

# Review of: "Why the Standard Definition of Creativity Fails to Capture the Creative Act"

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The article addresses the always controversial issue of defining creativity. The author carries out an exhaustive review of the existing literature on the subject, produced in recent decades, which demonstrates her mastery of the subject. This leads her to question, in an enriching way, the standard definition of the term, stressing the subjectivity of the two elements that make it up: originality and validity. Through this critical vision, Ana Abraham lays the foundations for a new definition of creativity or, at least, for the debate that should arise in this respect in the scientific community. Finally, and in my opinion, the most relevant contribution of the author's paper is to point out "the importance of distinguishing between internal and external frames of reference in the study of creativity and to make the case for the necessity of acknowledging and accommodating the internal frame of reference - of the creative experience - in the examination of the creative process". Both this problem and that of the subjective component of the different definitions of creativity that have been enunciated are also addressed in our article on the inclusion of the creative element in the curricula of the Communication degrees at Spanish universities, a quotation from which is given below in case it is of interest to you:

Pérez-Ordóñez, C., Torres-Martín, J. L., Castro-Martínez, A., & Villena-Alarcón, E. (2021). Creativity in Spanish universities. A critical analysis of curricula, lecturing activity, and professional sector needs in audiovisual communication, advertising, and public relations bachelor degrees. *ICONO 14, Revista de comunicación y tecnologías emergentes*, 19(2), 36-63.