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## CREATIVE THINKING AND INFORMATION CULTURE

**Abstract:** This article gives an idea of the trends in the formation of creative thinking. The role of information culture in the perfection of a person, the formation of his creative way of thinking, is determined by the example of different approaches. It was analyzed that in the era of globalization, the creation of a truthful information environment is one of the important issues. An idea was made about the importance of adherence to the norms of information culture in the creation and adoption of information. It is stated about the moral norms of the use of communication tools, as well as the peculiarities of the analysis of information in the virtual world. The impact of Information Society and neophobia on the information environment has been investigated. The formation of an informative culture has been studied as a measure of prevention of the causes of the occurrence of ocular processes in humans.

**Key words:** creative thinking, information, communication, virtual scientist, information culture, informatized society, neophobia, manipulation.

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### Introduction

At present, measures are being taken on the development of Science and innovation technologies, training of highly qualified scientific and scientific-technical personnel, integration of scientific research with education and production. As Sh.M.Mirziyoyev noted: "today, information and communication technologies, Internet system, modernization and renewal of our country without extensive development. It is not possible to say that it will achieve sustainable development." [1.86]

By expanding the IT industry, the satisfaction of people's need for innovation in short seconds is yielding its fruit. But in this regard, it is necessary that we do not forget about the quality, chasing after the result. The law of dialectics "the transition of quantity change to quality change" is aimed at preventing such problems from being applied to society. In the words of the president: "at the same time, we must not forget about one fact: various disputes and disputes in the information field must first be based on the principles of fairness and objectivity, be within the framework of the rules of law and decency, not become personal

prejudice and prejudice, a method of obtaining a false reputation, avoid insulting the." [2]

In the 70-ies of the last century, the famous Marshall Maclouen, who was one of the founders of modern Information Science, said that "every new information tool will test, test those who are of that time," he had not yet come to the imagination of computers, the internet of mankind. But the period itself proves how true this prophecy is. The society's focus on innovation is on the need for information to be updated at a rapid pace. But age-old concepts have broader meanings in terms of their coverage. The concept of culture is also from the sentence shular. Information culture is being viewed as a concept that protects society from information attacks, distributes it and morally displays it to its users. All this is the result of the intellectual potential and creative thinking of people. Below, we conducted independent research on the importance of Information Culture in the formation of creative thinking.

### 2. Methods and Materials:

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From time immemorial, there are different opinions about the fact that there is a change in the cultural and spiritual life of people. One of the great thinkers of the XX century, Karl Yaspers, believes that the six-hundred-year period between 800 and 200 BC was a period of great deviations in the history of mankind. In his opinion, it was at that time that the higher spirituality, which marked the next period of development of mankind, developed without interdependence. The development of this high spirituality has always been of decisive importance in the embodiment of new worldviews that facilitate the development of the culture of the stages of development, ideas, teachings, the way of thinking, the way of life of mankind. It is during this period that "consciousness is perceived by the mind. And contemplation became an object of analysis for contemplation. In all directions, the transition to membership had begun to osha out " [3.33] - he wrote.

The fact that we have such information about the past encourages the formation of a new way of thinking, a creative approach in all areas.

One of the signs of modern society is globalism at a rapid pace. The informatization of society, the update of its achorot base is becoming globalized. The importance of an informative culture in ensuring the stability of the communicative environment and the formation of creative thinking in people has increased significantly. The driving force is creativeness-the fourth industrial engine that is happening in the world today. To develop the qualities of creativeness in a person, it is necessary to initially know the content of this concept.

### 3.Results:

Creativity is understood by the creative ability of a person to create innovation, to solve problems. At its base lies originality, practicality, nobility and freedom. Also, creative thinking means comprehensive thinking on a particular issue, an approach to a point from different angles.

What is happening in everyday life that is spreading through information and communication technology, as well as. To obtain information on technology and technology, science and production, scientific discoveries, it is necessary to formulate and raise the culture of the population's use of the internet.

