

PSYCHOLOGY AND SOCIOLOGY

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CREATING THE CONCEPT OF GUIDED INSPIRATION

Abstract. The phenomenon of inspiration (Latin: inspiratio) has long attracted the attention of thinkers and creative people. In ancient times, it was often explained as a divine influence (mania in Plato), pointing to its independence from human will. The Romantic era turned inspiration into a synonym for genius and irrational insight. The article first briefly introduces the Concept of Guided Inspiration (CGI), in which inspiration is treated not as a purely spontaneous revelation but as a sequence of conditions and cognitive operations involving attentional regulation, problem decomposition, the suspension of premature criticism, the search for structural correspondences, and subsequent validation.

Keywords: genius, creativity, insight, guided inspiration, information structures, structural resonance, social recognition, cognitive flexibility, theoretical model.

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СТВОРЕННЯ КОНЦЕПЦІЇ КЕРОВАНОГО НАТХНЕННЯ

Анотація. Феномен натхнення (лат. inspiratio) віддавна привертав увагу мислителів і творчих особистостей. У добу античності його нерідко пояснювали божественним впливом (манія у Платона), що вказувало на його незалежність від людської волі. Епоха романтизму зробила натхнення синонімом геніальності та ірраціонального осяяння. У статті вперше коротко представлено Концепцію Направленого Натхнення (ККН), у якій натхнення розглядається не як чисто спонтанне прозріння, а як послідовність умов і когнітивних операцій, що включають регулювання уваги, розподіл проблеми на частини, призупинення передчасної критики, пошук структурних відповідностей і подальшу перевірку.

Ключові слова: геній, креативність, проникливість, натхнення керівництво, інформаційні структури, структурний резонанс, соціальне визнання, когнітивна гнучкість, теоретична модель.

1. Inspiration as a psychological phenomenon: views of the past and present

Modern psychological science abandons mystical interpretation, understanding inspiration as a motivational and cognitive response to creative ideas.

Its main features are:

- Activation (the appearance of a fresh idea or image).
- Transcendence (feeling of going beyond ordinary experience).
- Motivation (a powerful drive to implement an idea).

Researchers of creativity (in particular, G. Wallace, J. Gilford) include inspiration in the staged model of the creative process, where it is usually associated with the stage of insight (insight) that occurs after the incubation period.

2. The structure of the creative process and the role of inspiration

Traditionally, the creative process is divided into four stages:

- 1) Preparation: data accumulation, task definition.
- 2) Incubation: subconscious processing of the material.

3) Illumination/Inspiration: unexpected discovery of the denouement.

4) Verification: analysis and implementation of the solution found.

In this scheme, inspiration acts as the highest point that turns the unconscious results of incubation into a conscious result. However, the Guided Inspiration (GI) proposes to shift attention from passive hope to insight to the active formation of circumstances that contribute to its occurrence and retention.

Modern ways of managing creativity (Creative Management) include:

–Organizational measures: formation of a favorable space, acceptance of mistakes (management of creative projects).

–Cognitive measures: Application of divergent thinking techniques (brainstorming, synectics).

–Psychological measures: Correction of the emotional state, meditative and art therapy practices.

GI combines these approaches, focusing on the internal regulation of the state of inspiration, and not only on external control of the creative process.

3. The idea of guided inspiration: content and principles of action

3.1. The essence and basic principles of Guided Inspiration

Guided Inspiration (GI) is a consciously induced and maintained psychophysiological state of high creative productivity, which is formed through the purposeful use of cognitive processes, emotion management and volitional concentration.

3.2. Key principles of the GI:

1) The principle of Proactivity: inspiration is not expected, but formed by adjusting space, consciousness and body.

2) The Principle of Adjustability: The state of inspiration can be monitored and corrected using psychological and neurophysiological tools.

3) The principle of Integrity: GI arises from the coordinated interaction of the rational (planning, knowledge) and the irrational (intuition, feelings).

4) The principle of renewability: GI is perceived as a resource that can be renewed, trained and improved.

4. Psychophysiological and cognitive foundations of management

Inspiration control is based on understanding how the brain works during creativity. Research shows that creative insight is associated with the activation of the Passive Mode Network (DMN), which provides internal processes, dreams and imagination, as well as its interaction with the Executive Control Network (ECN), which is responsible for focused attention.

