

Chapter 5: “What Is Creative Thinking?” from Select Readings (Upper-Intermediate, 2nd Edition)

by Linda Lee & Jean Bernard:



Chapter Summary

Defining creative thinking

A creative thinker is someone who explores ideas and applies knowledge in new ways—transforming the ordinary into something extraordinary, and making the unusual feel commonplace .

The role of knowledge & curiosity

Carl Ally, an advertising legend, described creative people as “know-it-alls” who gather diverse information—history, math, technology, flower arranging, even hog futures—believing these bits of knowledge may combine over time into new ideas, whether in six minutes or six years .

From knowledge to creativity

However, simply accumulating facts isn’t enough. Creativity depends on what you do with that knowledge—applying it through exploration, experimentation, and perspective-shifting .

☐ Typical Content & Structure

1. Pre-reading prompts

Questions prompting students to think about creativity and their own ideas.

2. Reading passage

Provides Carl Ally’s insights, definitions of creative thinking, and real-world examples.

3. Famous example – Gutenberg

Gutenberg’s invention of the printing press is highlighted: he connected two unrelated ideas (wine press + coin punch) to spark a groundbreaking innovation .

4. Core message

Creative thinking involves:

Exploring multiple approaches—even those that seem impractical

Breaking conventional rules and thinking in unusual places

Remaining alert to new possibilities and change

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## ☐ Key Vocabulary

Creative thinker, know-it-all, perspective, impractical, combine ideas, explore, apply knowledge, innovation.