

## **To the problem of social creativity diagnostics**

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*Abstract.* The article presents the analysis results of possible approaches to determination and diagnostics of social (communicative) creativity of a personality and a group. The interest to the phenomena of social creativity has generated the problem of its identification, fixation, evaluation and measurement. The article shows the absence of standard methods of social creativity diagnostics. It explains the opportunity of behavioral creativity diagnostics with the use of indirect methods based on reconstruction and modeling of communicative situations, that must have non-standard, problem and conflict character. The article shows that direct quantitative methods of creative communication diagnostics are interconnected with irreversible consequences of researcher's interference into the creative process. The author pays her attention to the most appropriate variants of communicative creativity diagnostics, that have been presented by I.E. Strelkova, in particular, to the modified variant of S. Rosenzweig picture frustration test. The article presents modified test approbation data. The applied aspect of the problem being investigated can be realized in psycho-diagnostic practice of psychological services as well as in development of training programs of creative communication effectiveness.

*Key words:* creativity, creative communication, social creativity diagnostics.