

Original Paper

The Construction of the Subjectivity of Chinese Culture in the Context of Generative Artificial Intelligence: Opportunities, Risks, and Responses

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Abstract

The rapid development of technology is driving the continuous progress of artificial intelligence, with generative AI models like ChatGPT emerging as one of the most innovative and explosive technological forms of the 21st century. The application of this new technology in the cultural field is gradually revealing its enormous potential and value, offering new opportunities for the construction of Chinese cultural subjectivity. Its content generation helps break information monopolies, deepening and strengthening the construction of Chinese cultural subjectivity; its dissemination methods help break echo chambers, enhancing the effectiveness and warmth of cultural subjectivity construction; and its access routes are beneficial in bridging the information gap, expanding the breadth and accuracy of Chinese cultural subjectivity construction. However, the inherent characteristics of generative AI technology and its practical applications also pose various potential risks. Algorithmic bias can increase the difficulty of constructing Chinese cultural subjectivity, cultural hegemony can diminish the core influence of Chinese cultural subjectivity, and profit-driven motives can lead to an imbalance in the construction process. Therefore, it is crucial to actively explore appropriate ways to regulate these risks through optimizing algorithm design, strengthening value guidance, and improving institutional frameworks, so as to assist in the construction of modern Chinese civilization.

Keywords

Generative Artificial Intelligence, Cultural Subjectivity, Modern Civilization of the Chinese Nation

1. Introduction

In June 2023, at the Symposium on Cultural Inheritance and Development, the General Secretary made a significant statement on "cultural subjectivity," saying, "For any culture to stand firm and go far, it must have leadership, cohesion, shaping power, and radiation power, and must have its own subjectivity." Cultural subjectivity is the existence state of a unique value concept with autonomy, initiative, and objectivity that a country demonstrates in its development process. It is also the distinctive cultural traits and value symbols that differentiate a country from others. As an important driving force in the construction of modern Chinese civilization, generative artificial intelligence based on large language models has shown strong development potential in fields such as cultural relic restoration, content creation, and cultural product development. At the same time, the intrinsic characteristics and inherent constraints of this technology inevitably carry cultural concepts from the time and space where the cultural subject resides. Currently, China is at a critical period of technological innovation in artificial intelligence, and we bear the historical mission of consolidating cultural subjectivity. The persistence and development of cultural traditions, values, and spiritual beliefs are important manifestations of cultural subjectivity. Therefore, we need to pay particular attention to the expression of ideas in AI-generated content and strengthen the subjectivity values of modern Chinese civilization in important knowledge domains.

2. "Wisdom" Embodies New "Opportunities": Generative Artificial Intelligence Promotes the Development Opportunities for Constructing Chinese Cultural Subjectivity

Generative artificial intelligence integrates cutting-edge natural language processing technology and has the ability to automatically generate diverse content such as text, images, and even videos. Among these generated outputs, text forms the essential element of language, while images and videos present unique visual forms of language. These innovative technologies provide a fresh perspective and opportunity for strengthening the construction of Chinese cultural subjectivity.

2.1 Breaking "Information Monopoly" and Strengthening the Depth and Intensity of Constructing Chinese Cultural Subjectivity

With the rapid development of information technology, information monopoly has become one of the bottlenecks restricting the construction of Chinese cultural subjectivity. However, the rapid advancement of generative artificial intelligence technologies such as ChatGPT has provided new possibilities for breaking the information monopoly, thereby enhancing the depth and intensity of constructing Chinese cultural subjectivity.

On one hand, the data sources used by generative artificial intelligence to generate content are very extensive, which helps break the monopoly of knowledge and information held by a few individuals. It allows people to access information from different perspectives and sources, thereby enabling a deeper understanding and reflection on issues related to Chinese cultural subjectivity and expanding the depth of its construction (Tian, 2023). Information monopoly refers to the control of information resources,

devices, and technologies by a few, with unreasonable distribution and usage. This not only allows "information capital" to generate high monopoly profits but also leads to partiality and misleading information, which in turn affects the ability and effectiveness of constructing Chinese cultural subjectivity. AI models like ChatGPT are trained on diverse data (such as websites, books, forums, knowledge bases, news reports, etc.), and this diversity enables the models to learn rich language patterns and knowledge. As a result, they can analyze questions from different fields in various forms, such as text, images, and videos, generating relatively comprehensive and creative content.

