

SUMMARY

The present investigation was carried out to the students of sixth and seventh year of Basic Education of the Educational Unit "Leopoldo Nicolás Chávez" located in the Parish The Esperanza Canton Pedro Moncayo during the year lectivo 2010 - 2011 and in the same one all the students of the years participated before of basic mentioned and the taken charge teachers; reaching the conclusion that the teachers don't use methods, technical, appropriate creative strategies and they don't fulfill the basic objectives of the area; he/she is so the students they are accustomed to receive to daily monotonous classes, memorísticas and their learning is not significant, neither position in practice. The investigation work has as objective to give to know the readers; the fundamental topics that influence in the teaching process - learning of the development of the creativity inside the area of Language and Communication; and to contribute actively to achieve changes that guide toward an education of quality, because, for anybody it is ignored that a developed country needs of well formed people, with a positive attitude, with analytic capacities, you criticize, reflexive, mainly creative. The proposal of the investigation is centered in a critical analysis of the real situation of the education in the classroom and the topic was chosen "I DEVELOP OF THE CREATIVITY IN THE ELABORATION OF TEXTS", the same one that was chosen, because the students don't elaborate texts with easiness and creativity; to base this investigation it was considered very important to the theory of the significant learning of Ausubel, since the teaching learning depends on the motivations, of the critical, reflexive thought and the creativity. After analyzing the results of the survey he/she thought about as proposed methods, technical and creative strategies, it stops this way to reach the main objective that is, to achieve the boy to develop his curiosity and creativity when elaborating texts and secure the significant learnings.