GI mechanisms:

–Cognitive stimulation: use of techniques that activate divergent thinking (eg, associative circuits, random stimuli).

–Emotional attunement: consciously achieving a positive emotional background that has been proven to promote creativity.

–Neurophysiological regulation: application of techniques that affect the ratio of alpha and theta rhythms of the brain (e.g., meditation, biofeedback).

5. Guided inspiration model

The proposed model of GI is cyclical in nature and includes three main phases that can be consciously triggered and regulated (Table 1):

Table 1. Structural and functional model of Guided Inspiration

Phase of the CN	Main Function	Key processes	Control Methods
1. Initiation (Launch)	Formation of internal demand and organization of the external environment.	Outlining the problem, accumulating information, changing circumstances, motor activity.	Techniques of "immersion", arrangement of "creative space", reservation of the "incubation period".
2. Transformation (Flow)	Entering and maintaining a state of high performance (flow).	DMN involvement, relaxation of self-criticism, emotional stability, focus.	Meditation practices, musical accompaniment, time management, elimination of distractions.
3. Consolidation (Fixation)	Conscious consolidation of achievements and exit from the creative state.	Critical analysis, ordering ideas, fixing the material, moving on to verification.	Keeping a diary of ideas, organized rest, determining further tasks.

6. Applied principles for the implementation of the Guided Inspiration Concept

6.1. Tools for activating and controlling the creative state

The practical implementation of the GI requires the use of a set of approaches focused on each stage of the model.

Startup methods:

- "Mind Wandering": allocating time for non-fixed, relaxed activity (walks, everyday activities), which activates the incubation process.
- Technique "Hundred Ideas": forced production of a significant number of options, even illogical ones, to warm up the divergent ability.

Transition (flow state) methods:

- "Deep Work": organization of conditions for long, deeply focused work for 2-4 hours.
- Art therapy techniques: the use of drawing, sounds or neurography to remove emotional obstacles and activate intuitive processes.
- Binaural frequencies: listening to audio accompaniment that evokes theta rhythms associated with meditation and creative experiences.

Consolidation methods:

- "Five-minute principle": directly fixing a central idea or decision within the first five minutes after the end of the stream.
- Ordering: translating intuitive insights into clear schemes, algorithms and structures.

6.2. Implementation of the Concept in the professional sphere and educational space

The GI demonstrates significant potential for use in various industries – (Table 2):

Table 2. Options for using GI

Scope of use	Options for the implementation of the GI	Predicted effect
Management & Business	Creation of "Creative Labs" with fixed times for informal search for ideas; conducting classes on emotional self-regulation for senior management.	Increasing the level of innovation, accelerating the cycle of creating new products.
Teaching and Pedagogy	Mastering by pupils and students the methods of regulating their own creative state; replacing the authoritarian management style with the support of an individual creative manner.	Stimulation of creative potential, development of the ability to "lifelong learning".
Creativity and Science	Application of the biofeedback method to fix and repeat states that precede sudden insight; development of individual "inspiring" spaces.	Stabilization of creative output, minimization of the likelihood of "creative stagnation".

7. Ethical and Philosophical Dimensions of Inspiration Management

Inspiration management raises a number of significant ethical questions. If inspiration can be invoked artificially, does it lose its own authenticity?

A philosophical understanding of the concept of guided inspiration (CGI) requires a clear distinction between the freedom of creativity and the technology of creativity. The CGI does not imply coercion to create, but serves as a tool for self-knowledge and self-regulation. It is a transition from passive expectation to active cooperation with one's own subconscious. The ethical principle of the CGI is to use these methods to unlock human potential, and not for manipulation or exploitation.

Conclusions.

The developed Concept of Guided Inspiration is an attempt to bridge the traditional gap between the irrational nature of inspiration and the rational need for innovation:

- Theoretical basis: inspiration is defined as a complex psychophysiological state that fits into the phase model of the creative process and is subject to scientific analysis and regulation.
- The CGI model: a structural-functional model is proposed, which covers the phases of Initiation, Transformation and Consolidation, each of which has clear control mechanisms.
- Practical value: methodologies are systematized that allow consciously stimulating and maintaining a creative state, which opens up new prospects for increasing productivity in the professional and educational spheres.

Further research should be directed to empirical verification of the effectiveness of the proposed techniques, as well as to the creation of individualized inspiration management programs based on neurophysiological profiling.

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