

Original Paper

Wensheng Video Artificial Intelligence Empowers Ideological and Political Education in Colleges and Universities: Value, Risk and Response

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Abstract

With its unique world simulation mechanism, the video artificial intelligence is becoming a key variable driving the reform of ideological and political education in colleges and universities. At the level of production logic, this technology realizes the morphological transition of ideological and political education resources from abstract symbols to concrete pictures; at the level of teaching logic, it promotes the paradigm transformation of education mode from “one size fits all” to precise drip irrigation; at the level of communication logic, it promotes the deep extension of the educational position from physical space to the integration of virtual and real. However, at the same time, technological iteration is also accompanied by the hidden worries of value orientation, the loss of teachers’ subjectivity and the ethical dilemma of data security. In order to avoid technological alienation, it is urgent to establish the dominant position of mainstream ideology from the perspective of value theory, enhance the mathematical intelligence competence of educators from the perspective of subject theory, and construct a rigid and flexible governance framework from the perspective of methodology, so as to realize the deep integration and benign mutual construction of technology and ideological and political education in the process of innovation.

Keywords

wensheng video artificial intelligence, ideological and political education, practice path

1. Introduction

In the era of generative artificial intelligence, with the rapid development and evolution of video artificial intelligence, this technology is reshaping the ecology, concept and method of education in a new form. As a technology that can transform user-input text instructions into visual images, the advent

of Wensheng video artificial intelligence has achieved a subversive breakthrough in AIGC technologies such as traditional Wensheng Wen and Wensheng Tu, and has had a profound impact on the production and life of the public. At present, colleges and universities should actively explore how to use Wensheng video artificial intelligence to empower college students' ideological and political education work, more effectively promote the effectiveness of ideological and political education, effectively guide college students to establish correct three views, and implement the fundamental task of moral education. At the same time, while paying close attention to the great opportunities brought by this technology to ideological and political education, it is also necessary to pay attention to the risk challenges that may be caused by its integration into the whole process of ideological and political education, and put forward targeted coping strategies, so as to promote the ideological and political education of colleges and universities in the era of generative artificial intelligence to achieve a higher level and higher quality development.

2. The Realistic Opportunity of Ideological and Political Education in Colleges and Universities Empowered by the Artificial Intelligence of Wensheng Video

The video artificial intelligence has great potential in significantly improving the vividness, accuracy, immersion and extensibility of ideological and political education in colleges and universities, and can inject strong impetus into the content production, teaching methods and communication efficiency of ideological and political education in colleges and universities.

2.1 Content Production Dimension: To Realize the Visualization and Concretization of Ideological and Political Education Resources

Solve the problem of theoretical abstraction and enhance the appeal of teaching. The video artificial intelligence can change the presentation of traditional educational content. In the past, the presentation of traditional education content was often static, rigid and highly abstract, which made the educatees' acceptance and internalization of the teaching content of ideological and political education in colleges and universities unsatisfactory. For example, when teachers teach the brilliant achievements that have attracted worldwide attention since the founding of the People's Republic of China, relying solely on the stacking of text data or the display of static images, the touch of college students is far less than the shock and intuition of the audience brought by the video content. However, teachers of ideological and political courses in colleges and universities often do not have superb video production technology. Even if some groups are proficient in video editing technology, they will be dissuaded because of time, equipment, technology and other factors. Therefore, the advent of Wensheng video artificial intelligence will solve this pain point problem, which can help ideological and political teachers to transform the text language in the textbook into a visual language with immersive characteristics. Under the blessing of this kind of technology, the attraction, cohesion, appeal and memory of ideological and political education content will be significantly enhanced, which is an important innovation in the way of ideological and political education. In addition, when ideological and political

teachers are telling about some important events in history, due to the lack of technical conditions in the historical period at that time, they often cannot effectively record the image or audio-visual information of a certain event in history, which leads to the fact that when telling these historical events, they can only rely on literature or image information that is rarely circulated, and cannot guide the audience to deeply learn and deeply understand this historical event. The artificial intelligence of literary video has a strong ability to simulate the world, and teachers can input text description instructions for a certain historical event in such tools. According to the instructions, the technology can generate vivid and vivid AI video images. This transformation from text description to situation reproduction is in line with the learning and cognitive habits of college students in the era of visual culture, which can effectively reduce the threshold of theoretical understanding. The video artificial intelligence can construct immersive teaching scenes and improve students' participation. This kind of technology not only has the ability of text to generate video, but also has the function of image to generate image. Teachers of ideological and political courses can use this kind of technology to bring heroes (such as Dong Cunrui, Lei Feng, Jiao Yulu, etc.) from textbooks into the real classroom, provide students with a distinctive course learning experience, and enable historical figures to interact with the classroom audience in an immersive way "across time and space", making model education more into the mind.

