

# Research on the pathways of empowering ideological and political education in universities with excellent traditional Chinese culture in the age of artificial intelligence

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**Keywords:** Artificial intelligence, Chinese excellent traditional culture, Ideological and political education.

**Abstract.** The application of artificial intelligence (AI) technology in the new era has brought significant changes to the development of various industries and sectors in society. This approach can strengthen college students' cultural identity, helping them establish correct worldviews, values, and outlooks. Leveraging the informational technology advantages of the AI era, such as the internet, big data, cloud computing, new media, and we-media, this paper delves into and develops resources from China's excellent traditional culture. By innovatively exploring pathways for ideological and political education in colleges and universities, it will promote the informatization of teaching reform in this field and also facilitate the inheritance and protection of China's excellent traditional culture.

## 1 Introduction

The age of artificial intelligence (AI) poses new and higher requirements for the inheritance and protection of China's excellent traditional culture, as well as new opportunities and challenges for the reform and innovation of ideological and political education in colleges and universities. Exploring the theoretical connection between China's excellent traditional culture and ideological and political education in colleges and universities based on the background of the AI era will lay a solid foundation for empowering ideological and political education in colleges and universities with China's excellent traditional culture in the AI era.

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## **2 Current status of preserving and protecting excellent traditional Chinese culture in universities in the era of artificial intelligence**

**Lack of Cultural Connotation:** In the process of protective development and utilization of excellent traditional Chinese culture in some regions, less attention is paid to cultural value and spiritual connotation, with a greater focus on crude protection, affecting the original ecological inheritance of local excellent traditional culture and high-quality development and utilization of local excellent traditional cultural resources by universities.

**Insufficient Teacher Resources:** Although in recent years the country has clearly stated the need to enhance national cultural confidence and improve national cultural soft power, many universities still lack a teaching staff with genuine traditional cultural literacy and proficiency in artificial intelligence technology, making it difficult to meet the needs of information-based teaching of excellent traditional culture education.

## **3 Current status of reform and innovation in ideological and political education in universities in the era of artificial intelligence**

**Insufficient Information Literacy of Teachers:** Some university teachers are resistant to the teaching application of new technologies such as artificial intelligence and are even unwilling to learn and accept artificial intelligence technology due to the influence of traditional ideological concepts, affecting the effectiveness of information-based teaching.

**Technology Dependence and Value Conflict:** The development and application of generative artificial intelligence technology have provided many conveniences for teachers' teaching and students' learning and greatly improved the efficiency of teaching and learning. However, this has also led some teachers and students to become dependent on technology, neglecting the importance of subjective thinking and independent judgment, resulting in some value judgment errors and even value conflicts.

## **4 Countermeasures and suggestions for empowering college ideological and political education with excellent traditional Chinese culture in the era of artificial intelligence**

### **4.1 Leveraging artificial intelligence technology to disseminate excellent traditional Chinese culture**

#### *4.1.1 Pushing content of excellent traditional Chinese culture through intelligent education platforms*

With the development of artificial intelligence technology, universities need to promptly optimize and improve existing online intelligent education and teaching platforms. "Utilizing the latest big data technology to analyze students' actual needs for learning excellent traditional Chinese culture, universities can push targeted ideological and political education resources." Intelligent education platforms can also incorporate modules such as online tests, video explanations, and interactive quizzes to help students learn traditional Chinese culture more comprehensively and systematically, thereby increasing their interest in learning.

#### ***4.1.2 Displaying scenes of excellent traditional Chinese culture through virtual reality technology***

In ideological and political education classrooms, universities can use virtual reality technology to recreate ancient architecture, painting exhibitions, festival celebrations, and other scenes. This helps students perceive the connotation and charm of excellent traditional Chinese culture more authentically and intensifies their emotional and psychological experiences. Even closer encounters with ancient artifacts and artworks through virtual reality technology allow students to observe and touch details, deepening their emotional identification with traditional culture through scenario reproduction and simulation design.

