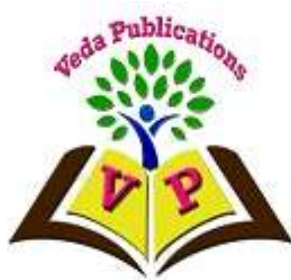**NATIONAL SEMINAR PAPER**

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Veda Publications

ROLE OF CULTURE & CREATIVITY IN SHAPING HUMAN PERSONALITY

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ABSTRACT

"Creativity is inventing, experimenting, growing, taking risks, & making something new"

Man is not born as person. At birth he is an infant possessing the potentiality of becoming a person. As a result of a variety of experiences and under the influence of culture, social factors he becomes a person and comes to possess a personality. Personality is the result of many factors where every factor is responsible in shaping A person when interacts with environment, culture, society, parents, friends and to those who come in contact by chance learns behaviour. The five factors of personality are Biological, Social, Cultural, Physical Environment, & Situational Factors.

Culture is a word used for the way of life of group of people, which means the way they do things. Different groups may have different cultures. Culture is passed on to the subsequent generations through learning where as heredity is passed through genes. Culture is a system of behaviours and modes which we adopt unknowingly and unconsciously. Creative expression is a universal human phenomenon that is firmly grounded in culture itself. Creativity and divergent thinking are components of learning, skills tied to creativity, innovation; critical thinking, problem solving, collaboration and multimodal literatures are required to keep up with technology and an increasing connected world (Brandt, 2010).

Creativity is the act of turning new and imaginative ideas into reality. Creativity is characterised by the ability to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena, and to generate solutions. Creativity involves two processes: thinking, then producing. Our culture teaches us how to be and not to be. It motivates us to be creative by inspiring us at every situation. Koutilya's Ardhasastra, Morals of Vidura ,Code of Conduct of Dharmaraju, Determination of Droupadi, Generosity of Karna and Management Principles of Sri Krishna are few examples of our cultural heritage and as motivating factors of our personality. This paper focuses on the role of culture and creativity in shaping human personality.

Keywords*: Culture, Creativity, Personality, Behaviour, Society, Development , Factors Influencing , Divergent Thinking, Traits, Characteristics*

Proceedings of National Seminar on "Language of Literature and Culture" held on 22nd & 23rd Nov., 2018.
Organised by the Dept. of English, JMJ College for Women, Tenali.

"Creativity comes from a conflict of ideas"

Man is not born as person. At birth he is an infant possessing the potentiality of becoming a person. As a result of a variety of experiences and under the influence of culture, social factors he becomes a person and comes to possess a personality. The term 'personality' is derived from the Latin word 'persona' which means a mask. Herbert A. Bloch defined it as "the characteristic organisation of the individual's habits, attitudes, values, emotional characteristics which imparts consistency to the behaviour of the individual. All port defined personality as "the dynamic organization within the individual of those psychophysical systems that determine his characteristic behaviour and thought."

The five factors of personality are Biological, Social, Cultural, Physical Environment, & Situational Factors. Children are born in a family; inherit physical and psychological characteristics from their parents which become a part of their personalities. Some of the inherited traits are courage, coward, intelligence, weakness etc. When an individual interact with other persons it affects the personality of an individual. Social factors like group experiences and contacts with others influence the person whether it is good or bad and it becomes a part and parcel of that individual's personality. Both material as well as non-material culture affects personality of an individual, consciously or unconsciously and the individual acts accordingly.

Culture of any society determines the behaviour and personality of an individual as he/ she tries to behave according to the norms of that culture. Environmental factors include land, river, mountains, hills, forests, plain area, atmosphere etc which affect the personality to be good or bad, healthy or weak. All the feelings, emotions, ideas, attitudes, habits and behaviour as well as body structure are the result of physical environment of to which an individual belongs.

Every person face may situations in his life which enables him/her to change his/her behaviour. Personality is not the result of only one factor but every factor is responsible to give complete share in its formation. A person behave and his/her personality exists when interacts with environment, culture, society, parents, friends and to those who come in contact by chance.