On the other hand, the content generation process of generative artificial intelligence is interactive. It can generate relatively professional opinions and content based on user inputs and needs, providing more systematic and scientific thinking and guidance for constructing Chinese cultural subjectivity (Zou & Liu, 2023). The interactivity of generative artificial intelligence allows it to continually optimize and improve the generated content to meet users' personalized needs. By utilizing ChatGPT and other generative artificial intelligence technologies, the general public can access more diversified information. During human-machine interaction, users' cognitive breadth can be continuously expanded, increasing their ability for self-reflection and judgment of right and wrong.

2.2 Breaking the "Information Cocoon" and Increasing the Validity and Warmth of Constructing Chinese Cultural Subjectivity

Generative artificial intelligence (AI) combines both universality and individuality in its approach to information dissemination. This combination of universality and individuality plays a significant role in cultural communication, as it can break through the previous dilemma where AI-driven information distribution trapped individuals in "information cocoons" and "information islands" due to algorithmic recommendations, thereby enhancing the warmth and effectiveness of constructing the subjectivity of Chinese culture.

On one hand, generative AI can compensate for the shortcomings in the dissemination of traditional Chinese culture, where there has been a stronger focus on generalized ideas while neglecting the individualized needs of the audience. The core of generative AI lies in its ability to provide highly personalized information based on the interests and needs of users. This means that the transmission of traditional Chinese culture can more accurately grasp the unique interests and needs of different audiences through a comprehensive analysis of their online behaviors, offering more tailored and "understanding" content that aligns with people's individual traits (Li, 2020). This personalized approach allows the audience, when naturally exposed to content relevant to them or of interest, to unconsciously embrace the guidance of generalized mainstream ideologies, thus fostering greater resonance and attention.

On the other hand, based on machine deep learning technologies, generative AI makes the construction of Chinese cultural subjectivity more concrete, emotional, and three-dimensional, thus increasing the warmth of this cultural subjectivity construction. Currently, generative AI can more deeply engage with people's emotions and cognition, facilitating more vivid and natural exchanges of information and

understanding. This new narrative approach enhances the sense of identity and participation in traditional culture (Ma & Chen, 2024). The new narrative information presentation brought by generative AI in the dissemination of traditional Chinese culture is more likely to evoke emotional resonance among people, enhancing the appeal and influence of traditional culture among the general public. It is easy to imagine that when traditional culture is integrated into daily life in a "scattered" form, it will undoubtedly make the construction of Chinese cultural subjectivity gentler and more relatable. This approach strengthens the integration and alignment of traditional culture with people's lives, thereby continuously increasing its governance warmth.

2.3 Bridging the "Information Gap" and Enhancing the Breadth and Precision of Constructing Chinese Cultural Subjectivity

The "information gap" can not only exacerbate social inequality, hindering continuous social development and progress, but also place certain groups at a disadvantage in accessing information and knowledge, which can affect the dissemination of traditional Chinese culture. Generative artificial intelligence offers convenience and precision in accessing information, helping to bridge the "information gap" and enhance the breadth and accuracy of constructing Chinese cultural subjectivity.

On one hand, generative artificial intelligence allows people to access information more conveniently, improving the efficiency of information dissemination and expanding the breadth of Chinese cultural subjectivity construction. Intelligent models like ChatGPT can respond in real-time, process user inputs, and generate content in diverse forms, such as text, images, or videos. The immediacy of this technology provides significant convenience for those constructing Chinese cultural subjectivity, eliminating the need for time-consuming information collection and organization (ChatGPT May Be the Fastest Growing App in History, 2023). Furthermore, the new generation of artificial intelligence is user-friendly; by simply inputting the relevant content, users can receive the corresponding results, reducing the difficulty for staff to get started and increasing the usability and popularity of this technology in the construction of Chinese cultural subjectivity.

On the other hand, the ability of generative artificial intelligence to process massive amounts of data rapidly enhances the precision of constructing Chinese cultural subjectivity. Models like ChatGPT are trained and optimized with large datasets and possess a certain level of "human-like understanding," allowing them to relatively accurately grasp user intentions and needs and generate content suited to specific contexts and scenarios. By processing vast amounts of data, generative AI can develop the capacity to scientifically assess the development laws and trends of ideologies, providing strong analytical support for policy-making and decision-making. It can effectively identify potential risks and issues in constructing Chinese cultural subjectivity, enabling timely awareness of various social trends and public opinion hotspots, and effectively shortening the "time gap" between online rumors and truth clarification. This allows for targeted early warnings and responses, ultimately improving the accuracy of constructing Chinese cultural subjectivity.