### **4.2 Integrating excellent traditional Chinese culture into the ideological and political curriculum system**

#### ***4.2.1 Incorporating elements of excellent traditional Chinese culture into textbook compilation***

"When participating in the compilation and design of textbooks for ideological and political education for university students, teachers, scholars, and experts can appropriately add chapters on excellent traditional Chinese culture based on the characteristics of the teaching content." This allows students to naturally perceive and transmit traditional culture. Furthermore, famous quotes, classic documents, and historical stories can be introduced in different chapters as teaching cases, expanding the connotation and denotation of the teaching content and enriching the depth and breadth of knowledge instruction.

#### ***4.2.2 Introducing cases of excellent traditional Chinese culture in classroom teaching***

Ideological and political teachers in universities can appropriately incorporate cases related to excellent traditional Chinese culture into their teaching activities, making otherwise relatively dull and abstract knowledge more specific and vivid. For example, by analyzing relevant classic statements, students can be guided to explore life philosophy and comprehend the essence of life. By analyzing red revolutionary stories, students can reflect on the hardships of building a new China and appreciate the heroic deeds of revolutionary ancestors. Through group debates, students can be encouraged to use the dialectical thinking embedded in traditional Chinese culture to analyze real-world problems and propose solutions.

### **4.3 Designing thematic practical activities based on excellent traditional Chinese culture**

#### ***4.3.1 Experiential activities of excellent traditional Chinese culture***

Universities can leverage traditional festival celebrations, campus art festivals, and cultural festivals to invite on-campus and off-campus experts and scholars to deliver lectures, perform non-material cultural heritage performances, and engage in seminars and exchanges. Through interactive Q&A and activity experiences, students can deepen their emotional understanding of traditional culture. Additionally, organizing visits to

revolutionary memorials and historical and cultural sites can guide students to perceive the charm of excellent traditional Chinese culture intuitively.

#### ***4.3.2 Cultural inheritance in social practice activities***

Universities can guide students to perceive and experience surrounding excellent traditional cultures through student club volunteer services and "three rural areas" activities. They can assist communities and streets in planning and organizing traditional festival celebrations and participate in designing and promoting non-material cultural heritage artworks, thereby promoting and transmitting excellent traditional Chinese culture. Meanwhile, relevant teachers can encourage and support students of different majors to apply their knowledge in conducting research on local excellent traditional cultures and designing cultural and artistic works, fostering diverse and pluralistic innovations in traditional culture.

### **4.4 Cultivating ideological and political teachers with traditional cultural literacy**

#### ***4.4.1 Conducting traditional culture education and training for teachers***

Universities should organize training for ideological and political teachers, specialized course teachers, counselors, and others on the knowledge of excellent traditional Chinese culture. Inviting non-material cultural heritage inheritors, experts, and scholars to teach and guide can enhance teachers' ability to transmit and promote traditional culture in curriculum teaching and practical education. Regular training on traditional culture knowledge, with experts and scholars providing instruction, can elevate teachers' traditional cultural literacy and teaching capabilities. Universities can also collaborate with museums, memorials, and practical bases to jointly apply artificial intelligence technology to build resource libraries and databases of excellent traditional Chinese culture, providing educational resources to more teachers nationwide and improving the quality of ideological and political education.

#### ***4.4.2 Encouraging teachers to innovate in education and teaching***

Universities should encourage teachers to actively integrate the essence of traditional Chinese culture into professional education and practical teaching, embedding different cultural knowledge corresponding to different chapters of textbooks. This allows students to continuously improve their cultural literacy while learning professional knowledge. Universities should also support teachers in actively applying technologies such as big data, cloud computing, new media, and we-media to innovate teaching methods in ideological and political education, making traditional culture more vivid and specific. Additionally, teachers should be advised to actively conduct research and teaching activities related to traditional Chinese culture, design and develop distinctive and excellent courses, and create cultural brands.

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