2.2 Teaching Method Dimension: Promoting the Personalization and Intelligence of Ideological and Political Education Model

In the past, the teaching progress, curriculum materials and learning evaluation tend to be unified, which cannot take into account the cognitive characteristics and subject background of each student. This will lead to the teaching content of ideological and political courses can not make each audience better internalized. With the help of Wensheng video artificial intelligence, teachers can automatically generate AI video ideological and political teaching content that is highly consistent with the portrait of student groups according to the specific characteristics of the audience groups in different teaching classes, and realize the individualized transformation of ideological and political teaching content from "one thousand people" to "one thousand people." Due to the limitation of time, technology and other factors, ideological and political teachers cannot formulate specific video-based teaching content according to the characteristics of different teaching classes. They can only blindly read textbooks or PPT content. Teachers of ideological and political courses only simply take coping with inspections and completing class hour requirements as the main teaching tasks, rather than taking how to better internalize the content of ideological and political courses into students' words and deeds as the main goal. Nowadays, ideological and political teachers can completely transform the rigid and abstract text language in textbooks into an image and vivid visual language that fits the characteristics of the audience. In addition, the intellectualization of the ideological and political education model is not simply to replace the text symbols with video content, but to increase the appeal and appeal of the text symbols at a deeper level, so that the cognitive load of the ideological and political course audience on the abstract theoretical content of the textbook continues to decrease, and the audience's interest in

learning is enhanced. It is worth noting that the Wensheng video artificial intelligence has strong video generation ability. The AI video content generated by it not only has long time sequence consistency, strong understanding of the laws of the physical world, high realistic sense and multi-lens narrative ability, but also can quickly generate video content of about one minute. Teachers of ideological and political courses can use such tools to efficiently produce AI ideological and political video content for audiences with different characteristics, so that teachers of ideological and political courses can get rid of the lack of ideological and political video materials or the dilemma of low quality, and devote more time to classroom design and lesson plan design, so as to promote ideological and political education from one-way indoctrination to cognitive co-construction of human-computer collaboration.

2.3 Communication Efficiency Dimension: Expand the Breadth and Depth of Ideological and Political Education Position

Wensheng video artificial intelligence has a strong video production capacity, which can break through the limitation of time and space, and realize the inclusive sharing of educational resources, thus significantly enhancing the penetration and influence of mainstream value communication, thus promoting the reform of the “intelligent visualization” teaching paradigm of ideological and political education. First, in the breadth of time and space, the Wensheng video artificial intelligence can break through the limitations of time, space and region, and vividly visualize the grand narrative of China’s history (such as national development, civilization evolution and other levels) at a very low time and material cost. Secondly, in terms of symbolic depth, such technologies can transform political discourse into visual symbols with shocking appeal. Thirdly, in terms of cognitive depth, the AI ideological and political video content output by Wensheng video artificial intelligence can bring a high-intensity immersion to the audience. In the process of using this kind of technology, with the help of real-time rendering and feedback mechanism, the audience can be substituted into the situation constructed by this kind of technology. In the virtual practice, the audience can perceive the inevitability and complexity of the occurrence of historical events, and then the audience’s own rational recognition and emotional resonance of the ideological and political course content are deepened. Through the deep integration of the dual logic of technology and communication, the artificial intelligence of Wensheng video has expanded the spatial coverage and social embeddedness of the ideological and political education position horizontally, and also deepened the emotional penetration and cognitive conversion rate of value transmission vertically.

3. The Risk Challenge of Ideological and Political Education in Colleges and Universities Empowered by the Artificial Intelligence of Wensheng Video

Wensheng video artificial intelligence has brought transformation opportunities for ideological and political education in colleges and universities, but with the deep embedding of technology, it has also spawned a series of practical risks and challenges, such as implicit misalignment, subject loss, security imbalance and so on.

