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THE CONCEPT OF DEVELOPING CREATIVE THINKING IN FUTURE SPECIALISTS AND METHODOLOGICAL FEATURES OF EDUCATIONAL STRATEGIES AND PEDAGOGICAL APPROACHES

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Annotation: *this article explores the theoretical and methodological foundations for developing creative thinking among future specialists. Creativity is considered one of the key competencies in modern education, and the article analyzes the specific features of educational strategies, interactive methods, and pedagogical approaches that contribute to its development. Special attention is given to the importance of a learning environment that stimulates creativity, as well as to problem-based learning and project-based education technologies. The research findings offer practical recommendations for implementing innovative approaches within the modern higher education system.*

Keywords: *creative thinking, educational strategy, pedagogical technology, methodological approach, innovation, specialist training.*

In modern society, there is a growing demand for training competitive, creative thinkers, specialists who are able to solve problems in an innovative way. Creative potential is a person's ability to create innovations, work with an unconventional approach, and develop original ideas. The central direction for the formation of this potential is the higher education system. In particular, integrated teaching of economic disciplines creates the opportunity to develop professional creative potential in future specialists, improve their knowledge and skills, and link them between different disciplines [1].

In the era of rapid development of society, it is not enough to limit ourselves to traditional knowledge and skills. It is necessary to develop a new approach, innovative thinking, and the ability to find unconventional solutions to problems in students. In this regard, the formation of creative thinking is becoming one of the main areas of the educational process.

The main principles of the concept of creative thinking formation: free thinking, problem-solving approach, design [2].

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Free thinking is a person's ability to openly, independently, and creatively express their thoughts, without any psychological or social pressure. This type of thinking allows you to break away from generally accepted stereotypes and create new views, ideas, and solutions.

The importance of free thinking in the educational process:

Develops creativity - students learn to express their point of view and put forward new ideas.

Develops independent thinking - the student relies on his own opinion, does not repeat the opinions of others.

Teaches critical analysis - allows you to deeply analyze each idea and find alternative solutions.

Strengthens social activity - a student who freely expresses his thoughts will not remain indifferent to the problems of society.

Teaches how to ask questions and conduct discussions - actively participates in dialogue and interactive lessons.

Problem-based approach is a pedagogical method that encourages students to independently analyze real or simulated problems related to the subject being studied, find solutions, and justify their opinions. This approach increases student activity, develops critical thinking and creativity.

The importance of the problem-based approach in the educational process:

• The student is taught to think independently, the ability to not only acquire knowledge, but also to apply it in practice is formed.

• In the process of solving a problem, students try different approaches and methods, thereby developing creative thinking.

Problem situations involve students in activities and involve them more deeply in the learning process.

• Ensures that the educational material corresponds to real life.

Design is a method of organizing independent creative activities of students in the educational process, in which they plan and implement a project to solve a specific problem, create a new product or carry out research work. Design serves to increase the activity and responsibility of students in education.

The importance of design in the educational process:

• Students develop independent thinking and problem solving skills.

• Provides an opportunity to apply theoretical knowledge in practice.

• Develops teamwork, communication and management skills.

• Makes the process of learning and acquiring new knowledge interesting and meaningful.

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• Encourages an innovative approach and creative thinking.

Learning strategies are student-centered, focused on practical learning, aimed at developing students' practical skills, solving problems in real professional activities, and make the learning process more effective.

Learning strategies are a set of conscious methods and techniques used by students in the learning process to effectively assimilate knowledge, solve problems and develop skills. Learning strategies vary depending on the individual characteristics of students, their goals and the material being studied. Student-centered learning strategies help to organize the learning process based on students' own experiences.

Learning strategies support practical learning through student-centered approaches[3]. This allows students to gain practical experience in independent thinking and problem solving, which leads to a more effective and active learning process, as well as an emphasis on practical learning and adaptation to professional situations. This approach provides students with opportunities to apply theoretical knowledge in real life, increasing their interest in education.

Each developed learning strategy is integrated across disciplines, encouraging students to engage in research activities, work with peers, simulate real work environments and develop creative solutions, as well as improve their skills in professional problem solving, creativity and teamwork. Teaching strategies are important in the effective organization of the educational process, and their correct selection and application contribute to the successful formation of knowledge and skills of future specialists. Cooperation between the teacher and the student is one of the main factors in the successful implementation of teaching strategies [4].

Developing analytical thinking in students is important for the formation of their professional potential. This requires that students are encouraged not only to memorize facts, but also to question assumptions, deeply analyze problems and create innovative solutions.

Personalized and adaptive learning, which is an educational process adapted to the individual needs and strengths of students, helps to develop their creativity and maximize their creative potential. Personalized learning provides students with a unique, individual approach that increases their motivation for the overall learning process.

To implement this type of learning: using formative assessment, feedback loops and technology-based learning, teachers can adapt the curriculum to support different learning styles and paces. For example, providing a variety of learning materials such as videos, interactive simulations (the process of creating an exact copy of a particular system, process, or event and

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displaying it on a computer or other device), or research projects can greatly enhance students' creativity by providing them with knowledge and skills that match their interests and needs [5].

Learning strategies are important for the effective organization of the educational process, they serve to improve the quality of education, guide students' activities, and ensure deeper and more effective acquisition of knowledge. Correctly selected and purposefully applied learning strategies are the main tool for forming not only theoretical knowledge, but also practical skills of future specialists. In this process, students develop high-level cognitive skills, such as independent thinking, analysis, and problem solving. Effective cooperation between the teacher and the student is also crucial for the successful implementation of learning strategies. The teacher must be in close contact with students and select and implement appropriate strategies, taking into account their individual needs, abilities, and interests. Such mutual trust and communication make the educational process more effective, encourage students to be active and creative, and lead to improved quality of education. At the same time, it is necessary to reconsider the role of the teacher not only as a provider of knowledge, but also as a guide, motivator, and supporter. As a result, correctly selected educational strategies and effective cooperation between the teacher and the student guarantee that future specialists will acquire skills that meet competitive and modern requirements. The comprehensive success of the educational process depends on the combination of these two factors [6]. Scientific research on this topic is also described in the study by G.K.Masharipova [7,8,9].

Students are given the opportunity to consolidate their professional skills and apply theoretical knowledge in real working conditions during practical and industrial training (dual education).

One of the important tasks in the modern system of higher education is the preparation of future specialists in accordance with the requirements of the labor market. In this regard, the introduction of practical and industrial training of students, that is, the dual education model, is of particular importance. Dual education is a system that provides a combination of theoretical knowledge and practical skills, in which the educational process is organized on the basis of cooperation between a higher educational institution and industrial enterprises.

Within the framework of the dual education model, students:

- test their theoretically acquired knowledge in real working conditions;
- participate in solving real problems in production;
- develop creative thinking and innovative approaches to practical issues;

• master professional competencies and enter the labor market ready to enter. This approach not only improves the quality of the specialty, but also forms their motivation for professional activity, social responsibility and the ability to make independent decisions.

Therefore, the dual learning technology ensures an inextricable link between creativity, responsibility and practical experience in higher education.

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