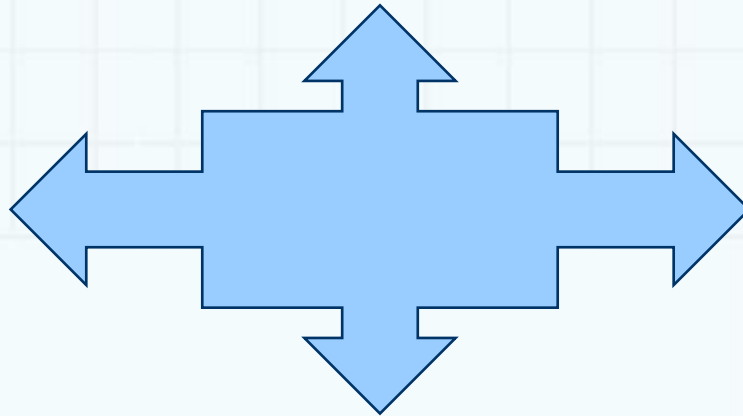


• **BRAINSTORMING**



• **SYNECTICS**



Ecological things





New flat



Реклама шампанского



Реклама шампанского



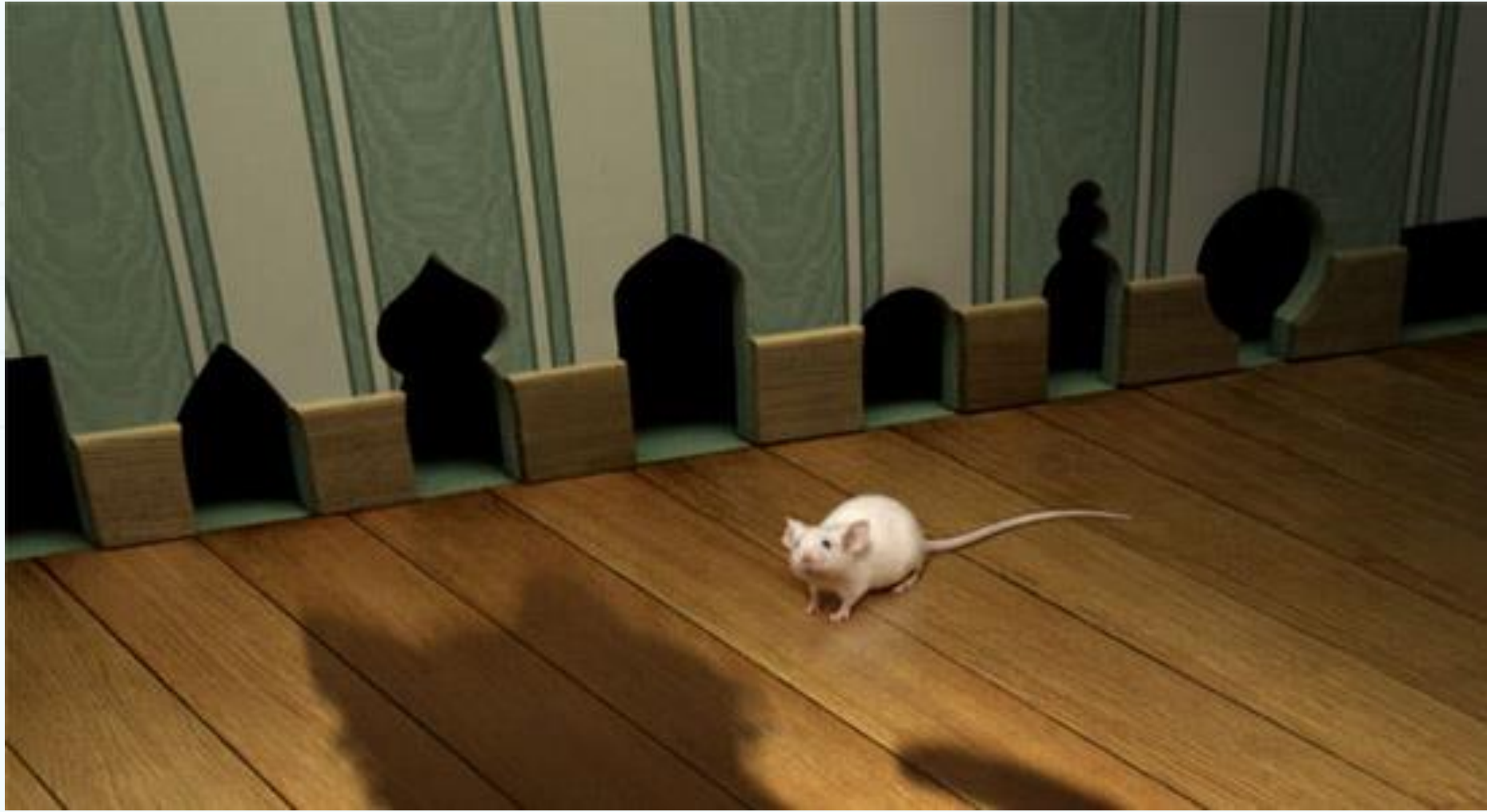






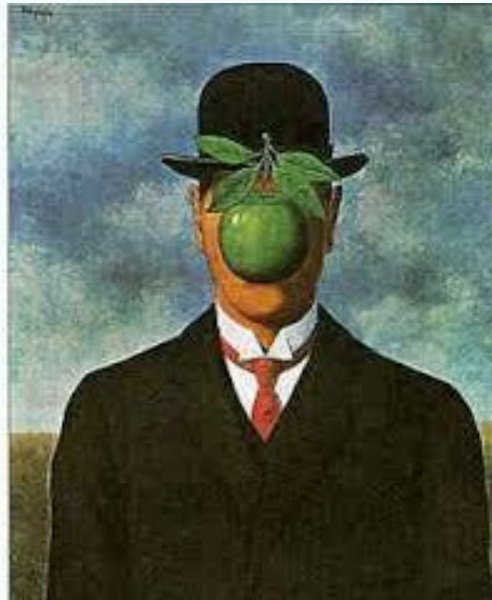






BRAINSTORMING: RULES

- Irrational ideas
- NOT criticism
- overcoming of psychological inertia



Solve the task in a group using brainstorming technique (in discussion)

One American movie theatre was having a great fail. There was viewers' displeasure when ladies did not put off their hats and therefore close the screen. Theatre management used different ways in order to prevent ladies wear their hats during the movies: they put up advertisements, used loudspeaker but didn't have any results.

What has to be done for getting ladies to put off their hats during the performance?



SYNECTICS

Types of analogies	Comments
