

TeachingEnglish lesson

Creativity and Innovation

April 2020

Creativity and Innovation



Which of the activities below involve being creative? If so, how?

- Cooking
- Playing football
- Doing a science experiment
- Writing a book
- Hairdressing



Do you consider yourself to be a creative person? Why/why not?



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You are going to read an article, which is divided into 5 paragraphs.

1. Read the full article first
2. Match the missing headings to the paragraphs. Do this on paper by yourself first.





Read the full article below

A _____

In a recent experiment, scientists gave the same task to a group of people who stayed sitting down and to a group who went for a stroll outside. What they found supports what many people believe, that getting out and about is very good for creativity. In fact, 100 per cent of the group that went for a walk produced better quality ideas and produced them more quickly.

The researchers then compared a group walking on a treadmill inside with those stretching their legs outside and found that while being outside was good for creativity, even walking on a treadmill helped, which suggests that it is the movement which is most important.

B _____

Your teacher may tell you off for staring out of the window at nothing, but having a wandering mind may be a sign of intelligence and creativity, according to a new study. The scientists recorded brain activity while people lay still, but not asleep, and concluded that daydreaming can help people become better problem-solvers. However, if you're simply not paying attention when you should be, that clearly isn't beneficial.

C _____

Be willing to challenge things that you have always done. A group of Japanese watermelon farmers had an issue with the way that watermelons were difficult to pack and store. Their round shape meant that they took up a lot of space, making their transport more expensive. But why do watermelons actually need to be round? thought the farmers. They began growing the fruit in square glass boxes, thus creating square watermelons. They just needed to think differently to find the perfect solution.

D _____

Believe it or not, more than one research study has shown that people who watch a comedy film are much better afterwards at coming up with a creative solution to a problem than those who watched a horror film. It appears that having a chuckle makes us feel more relaxed, which helps the creative process. It is very difficult to be creative when you're stressed, because the mind is too focused on survival.

E _____

You might imagine that you will be at your most creative if you are able to work in complete silence, but you'd be wrong. Research shows that for most creative tasks, a low level of noise, like the chatter that you get in a café, is best. Complete silence is good when you need to focus on a difficult task, but when you want to come up with ideas, try a little hubbub.

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What do you remember about the article?

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**Now read each paragraph and decide the best heading.
There is one heading you do not need
(write your answers on paper first)**

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A: _____

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Headings

1. Have a good laugh
2. Sit down
3. Get your legs moving
4. Noise
5. Daydream
6. Think outside the box

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Be willing to challenge things that you have always done. A group of Japanese watermelon farmers had an issue with the way that watermelons were difficult to pack and store. Their round shape meant that they took up a lot of space, making their transport more expensive. But why do watermelons actually need to be round? thought the farmers. They began growing the fruit in square glass boxes, thus creating square watermelons. They just needed to think differently to find the perfect solution.

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Headings

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Answers...

Have you written your answers on a piece of paper?

Hold your paper up to the camera so your answers are visible

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Answers...

A: Get your legs moving

B: Daydream

C: Think outside the box

D: Have a good laugh

E: Noise

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You are going to look at each of the paragraphs again.

1. In each paragraph, find words and phrases that have a similar meaning to the titles of each section.
2. Why do you think the author uses these, rather than repeating the word(s) in the title?

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A: Get your legs moving

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Find words and phrases that have a similar meaning to the titles of each section

Why do you think the author uses these, rather than repeating the word(s) in the title?

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Answers

A: Get your legs moving

In a recent experiment, scientists gave the same task to a group of people who stayed sitting down and to a group who **went for a stroll** outside. What they found supports what many people believe, that **getting out and about** is very good for creativity. In fact, 100 per cent of the group that **went for a walk** produced better quality ideas and produced them more quickly.

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Would this suggestion
be useful for you?
Why?

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B: Daydream

Your teacher may tell you off for staring out of the window at nothing, but having a wandering mind may be a sign of intelligence and creativity, according to a new study. The scientists recorded brain activity while people lay still, but not asleep, and concluded that daydreaming can help people become better problem-solvers. However, if you're simply not paying attention when you should be, that clearly isn't beneficial.

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Answers

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C: Think outside the box

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Answers

C: Think outside the box

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D: Have a good laugh

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Answers

D: Have a good laugh

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E: Noise

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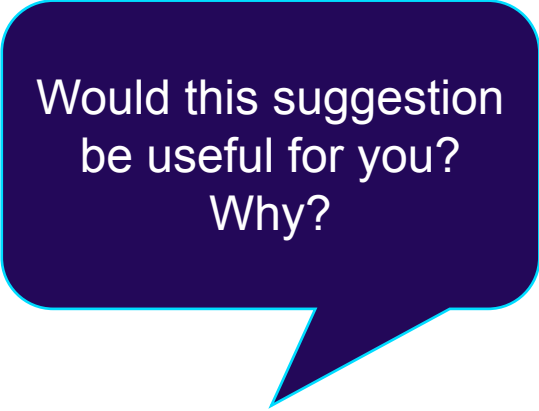
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Answers

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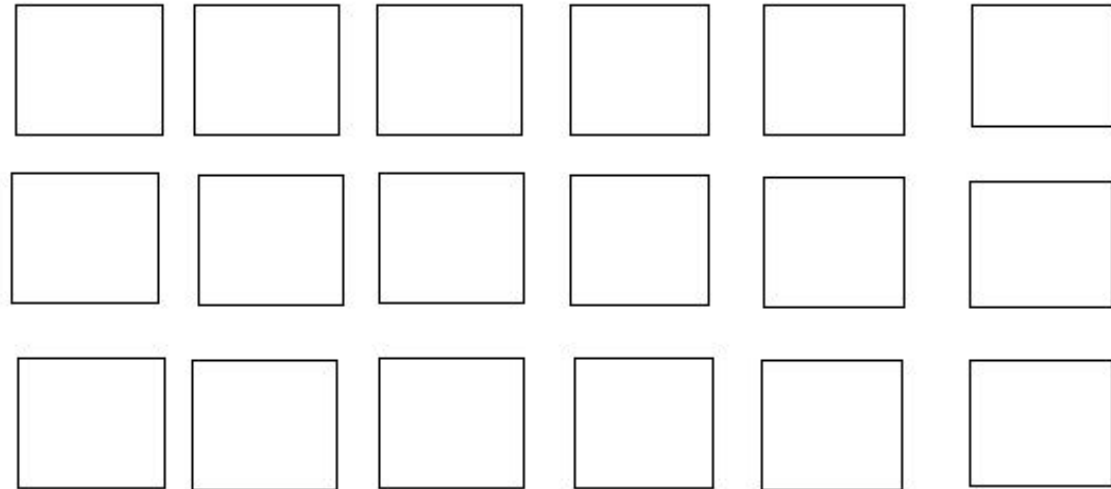
Would this suggestion
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Why?

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Test your creativity

1. Draw 18 squares on a piece of paper, as you can see below
2. When you have drawn the squares put your hands in the air to show you have finished
3. When your teacher says 'Go!', you have **three minutes** to turn each of the squares into a recognisable object, e.g. a present or a house



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Test your creativity

1. How many squares did you complete?
2. Did you draw a lot of similar things, e.g. different houses? Does this mean you are less creative? Why/why not?
3. Did you join any of the squares together? Would this be breaking the rules? Do you think creative people should be rule breakers? Why/why not?



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Thanks for attending the lesson