Culture is a word used for the way of life of group of people, which means the way they do things. Different groups may have different cultures. Culture is passed on to the subsequent generations through learning where as heredity is passed through genes. The concept of culture is very complicated with several meanings. Culture is a system of behaviours and modes which we adopt unknowingly and unconsciously. It is a connection of ideas and feelings accepted by the majority of people in a society. (Rocher, 1972, 2004 P.No 142) Undoubtedly culture is learned. It includes all human phenomena which are not purely as a result of genetics. It is an integrated pattern of human knowledge, beliefs, behaviour, outlook, attitudes, values, morals, goals and customs shared by a society .In other words culture includes beliefs, arts, skills, moralities, laws, traditions, and behaviours that an individual, as a member of society gets from his own society(Taylor, 1974).

Culture is learnt by relating ourselves with other people that means through social interaction. It will be transmitted from one generation to the other. The elements are carried from one place to another. For example Indians who are migrated to other countries follows certain rituals which are pertinent to their religion and there by transmits them to the next generation as well as to others who are interested in them. Devotees from other countries to ISKON, PUTTAPARTHI, and SHRIDI who frequently visit India are another example for cultural exchange of ideas and beliefs. Similarly Inter-caste & Inter-religious marriages, living in group houses and gated communities also gives an opportunity to observe and learn various cultures. Words are the most significant tools of cultural heritage and poems, stories, epics, fictions; myths are some of the ingredients of the components of society's culture.

Indian culture is rich and diverse which made it as unique. Even though we have accepted modern means of living, improved our life style, our values and beliefs still remain unchanged because they are deeply rooted in our hearts, mind, body and soul. The humanity of the Indians made them to accept the reforming zeal of the British. The tolerance of Indians was exhibited through the principle of non-violence led by Mahatma Gandhi brought credit to India in the International arena.

Unity is another part of our culture where different castes and creeds live together, enjoys each other's rituals and celebrations. The elite business man and the common vendor on the road worship the same Deity and share the same news. Secularism is in our breath.

Hodgetts and Luthans feel that culture is the acquired knowledge that people use to interpret experience and generate social behaviour. This knowledge forms values, creates attitudes and influence behaviour. Culture becomes a flowing stream only when there is continuity of collective life of people. Such continuity is expressed in many ways

like common beliefs, customs, aspirations, goals, sharing of joy and pride. Culture has structure and well nit to bring changes in each component. It has an adaptive character.

Culture teaches many lessons and leads us towards right path. Mahabharata the great Indian epic is a big story house of stories. This book highlights the theory – how to avoid confrontation, rather than face it. It taught us to run institutions successfully and how to resolve problems in global management. Koutilya's ardhastra also talks about discipline as one of the management principles, which is of two kinds- inborn and acquired. He also pointed out the qualities of a trainable person as desire to learn (technical skills) effective listening ability (human skills), ability to reflect (design skills), and ability to reject false views (assertive skills), focus on truth not on any person9conceptual skills). Vidura also explained the personality traits of a good manager as one who is alert, set attainable goals, resilient, determined; perseverant which are highly essential even today to be successful in any field.

The real strength of any country lies in the development of human mind and body. The greatest challenge for our society today is to prepare the leaders of the future. Indian culture surviving science thousands of years has the foundation of universal truth. Indian culture teaches us inner quality of human being based on the concepts of self – management, self – control, self – realization.

Creativity is a powerful catch phrase. In Western societies it epitomises success, the modern, trends for novelty and excitement. Whether linked to individuals, enterprises, cities or regions creativity establishes immediate empathy, and conveys an image of dynamism. Creativity is a positive word in a society constantly aspiring to innovation and "progress".

To emerge culture-based creativity requires: - personal abilities (ability to think laterally or in a non-linear way, to be imaginative), - technical skills (often artistic skills or craftsmanship), - a social environment (a social context through notably education and learning that encourages, and appreciates creativity as well as an economy that invest in culture and culture-based creativity).

Culture-based creativity is an essential feature of a post-industrial economy. A firm needs more than an efficient manufacturing process, cost-control and a good technological base to remain competitive. It also requires a strong brand, motivated staff and a management that respects creativity and understands its process. It also needs the development of products and services that meet citizens' expectations or that create these expectations. Culture-based creativity can be very helpful in this respect.

