TOPIC FOR COMPETITION OF STUDENT INVOLVEMENT IN SCIENTIFIC ACTIVITIES

Title of the topic: Strategic Communication for Fostering Creative Competence Among Students
Aim of research activities: The main objective of this research is to investigate how strategic communication in educational environments can foster the development of creative competence in students. The study aims to identify communication strategies that promote creativity, critical thinking, collaboration, and problem-solving skills, and to propose a framework for incorporating these strategies into educational approaches.
Short description of the topic (up to 2000 characters): **Introduction** In the context of a rapidly evolving knowledge-based economy, creative competence has become increasingly significant. This competence is not confined to creativity in isolation but rather encompasses a broad range of interconnected skills, including critical thinking, collaboration, adaptability, and problem-solving. These skills are essential for individuals to navigate the multifaceted challenges of the modern world, equipping them to respond effectively to dynamic and often unpredictable circumstances. However, traditional educational systems frequently struggle to nurture these competencies, often adhering to rigid curricula, standardized assessments, and passive learning environments that limit opportunities for students to develop and refine their creative abilities. One potential avenue for addressing this issue lies in the implementation of **strategic communication** within academic environments. Communication serves as a central mechanism in educational settings, facilitating not only the transmission of knowledge but also the creation of an interactive, collaborative, and dynamic learning space. This research seeks to examine how strategic communication between educators and students can actively contribute to the cultivation of creative competence. Specifically, it explores how certain communication practices—such as open dialogue, collaborative learning, constructive feedback, and inquiry-based interactions—can be integrated into pedagogical methodologies to enhance students' creativity and critical thinking skills.
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