3. "Risks Hidden in Intelligence": The Potential Risks in Constructing Chinese Cultural Subjectivity in the Context of Generative Artificial Intelligence

Technology, as the objectification of science and the manifestation of human essential power, has a dual nature in sensory activities. On one hand, the rise of generative artificial intelligence technology provides new opportunities for the construction of Chinese cultural subjectivity; on the other hand, its technical characteristics and practical applications may also give rise to a series of new potential risks.

3.1 *"Algorithmic Bias" Increases the Difficulty of Constructing Chinese Cultural Subjectivity*

The generation of cultural subjectivity is inseparable from a specific practical subject. The construction of cultural subjectivity refers to the subjectivity of cultural builders, which means that the broad masses of people, as practical subjects, continuously create, innovate, and develop culture based on an accurate understanding and grasp of the laws and trends of cultural development. From the perspective of intelligence, algorithmic recommendation is an advanced technology that simulates human thinking and, under the nourishment of massive data, continuously captures the personalized needs of the audience, thus achieving precise delivery.

In the cultural field, algorithmic recommendation for precise delivery mainly follows the following logic: First, information isolation. Algorithmic recommendation leverages its powerful computational capabilities to efficiently anchor, integrate, and extract cultural content favored and pursued by the audience from the digitized cultural resources, thereby achieving precise targeting of cultural dissemination content and its audience (He, 2023). However, this process not only turns culture into a passive, unchanging object but also causes cultural construction subjects to lose their conscious agency in cultural creation and expression. Second, preference reinforcement. Algorithmic recommendation can automatically generate user profiles based on the interaction data generated by the audience on cultural exchange platforms. The premise of generating user profiles is that the cultural needs of the audience are digitized. After multiple rounds of algorithmic computation and transmission, what ultimately appears before the audience is merely a "manufactured truth" simulated, preset, and constructed by the algorithm. Thus, under algorithmic recommendations, the cultural construction subjects lose their gatekeeping authority over cultural content. Over time, the audience is easily trapped in the "algorithmic preference trap." (Niu, 2023)

3.2 *"Cultural Hegemony" Reduces the Influence of the Core of Chinese Cultural Subjectivity*

Chinese excellent traditional culture has a profound subjectivity gene and core. The subjectivity of the cultural core answers the value appeal of "where does Chinese civilization come from and where is it going." The values of benevolence, people-centeredness, harmony, and great unity in Chinese excellent traditional culture constitute the most basic cultural genes of the Chinese nation and are the core of Chinese culture. These values are a significant identifier that distinguishes Chinese culture from other cultures. In recent years, highly praised cultural works such as the animated short film Chinese Strange Tales and digital cultural projects like "Digital Dunhuang" and "Digital Museums" are products of the deep integration of generative AI technologies like ChatGPT with literature, film, and publishing.

These works not only greatly enrich people's cultural experiences but also continuously "revive" and "trend" Chinese excellent traditional culture through creative transformation and innovative development.

However, Western capitalist countries, through digital hegemony, have been embedding their values and ideologies into our national culture, laying the groundwork for cultural distortion, aesthetic generalization, and technological counter-control of culture. First, there is a tendency toward nihilism under high-intensity sensory stimulation (Chen, 2022). Western countries have cleverly used the winds of cultural globalization and "digital hegemony" to continually import cultural products attached to capitalist ideologies into China. The aim is to weaken people's identification with Chinese national identity, culture, and spirit. The brilliance of generative AI technology like ChatGPT lies in its ability to mix real and virtual data, creating "virtual-real isomorphism" in cultural forms, subtly stimulating people's visual, auditory, and tactile senses, and leveraging their psychological desire for sensory stimulation to promote capitalist culture (Tian, 2023). Second, there is a tendency toward aesthetic alienation under the loss of rationality. With the deep application of big data and artificial intelligence, modern society has gradually fallen into the dilemma of aesthetic alienation. People are no longer satisfied with "following a map" for textual content but are more inclined to pursue vivid aesthetic commodities. Literary works and commercial products have long been in opposition, but when literary works are detached from human social practice and shifted to intelligent big data, their aesthetic value can be consumed. The cultural core differs from products, as it cannot be mass-produced and infinitely replicated by technology. Only by maintaining the subjectivity of Chinese culture and preserving the aesthetic value of Chinese excellent traditional culture can we forge a new brilliance for Chinese culture.

