



సామ్య

హలో బాగున్నారా? English Together కార్యక్రమానికి స్వాగతం. ప్రస్తుతం చర్చల్లో ఉన్న ఏదైనా ఒక అంశం గురించి మీరూ మాట్లాడాలనుకుంటున్నారా? దానికి ఉపయోగపడే భాషను మీరిక్కడ నేర్చుకోవచ్చు. నేను సామ్య. ఇదిగో నాతో పాటూ...

Phil

Hi, I'm Phil.

Tom

And I'm Tom, hello....

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ఇవాల్టి ఎపిసోడ్లో **creativity** అంటే సృజనాత్మకత గురించి మాట్లాడుకుందాం. సృజనాత్మకతను పెంపొందించుకోవడం ఎలా? అనే అంశం గురించి తెలుసుకుందాం. ఒక ప్రశ్నతో మొదలుపెడదాం. UK ప్రభుత్వ లెక్కల ప్రకారం UK లో ఎన్ని సృజనాత్మక ఉద్యోగాలు – **creative jobs** ఉన్నాయి?

- a) 1 మిలియన్
- b) 3 మిలియన్
- c) 6 మిలియన్

What do you think?

Phil

There aren't that many people like artists around, so I doubt it can more than about a million?

Tom

Hmm... but it's not just jobs in art that are **creative**, there are **creative** jobs in lots of different industries, so I think it's going to be higher and I'm going to go for 6 million.

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సరే, వింటూ ఉండండి. జవాబు తరువాత చెప్తాను. మీరూ ఆలోచిస్తూ ఉండండి. ఈలోపు BBC Radio 4 లో వచ్చే 'Bringing up Britain' అనే కార్యక్రమంలో సృజనాత్మకతను పెంపొందించుకోవడం గురించి సృజనాత్మక నిపుణుడు Nick Skillicorn చెప్తున్నారు. విందాం.

News Insert

Now, on a weekly basis you should also be trying to make sure you get new experiences and new knowledge every week. Because there's research which suggests that new experiences and changes to your routine can have a very quick impact on your ability to be **creative** at a moment's notice.

I mean, are you talking about going to a different sandwich bar?

At a minimum level, anything that gets you out of your routine. So make sure you press a different button on the Tome vending machine every day going through to seeing a new type of exhibit in a museum in a new subject that you are not familiar with at all, to going and seeing ballet or eating Ethiopian food for the first time.

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So, what should people do to become more **creative**?

Tom

It sounds good to me, getting away from the **daily grind** of your usual routine must be a good way to have new ideas.

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Daily grind అంటే రోజూ రుబ్బడం. – yes it's easy to get stuck in the daily grind of doing the same thing every day!

Phil

Look, it's good to have a break from the **daily grind** now and then – but is it really something we need to be doing every week? Isn't that what holidays are for?

Tom

But that's not what this is about Phil – this is about clearing some time to do something new and **offbeat**, to make you more **creative** – which will make you better at the job you do and more successful in your career!

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Offbeat అంటే మూసకు భిన్నంగా ఉండేది, అసాధారణమైనది అని అర్థం. Doing something **offbeat** every week, would let you change your routine as Nick Skillicorn suggested.

Phil

To me, the only thing that's **offbeat** is the suggestion that going to a different sandwich bar, or whatever will help your career!

Tom

Ok, so what do you think people should do?

Phil

Study, practise, do whatever they need to do to gain **proficiency** in the job they do!

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Proficiency అంటే ప్రావీణ్యం. అయితే, రోజు చేస్తున్న ఉద్యోగంలో ప్రవీణత సంపాదించడానికి సృజనాత్మకత అక్కర్లేదని మీ ఉద్దేశమా?

Phil

Ok, if you are an artist, or a musician – then maybe – but most of us aren't. It's not like we need to be really **creative**.

Tom

Ah, but are you sure that's true? Lots of jobs need some kind of **creativity**. An engineer or a manager needs to think about new solutions for problems – that's **creativity**. I think that most people could benefit from **fostering** their **creativity**.

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Foster అంటే పోషించడం లేదా ప్రోత్సహించడం. To get an idea of how important it is to **foster creativity**, let's find out the answer to the question I asked earlier. How many **creative** jobs are there in Britain, according to the UK government? The answer is... B) 3 million.

Tom

Hmm, neither of us got that right, did we Phil? But that's a lot of jobs that need **creativity**! You should really try to **foster** yours.

Phil

So you're saying part of being **proficient** is being **creative**? I could do with a break from the **daily grind**, I suppose.

Tom

Maybe you could try something really...really **offbeat**?

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Right, we're out of time so let's just look at the words we've been talking about today – **the daily grind** అంటే రోజువారీ రుబ్బు, **offbeat** అంటే మూసకు భిన్నంగా ఉండేది, అసాధారణమైనది, **proficiency** అంటే ప్రావీణ్యం and **foster** అంటే పోషించడం లేదా ప్రోత్సహించడం.

Thanks for joining us and see you next week for more English Together. Bye.