3.1 Technical Ethics Dimension: Potential Bias of Algorithmic Bias and Value Orientation

People tend to give “positive” identity to new things and are optimistic about the objective reality of such things. However, Wensheng video artificial intelligence is not value-neutral, and each technical link of its AI video content generation contains value choices. The deep embedding of artificial intelligence has brought about problems such as cultural sovereignty technology dependence, ideological communication bias, and fragmentation of value systems (Note 1). When we are preparing to use the Wensheng video artificial intelligence to assist the ideological and political education of college students, we should not ignore that this kind of technology may imply the designer's Western values and specific language logic. This is likely to cut the effectiveness of ideological and political education in colleges and universities to varying degrees in a daily and hidden way. For example, some of the video data sets required for the daily training of the video artificial intelligence in the daily training are mainly derived from the major video and social platforms in the United States and the West, which are based on Western values as the operating criteria, and many of the content displayed on the platform is opposite to the core values of socialism (Note 2). If ideological and political teachers, as the backbone of the ideological and political education system for college students, widely use this kind of technology to assist the teaching of ideological and political courses, the generated teaching content will hide a large number of value tendencies that are contrary to the mainstream ideology. The course of ideological and political education in colleges and universities is the basic link to help college students establish a scientific world outlook, outlook on life and values. The college students are in the key stage of shaping the values, and the personality gradually tends to be stable, but it has not yet been completely finalized, and still has strong plasticity, and the ability to judge the bad values hidden behind some value content is weak, lacking sufficient discrimination and vigilance. Long-term exposure to such teaching content with “value deviation” has a serious negative impact on college students' thoughts and behaviors, and will seriously impact the realization of the fundamental goal of ideological and political education in colleges and universities.

3.2 The Dimension of Educational Subject: The Weakening of Teachers' Dominant Position and Role Anxiety

The introduction of video artificial intelligence technology into ideological and political classrooms in colleges and universities can not only reshape the power structure and teacher-student relationship of ideological and political classrooms, but also pose a serious impact on the dominant position of teachers. This kind of technology has strong AI video generation ability, and ideological and political teachers can generate video materials that meet the classroom content according to the needs of classroom teaching. Under the blessing of technology, ideological and political teachers are likely to rely too much on the use of AI technology to form the main tool of classroom teaching content, that is to say, ideological and political teachers will transfer the responsibility of ideological and political teaching to AI technology, and ignore the cultivation of their own teaching skills and the construction of knowledge system. Over time, the ideological and political classroom in colleges and universities

will be transformed into a “video screening class,” rather than a high-quality classroom with close interaction between students and teachers. The classroom is dominated by video, and the teacher’s theoretical interpretation, value analysis and emotional guidance function are marginalized, and then become the operator and administrator of AI technology. This not only weakens the depth of the teaching content of ideological and political courses in colleges and universities, but also dilutes the ‘human temperature’ in the process of teaching and educating people, showing utilitarian and malignant characteristics, deviating from the original intention of “implementing the fundamental task of establishing morality and cultivating people” in ideological and political courses in colleges and universities. In addition, in this process, the teachers of ideological and political courses have transferred the design and thinking power of classroom teaching objectives, teaching contents and teaching methods to the artificial intelligence of Wensheng video. In this process, they have lost their ability to think independently, and have significantly reduced the prevention of AI content generated by this kind of technology. Gradually strengthen the convincing of this kind of technology, and ignore the review and check of its output content under the shadow of the powerful video generation ability of this kind of technology. The essence of ideological and political courses in colleges and universities is to do a good job in people’s work. The key to doing this work well lies in the spiritual communication and emotional resonance between the teaching object and the audience. Although the artificial intelligence of Wensheng video can restore the historical situation image and the highly abstract theoretical system with high fidelity through its superb “world simulation technology”, this kind of technology cannot realize the spiritual communication and personality appeal between teachers and students in ideological and political courses. If the ideological and political teachers in colleges and universities rely too much on virtual image teaching, it will seriously hinder the ideological communication and emotional interaction between teachers and students in the ideological and political classroom, and can not help teachers better understand and approach students, which will lead to the ideological and political content can not really touch the spiritual world of students, and become the key to hinder the real role of education.