3.3 "Profit-driven" Induces Imbalance in the Construction of Chinese Cultural Subjectivity

Marx believed that under capitalist conditions, the invention and application of machines and technology are no longer driven solely by individual interests, but are aimed at "reducing the value of commodities, thereby lowering their prices, making them cheaper, and shortening the necessary labor time to produce a commodity." This indicates that the development and application of new artificial intelligence technologies are inevitably subordinated to the logic of capital accumulation and the pursuit of surplus value, which is the essential principle behind the invention of modern machines and technologies. The profit-driven nature of capital will first determine how generative artificial intelligence technologies, such as ChatGPT, generate substantial profits. The owners of these technologies will prioritize using AI to spread commercially valuable content rather than disseminating mainstream values in a comprehensive and impartial manner (Li & Xiao, 2024). Furthermore, generative AI technologies rely on vast amounts of data, much of which is derived from the digital labor of ordinary "digital producers and consumers." These data are monopolized and appropriated without compensation by a few digital platforms, which, by controlling these monopolistic production materials, can set monopoly prices in the digital consumption field.

With the support of new intelligent technologies, digital platforms, under the influence of capitalist logic, are prone to imbalance in content moderation and public opinion guidance. In order to pursue traffic and profits, platforms focus on hot topics, trivial content, or extreme views, deliberately creating and spreading "information opium" that captivates users' emotional psychology (Miles et al., 2018). The public opinion environment driven by capital logic will severely weaken the spread and influence of traditional Chinese culture, putting it at risk of "losing its voice."

4. Promoting "Governance" through "Wisdom": Response Strategies for Constructing Chinese Cultural Subjectivity in the Context of Generative Artificial Intelligence

Marx pointed out the need to "learn to distinguish between machines and their capitalist applications." This means that if generative artificial intelligence is governed by capitalist logic, it will inevitably lead to many risks and hidden dangers. Therefore, based on recognizing the subjectivity inherent in artificial intelligence, it is necessary to build an "intelligent defense line" for constructing Chinese cultural subjectivity through optimizing algorithm design, strengthening value guidance, and improving institutional development. This will transform the "intelligent variables" into "governance increments" and ultimately release the "maximum positive energy."

4.1 Optimizing algorithm design to guide intelligent technology towards positive and beneficial development

The content generated by generative artificial intelligence is primarily constrained by algorithm design (Zou & Liu, 2023). To ensure that mainstream values guide the development of new intelligent technologies in a positive and virtuous direction, optimizing algorithm design is crucial. To achieve this, we can optimize algorithm design by ensuring "data justice," improving algorithm transparency, and strengthening ethical and moral guidance.

First, improving algorithm transparency, breaking the "black box" of algorithms, and exposing "algorithmic bias" are essential. Promoting transparency in algorithms will help address the "black box" issue of artificial intelligence. This will encourage intelligent companies to proactively disclose their algorithms and provide algorithm explanations, allowing them to use more interpretable and transparent methods to optimize algorithm design. This will help people better understand the working principles and output results of generative artificial intelligence algorithms (Ru, 2018). Experts and scholars from various fields, such as technology, philosophy, ethics, and social sciences, must participate in the design and optimization of algorithms, working together to explore practical pathways for integrating Chinese traditional culture into the development of new technologies and establish new platforms for the dissemination of Chinese culture.

Second, introducing ethical and moral guiding principles is crucial to ensuring that new intelligent technologies develop in a positive and virtuous direction. The establishment of "artificial intelligence ethical guidelines" and "ethical norms for algorithm practitioners and the AI industry" can regulate and guide algorithm designers to fully consider social responsibility during the development process. These

principles should cover areas such as data usage, privacy protection, fairness, and inclusivity, ensuring that algorithm design adheres to mainstream values while avoiding negative impacts on users and society. At the same time, we must "strengthen the cultural construction of talent teams," focusing on the cultural education of artificial intelligence professionals, and strive to cultivate a highly educated new generation of intelligent technology talent (Cao, Zhou, Lee et al., 2023). After all, when solving the issues in artificial intelligence, "the human factor plays a crucial role, as we need to set the correct parameters for algorithm performance, conduct regular checks, provide large datasets for the algorithms, and review the working principles of algorithms from different perspectives, ensuring that they work for us, not against us, or against some people."

4.2 Strengthening Value Guidance, Adhering to the Goal of Cultivating People through Culture

Chinese excellent traditional culture not only contains profound and firm cultural confidence but also embodies the feelings and wisdom of cultural individuals. Before the data processing and content generation of generative AI like ChatGPT, it has been mechanically embedded with genes that contain Western ideological influences, making it an important tool for value penetration (MASLEJ, 2023). "Cultural subjectivity is ultimately human subjectivity, and the highlighting of human subjectivity must inevitably be enlightened and nourished through culture." In this context, adhering to the goal of cultivating people through culture and fully utilizing the advantages of intelligent technology to strengthen value guidance is the inevitable path for new cultural life forms to align with the development of the times (Sun, 2012).

