TO STUDY THE EFFECT OF BRAINSTORMING ON ORIGINALITY FACTOR OF CREATIVITY OF BOYS/GIRLS/STUDENTS (BOYS & GIRLS) IN RELATION TO DIVERSIFIED COURSES

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ABSTRACT
Creativity is often known as a characteristic that a person possesses, a product or outcome that is regarded as original, and a process by which an unusual, novel or suitable outcome or solution is obtained. According to Segal (2001), creativity involves the exercise of imagination to come out with new, unique and original ideas and products. Many researchers strongly argued that creativity could be taught and fostered (Cropley, 2001; Davis, 1999; Houtz, 2003; Treffinger & Isaksen, 2001; Onda, 1994; Torrance & Safter, 1999). This paper explores the use of Brainstorming techniques to assess and foster creativity of students.

KEY WORDS: Creativity, Brainstorming techniques, Originality factor of creativity.

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