

Just Call It Something Else!

**Enhancing Creativity Through Substitutive
Linguistic Means Among College Students**

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“Any activity that combines a vast and diverse reservoir of knowledge / above-average intelligence with the willingness to risk public humiliation.”

Sapir-Whorf Hypothesis

“Strong” version: Linguistic structures determine and limit worldview.

“Weak” version: linguistic structures affect our world view, but do not determine it (temporary and reversible).



The Importance of Words



AMAZING!

ASTOUNDING!

INCREDIBLE!

FANTASTIC!

AWSOME!

MARVELOUS!

WONDERFUL!

UNBELIEVABLE!

ASTONISHING!

FABULOUS!

STUPENDOUS!

Creativity is Good!

- **self-actualization**
- **desirable commodities**
- **God**
- **progress**
- **fame & success**
- **change**
- **resistance**
- **rejuvenation**

Methodical Work and Professionalism

Creativity refers to structure as method as much as it refers to anti-structure and chaos. Referring to creativity as structured work reinstates 'non-magical' creativity's status alongside 'magical' creativity.

Methodical Work and Professionalism

Professionalism, skill or experience may be mistaken for (or momentarily dissociated from) spontaneous creativity. Referring to creativity using those terms encourages the students to acquire creative abilities by becoming professionals.

Luck and Privilege

De-contextualizing creative achievements may downplay the importance of serendipity/luck and highlight heroic agency. Referring to creativity as luck construes failures as 'unlucky successes' (or vice versa) and asserts that both are inherently equal.

Luck and Privilege

Social privilege and symbolic capital (not genius) play a crucial role in creativity. Nature is more pessimistic, nurture is more optimistic. Highlighting their importance tempers the admiration of 'creative gods'.

Negative emotions and ‘Non-creativity’

Negative emotions (personally and historically) and manipulation are a source of creativity. Acknowledging them as daily occurrences tempers creativity’s lofty status as inherently *good*.

Negative emotions and 'Non-creativity'

Creativity is everywhere. Referring to alleged 'non-creativity' as creativity widens the spectrum of what may be called creativity ('calling it something else in reverse').

Enlist the Students!

- **methodical work**
- **professionalism**
- **experience**
- **luck**
- **social privilege**
- **collaboration**
- **negative emotions**
- **manipulation**
- **non-creativity**

Put the word to work?

Change the word!

Thank You!