First, we must uphold and consolidate the guiding position of Marxism. "On the fundamental issue of upholding the guiding position of Marxism, we must remain unwavering and not allow the slightest wavering under any circumstances." In the face of cultural challenges brought about by generative AI like ChatGPT, we must use Marxism as a sharp theoretical weapon to counter these issues, tearing apart the "technologically neutral" disguise manipulated by capitalist logic, and ensuring that the mainstream cultural leadership based on value recognition continues to generate steadily within the entire cultural communication ecosystem.

Second, we must vigorously promote the core values of socialism. Generative AI like ChatGPT, as a technological form, does not possess the ability to "think," explain concepts, or impart systematic cultural knowledge. Therefore, leveraging the advantages of "technology empowerment" to vigorously promote socialist core values and build and nurture the mainstream cultural communication ecosystem is beneficial for increasing people's emotional recognition of Chinese culture and their identification with the Chinese nation (Xia & Xue, 2024). On the one hand, we need to further enhance the content supply capacity of socialist core values in the field of intelligence. "By deeply exploring and expounding the contemporary value of Chinese excellent traditional culture, such as promoting benevolence, prioritizing the people, upholding integrity, advocating justice, valuing harmony, and seeking great unity," we cultivate and practice the socialist core values to firmly uphold the foundation of Chinese culture. On the other hand, we must further enhance the theoretical interpretation power of

socialist core values in the intelligent realm, striving to highlight the value of Chinese culture amid the coexistence of diverse social ideologies.

4.3 Improve Institutional Development and Strengthen Technical Regulation of Intelligent Algorithms

Institutions influence strategic choices, and thus affect social outcomes." Institutional elements profoundly impact the fundamental rules and boundaries of behavior in the construction of the subjectivity of Chinese culture.

Firstly, avoid intelligent algorithms using technology ethics rules. Technology ethics is a product of human society's development to a certain stage. Its underlying logic requires "mastering and regulating technology," guiding technology to develop in a positive direction, maximizing the development benefits technology can offer, while minimizing and controlling potential risks. The threshold for the admission of intelligent technology needs to be raised. The regulatory standards for generative artificial intelligence, such as ChatGPT, should align with international standards while also considering the specificities of China's generative artificial intelligence industry. It is necessary to establish admission and usage standards suitable for the development of China's intelligent industry, guiding, regulating, and strengthening the relevant practitioners, while improving political awareness and sense of responsibility. Technical power should be used to address technical vulnerabilities.

Secondly, use laws and regulations to regulate intelligent algorithms. Generative artificial intelligence, such as ChatGPT, is not above the law. It must be constrained by the rule of law, transforming into a technical tool that drives the creative transformation and innovative development of Chinese traditional culture, contributing to the construction of modern Chinese civilization. On the one hand, it is necessary to vigorously improve the laws and regulations in the field of generative artificial intelligence. Currently, China has introduced regulations such as the "Interim Measures for the Management of Generative Artificial Intelligence Services," effectively preventing the value distortions and ethical alienation that may arise when generative artificial intelligence is applied to the cultural sector (Zhang, 2023). However, compared to the risks posed by real-world technology, the interpretative power and applicability of existing laws and regulations still need to be strengthened. On the other hand, legislative efficiency in the field of generative artificial intelligence needs to be enhanced. Currently, the legislative process in China for generative artificial intelligence is relatively lengthy, typically prompted by problems arising in the cultural or ideological sectors before legislation is enacted, lacking foresight and effectiveness.

5. Conclusion

Currently, the General Secretary has put forward new requirements for consolidating cultural subjectivity. Only by fully preserving and adhering to the cultural characteristics and values of our nation can we effectively respond to the opportunities and challenges arising from cultural turbulence. The rapid development of artificial intelligence and the technological revolution it brings is a key milestone in the process of building modern Chinese civilization. It can be foreseen that in the near

future, artificial intelligence will profoundly reshape the landscape of social life, even disrupting traditional models of knowledge production and dissemination, triggering a series of far-reaching structural changes. However, disruptive forces are often accompanied by significant crises, especially the subtle influence of AI-generated content on human thinking patterns, which should draw special attention and careful response from our country, as we must guard against the ideological dominance imposed by developed Western nations through their control over AI technology. To enhance our nation's influence in the international AI arena, we should fully integrate advanced technological methods such as timeline weighting with policy tools like ethical and moral frameworks, strengthening the expression of cultural subjectivity in AI content and discourse, thus leading the continued development of the intelligent era with the guiding principles of socialism with Chinese characteristics in the new era.

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