Apple's success is intrinsically linked to the founder's vision that technology, marketing and sales alone are not sufficient to deliver corporate success. A key factor is to have people who believe very strongly in the values of the company and who identify it with as creators and innovators – the ad campaign "Think different" featuring Picasso, Einstein, Gandhi was described by Steve Jobs as a way for the company to remember who the heroes are and who Apple is.1 Apple has succeeded to create empathy for technology that other technology companies have failed to provide. The aesthetic of the product range, through innovative design, also yielded success.

Culture-based creativity is a fundamental means for industry and policy decision makers to adopt and implement more user-centred strategies (less about "making things" more about providing a service). Culture-based creativity helps to promote well-being, to create lifestyle, to enrich the act of consumption, to stimulate confidence in communities and social cohesion. It is increasingly used in the management of human resources, notably though artists-in-residence projects. Culture-based creativity is therefore a key input for businesses or public authorities which want to communicate more effectively, challenge conventions and look for new ways to stand out. It contributes to product innovation, to branding, to the management of human resources and to communication.

Culture contributes to strengthening social ties among communities and thereby nurtures individual as well as organisational self-esteem and ultimately well-being. Society plays an important role in developing and advancing creativity.

A fundamental external factor that influences creativity is education and learning. Education and learning play a fundamental role in shaping a creative environment. Art and culture have the ability to stimulate people's imagination and creativity in schools, in colleges and universities and in lifelong learning. Creativity in learning is about fostering "flexibility, openness for the new, the ability to adapt or to see new ways of doings things and the courage to face the unexpected." Imagination, divergent thinking and intuition need to be considered as important characteristics of progressive arts education – by schools, universities and further education providers. Creativity involves a combination of cognitive elements that involve the ability to "connect ideas", "to see similarities and differences", be "unorthodox"," be "inquisitive" and

"to question societal norms". Creativity is also the ability to connect with senses and emotions expression of the human soul. Many of these personality elements are common to artists and creative people.

FACTORS INFLUENCING CREATIVITY

1. Genetic factors – genes which are inherited from parents and previous generations.
2. Personality factors which includes intelligence, motivation, divergent thinking, culture observed in and out of the family
3. Psychological factors which involves the combination of conscious and unconscious.
4. Cognitive factors which are skills to think, to connect, and to create.
5. Management skills which helps to organise, collaborate and to identify the relationships
6. The cultural and social environment in which the person lives.

"Creativity is a process based on intrinsic value and motivation that is often spontaneous, rebellious and chaotic" and that can be stimulated whether in early life, at home, school or work by nurturing exploration. We would like to add that culture-based creativity is essentially an act of imagination relying on memories.

Creative expression is a universal human phenomenon that is firmly grounded in culture itself. Creativity and divergent thinking are components of learning, skills tied to creativity, innovation; critical thinking, problem solving, collaboration and multimodal literatures are required to keep up with technology and an increasing connected world (Brandt, 2010).

Creativity is the act of turning new and imaginative ideas into reality. Creativity is characterised by the ability to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena, and to generate solutions. Creativity involves two processes: thinking, then producing.

Your ability to generate innovative ideas is not merely a function of the mind, but also a function of five key behaviours that optimize your brain for discovery:

1.Associating: drawing connections between questions, problems, or ideas from unrelated fields

2.Questioning: posing queries that challenge common wisdom

3. Observing: scrutinizing the behaviour of others, and to identify new ways of doing things

4. Networking: meeting people with different ideas and perspectives

5.Experimenting: constructing interactive experiences and provoking unorthodox responses to see what insights emerge

CONCLUSION

Creativity is present everywhere in society, but one should recognise the specific role that culture, family, society play in fostering it; Arts and culture play an important role in education and lifelong learning, particularly as a means of promoting creative thinking, unlocking the creative abilities of people and helping to develop new skills for new jobs in an evolving socio-economic environment;

Culture and creativity are driving forces for the development of human individuals as well as societies. Those creative individuals help to enhance & revitalise national economies. Creativity generates and stimulates the intellectual minds to invent something new. Culture can be an important factor in tackling the challenges that the societies, are now facing, particularly the demographic changes, social cohesion, globalisation and sustainable development in welfare of mankind

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Fri, 08/12/2011 - 12:30 -- Umar Farooq