators to use different types of warm-up activities like brainstorming, storyboard teaching, audio and video tools, role play and various structures, work together as a team, as well as creative teaching. By using them in classes teachers bring aspects of creativity into the classes, encourage various ideas, give students the freedom to explore and they are sure to excite young minds and capture their interest [2].

Nowadays there is a need to be aware of innovative and powerful strategies for the improvement of learning a foreign language in an academic setting. In order to be fully prepared and confident in the classroom, teachers should look for what is suitable in their particular

educational context. Educators should consider potential and creative teaching options to overcome students' learning challenges such as their lack of interest and attention in the subject [1]. Teachers take on a role of authority in the eyes of the students, which greatly influences the learning process. It is important for teachers to give students a sense of what to expect in the course while making the class fun, entertaining, and beneficial for the learners [5]. There are helpful strategies, which teachers may rely on to use in the classroom where they will be teaching. In order to solve problems and have innovative activities to reach out to students, instructor has to be creative. Creativity is the process of turning imaginative ideas into reality. Creativity involves two processes: thinking, then producing. And innovation is the production or implementation of an idea. If teachers have ideas, but do not act on them, they are imaginative but not creative. It is noteworthy that any idea should be used in an educational context to see if it works or if it does not work [1].

Creativity is an active process necessarily involved in innovation. It is a learning habit that requires skills as well as specific understanding of the contexts in which creativity is being applied. The creative process is at the heart of innovation and often the words are used interchangeably. Creative thinking is defined as the thinking that enables students to apply their imagination to generating ideas, questions and hypotheses, experimenting with alternatives and to evaluating their own and their peers' ideas, final products and processes [4].

Creativity is a cluster of skills that are needed to produce ideas that are both original and valuable. Creative teaching has been defined as 'teachers using imaginative approaches to make learning more interesting, exciting and effective'. Creative teaching requires both the 'right' set of skills and dispositions. One way to teach more creatively is to look at teaching as a problem-solving activity and to adopt a growth mindset. Teachers can learn to develop students' creativity. The good news is that the so-called everyday type of creativity can indeed be developed on the condition that one is motivated, has the right attitude and uses some strategies. A

strategy is the ability to take sensible risks. Trying to come up with something new means taking a risk because you are under the factors pushing you out of the comfort zone into the learning zone. There is an element of risk in any type of teaching.

Creative teaching is one of the leading strategies in teaching as it maintains to identify students' creative abilities and encourage them to make creative ideas and contributions. So, teachers should include and use different playful games or forms of visual exercises that will excite young minds and capture their interest. It's necessary to think of ways to develop learners' creative ideas, encourage different ideas, and give them freedom to explore [2].

Brainstorming, a useful tool to develop creative solutions to a problem, is a lateral thinking process by which students are asked to develop ideas or thoughts that may seem crazy or shocking at first. Brainstorming sessions are a great way to get the creative juices flowing. When you have multiple brains focusing on one single idea, you are sure to get numerous ideas and will also involve everyone in the classroom. Brainstorming can help define an issue, diagnose a problem, or possible solutions and resistance to proposed solutions. You can go for simple brainstorming or joined brainstorming.

Educators should always implement and incorporate audio-visual materials to supplement textbooks during the lesson and session in order to enhance learning resources by showing real life scenarios, explaining concepts, observing social groups, and acting as triggers for discussion. These can be models, filmstrips, movies, pictures or other mind mapping and brain mapping tools. Such tools help their imagination thrive and develop and these methods will not only develop their ability to listen but will also help them understand the concepts better. Real-world learning and using authentic materials in the classroom is another very useful strategy, as relating and demonstrating through real-life situations will make materials easy to understand and easy to learn. It will spark their interest and get children excited and involved. They will make teaching moments fresh, and enrich classroom learning. Working

together as a team is another useful tool which increases collaboration and allows brainstorming. As a result, more ideas are developed and productivity improves. Two or more people are always better than one for solving problems, finishing off difficult tasks and increasing creativity [6].

The benefits of teamwork include increased efficiency, the ability to focus different minds on the same problem and mutual support. It maintains collaborations and introduces innovative teaching methods. As Rudyard Kipling said, "If history were taught in the form of stories, it would never be forgotten." Storyboarding is a great way to teach any subject which requires step-by-step memorization or visualization of highly conceptual ideas. Teachers can also encourage use of storyboards of communication and let the students tell a story in pictures. Storyboarding can be compared to spreading students' thoughts out on a wall as they work on a project or solve a problem. Storyboards can help with planning ideas, communications and organization. This method allows students to see the interconnections, how one idea relates to another, and how pieces come together. Once the ideas flow, students become immersed in the problem and tag-team off other ideas [7].

Teachers must welcome new ideas, as an open-minded attitude can help in innovating new teaching methods. Teachers should try out new ideas in the classroom. Referring to books on creativity is another brilliant idea in teaching. In order to be a good teacher, to be a creative teacher, we need to do some research on creative ideas and techniques, for this there are a lot of books on creativity. The real task and demand of today's education is not to entertain students but engage them. Our charge is to provide meaningful and powerful engagement which leads to success. Educators shouldn't be afraid of experimenting and reflecting on their teaching. Teachers must make creativity a part of the daily routine and look at everything we do with critical way, practice creativity, be involved in brain-training activities [4].

Creativity is an exciting research area in education. Creative teaching has been linked to effective teaching that enhances

learning. When teachers model creative thinking, it promotes creative thinking among learners. Creative teaching is defined as educational exchanges facilitated by the teacher that are "unique, customized and meaningful", and that are exciting, engaging and innovative. Creative teaching is complex, involving a broad range of skills, experience, and perspectives.

Creative teaching can be defined as a process of knowledge construction that is unique and meaningful in the context of learning. This process refers to the role of the teacher as the person responsible for guiding students in constructing knowledge [6].

The act of teaching is a useful way that promotes student growth related to the development of original thought and action. Creative teaching focuses both on the methods a teacher uses to deliver learning and the overall effect those methods have on students and the outcomes produced. In the process of creative teaching, the teacher inspires learners' interests in learning material, and then leads students to find the problem by themselves creatively, or presents specific problems and asks learners to apply all sorts of available resources to find the best satisfying solution creatively [5].

Creative classrooms don't just look different, they feel different. They provide an environment where students are more likely to express their ideas, think outside the box, challenge problems with innovative ideas and solutions and, most importantly, learn faster and more effectively.

The biggest challenge for any teacher is capturing each student's attention, and conveying ideas effectively enough to create a lasting impression. To tackle this challenge effectively, a teacher should implement innovative ideas that make the classroom experience much more preferable for the students [2].

So, language teaching and learning process must be creative. There are many reasons why creative teaching is a very good idea.

First and foremost, new ideas are appreciated by the students. Creativity is needed to provide the students with ideas that are challenging, that get them to experience the language in meaningful contexts while at the same time stretch them beyond content.

Creative teaching is also needed to come to terms with the individual differences that are the norm in each group. Creative teaching is necessary to reach out to all the students in one group.

Furthermore, more imaginative approaches are necessary to surprise the students. Bruner called the essence of teaching being able to provide the students with effective pedagogical surprises. Surprise, not shock, mind you! When a student is surprised, he or she is bound to pay attention. Now, getting the students to pay more attention to what's going on around them is very important [4].

As a result, the innovative pedagogical processes aimed at the development of students' creative abilities will allow the achievement of the desired didactic goals.

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