Direct Analogy	Starting from some aspect in the problem, one looks for comparable or analogous situations
Personal Analogy	What if you were an element in the problem, e.g. a planning problem?
Nature Analogy	What kind of situations in nature does this remind me about?
Fantastic Analogy	Can you place the problem in a fairytale or other mythical situation and develop it from there?
Paradoxical Analogy	Characterize the issue in two words which are each other's opposites.

• **TIGER:**



PEN?

- hairy
- sharp
- striped
- ...



- **SKIRT!!!**



Give the definitions as oxymoron:

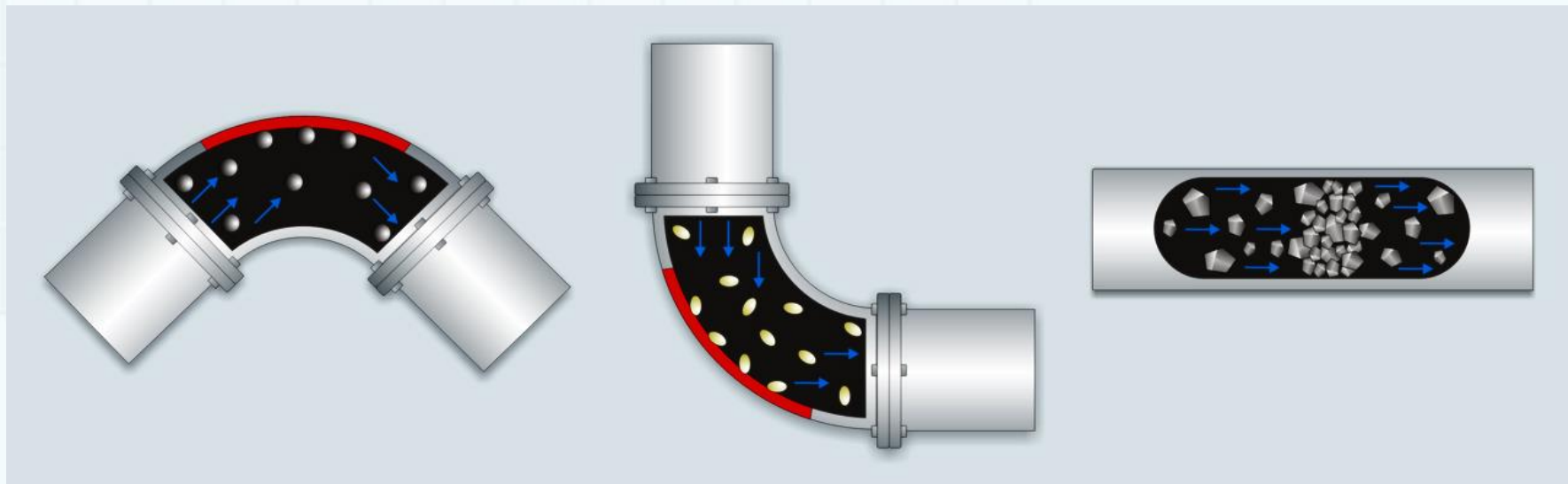
- marble



- cloud



PROBLEMS



Mechanical Engineering

Steel balls heavily grated pipe. This part has to be replaced frequently.

Agriculture

Combine pipeline wears in bending.

Energetics

In a thermal power plant coal supplied to the furnace through a conduit.

When coal is wet, it begins to stick to the walls of the tube.