To our youth for this:

- 1) formation of skills of targeted use of the internet;
- 2) increase the skills of finding the necessary information quickly;
- 3) efficient use of time, to appreciate time;
- 4) increase in literacy writing;
- 5) formation of knowledge and practical skills;
- 6) realization of creative and intellectual potential;
- 7) to be able to apply modern technologies to practice"

8) on the basis of teaching to live in harmony with the times, it is necessary to form a culture of their use of the internet. [4.155]

Creativeness as a category that develops personality is an integral part of human thinking, spirituality, it is not the fact that the knowledge that an individual possesses is multifaceted, but it is an intangible in the process of striving for new ideas, reforming and changing established steroids, solving life problems, making unexpected and unusual decisions. That is, through the repetition of the knowledge given, creativeness can not be achieved, in the process of creative thinking, a new thought, the emergence of a new idea is the main condition. [5]

Creativeness is also independent thinking. "In a Democratic Society, children are brought up in such a way that everyone in general is free-thinking. If children do not learn to think freely, it is inevitable that the training attached to him will have a low effect. Of course, knowledge is needed. But knowledge is on its way. Independent thinking is also the greatest asset." [6.70]

As a result of the creative worldview of Man, the creation of the means of communication led to a revolution in the informative environment. The spread of information, the increasing demand for it, is becoming a vital necessity. Intellect a tool that promotes the development of visual ability is also actually the presence of information. An informed society is a dressing of innovative and creative thinking. The term informed society originally came into existence in Japan. This term was first introduced into science by the Japanese philosopher Hayashi. In his opinion, it is not a material product, the product of information becomes a formative and developmental force of society.[7.493]. An informed society is distinguished not by its substance from previous societies, but by the quantity and quality of information, as well as the primacy of knowledge. In the process of information synthesis, intellectualization should stand high. Because the task intellectualization is the process of creating information and developing the ability to perceive it, that is, to increase the intellectual potential of society, including the use of artificial intellect.

In the study of creative thinking, which manifests itself in such activity, researchers began to distinguish between fertile and restorative, reproductive and innovative types of thinking. In our opinion, thinking, as a priority activity, is aimed at the production of new ideas, concepts and projects, and has the basis to define it as an innovative thought, and not simply productive one. The fact is that in every way of thinking there is an idea (image, idea and hoc.) the process of formation exists. A developed idea can be a new or restorative idea for the owner of thought. In a certain sense, the term productive thinking has a broader meaning than the term "innovative thinking". On the basis of the formation of non-directional,

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sectoral innovation thinking is aimed at the development, implementation and dissemination of new ideas, after the activity becomes a routine process, creative thinking rises to the level of productive, creative activity, that is, productive activity. In this way, cognitive, intellectual innovation is formed. [8.571]

The style of creative thinking is associated with the style of scientific thinking. It is necessary that any creative thinker first of all has scientific knowledge and his thoughts are not only hypothetical, but also scientifically proven. "The modern post-modern style of scientific thinking gives the opportunity to deeply research and predict the prospects of new ideas, conceptual technological projects created in philosophy, science and technology..... Today, the essence of the post-modern style of scientific thought, the analysis of its creative possibilities; such issues as attitude to scientific traditions, study of theoretical, conceptual innovative ideas that take place in leading science and technology; understanding their epistemological and methodological significance are very relevant." [9:3]

Three requirements must be met in order for the information to be useful:

- 1) to have enough to develop an algorithm,
- 2) to ensure that the algorithm can be developed as quickly as possible,
- 3) ensure high level of reliability of the algorithm.

As a result of the formation of an informative culture, information manipulation (dependence) is observed in the worldview of people. Restrictions on the dissemination and use of information should be considered not as a violation of human rights, but as an advantage over moral views.

#### 4. Conclusion:

From the above points of view, we come to the following conclusions:

**First:** the information must correspond to the present day, to the worldview of people and encourage it to innovate. Information that incorporates humanism, tolerance, moral and aesthetic characteristics will start people to perfection.

**Secondly:** useful information that arises in the process of creative thinking causes information of the society, its development. And the development of Information Culture is one of the main factors in the formation of creative thinking, enriched with noble ideas.

**Third:** the media and the information environment form The Shape of the globe and its wave weight. The correct use of information, the formation of an informative culture is an important issue. After all, community management is also linked to the reliability of information sources. In this it is an important task to eliminate the simulacryic function of questionable information.

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