3.3 The Dimension of Information Security: Data Privacy Leakage and the Increasing Digital Divide

The privacy security of college teachers and college students may be greatly damaged in the process of frequent use of Wensheng video artificial intelligence. Wensheng video artificial intelligence mainly relies on massive image data (images, videos, etc.) when training and generating video content. This kind of data is different from the text-based data required by the previous text-based artificial intelligence in the process of interacting with users. The image-based data contains far more sensitive information than the text-based data. It involves the lifelong fixed biological features or concrete features of related people or other objects, which can lead to the overall collapse of the privacy defense line. For example, a photo of a person often contains biological information such as human faces, and a photo of a landscape may also contain information such as precise geographical location and related important facilities. With the continuous promotion and popularization of video artificial intelligence,

the risk of privacy data leakage caused by the use of this kind of technology by college students and teachers is gradually increasing. In addition, the adoption and application of intelligent technology are subject to many factors such as economy, culture and psychology. The higher the economic status, the higher the cultural level, the stronger the innovation spirit, and the better the digital literacy, the better the acceptance and use of new technologies, and vice versa (Note 3). The rich AI digital resources are mostly concentrated in more developed urban areas, while the supporting rate of related facilities in relatively backward rural or remote areas is relatively low, which greatly limits the teaching activities of ideological and political courses embedded in the backward areas. Correspondingly, the efficient utilization rate of artificial intelligence tools such as video in such areas will also decrease. This will weaken the fairness and effectiveness of ideological and political education in colleges and universities, and may lead to the structural imbalance of educational ecology and the uneven distribution of educational resources caused by technical barriers. More seriously, this phenomenon will exclude some vulnerable groups from the AI ideological and political education system.

4. The Risk Response of Ideological and Political Education in Colleges and Universities Empowered by Video Artificial Intelligence

4.1 Strengthening Value Guidance: Constructing the Ethical Stipulation System of Technology to Goodness

The integration of Wensheng video artificial intelligence technology into the ideological and political classroom in colleges and universities has accelerated the development process of intelligent ideological and political education in colleges and universities. Relying on its powerful world simulation ability and visual information creation ability, Wensheng video artificial intelligence shows its unique technical potential in the process of ideological and political classroom education in colleges and universities, such as immersive scene construction, multimodal discourse expression, customized learning content, and keeping up with the pace of the times. However, the current generative artificial intelligence has not yet crossed the “boundary line” of instrumental rationality, and is more subject to the constraints of capital logic, which in turn brings ideological security risks to the teaching of ideological and political courses in colleges and universities. It is urgent to limit the excessive intervention of capital logic in the application of generative AI and establish the dominant position of value guidance. We should use the artificial intelligence of literature and video as an auxiliary tool to improve the effectiveness of teaching, rather than alienating it into a non-mainstream ideological infiltration machine overriding the fundamental task of “cultivating morality and cultivating people” in colleges and universities. On the one hand, we should regulate the logic of capital and strictly control the implicit ideological infiltration of such technologies in the process of ideological and political education in colleges and universities. It is necessary to build a strong institutional guarantee system, formulate a negative list of the integration of video artificial intelligence into the teaching of

ideological and political courses in colleges and universities, draw a clear technical boundary for teachers and students to use this kind of technology, and explicitly prohibit the use of this kind of AI technology in teaching scenes. At the same time, an ethical review committee including legal experts, ethical experts, and ideological and political teachers should be established in time to negotiate and formulate an impact assessment system, so as to build a security line for the application of video AI technology in ideological and political classrooms in colleges and universities. On the other hand, the government and relevant education departments should tighten the access threshold of the video AI technology in the ideological and political classroom of colleges and universities, and carefully examine the qualifications and development background of the companies using the technology. In addition, the relevant departments of colleges and universities should agree with the technology suppliers to agree on the application authority of the video AI technology of the students in the classroom, and always do not only “technology theory”, let the video AI of the students become the “scaffold” of the moral education in colleges and universities, rather than the “baton”, so as to better promote the benign development of ideological and political education in colleges and universities.

4.2 Improve the Quality of the Main Body: Cultivating a New Type of Ideological and Political Teacher Team with Human-computer Collaboration

In the face of the influence of the video artificial intelligence on the teaching system of ideological and political courses in colleges and universities, teachers of ideological and political courses must take the initiative to embrace this kind of AI technology, know the root of the video artificial intelligence, and deeply realize that this kind of technology can inject new kinetic energy into the education mode of ideological and political courses in colleges and universities, and create a new position for moral education in colleges and universities, rather than just use it as a simple technical tool. Teachers of ideological and political courses in colleges and universities should focus on how to use the technical advantages of such tools to solve the pain points, difficulties and blockages in the teaching of ideological and political courses in colleges and universities, and effectively enhance the appeal and appeal of college students to ideological and political courses in colleges and universities. The competent authorities of colleges and universities should regularly organize seminars and academic conferences on topics such as AI empowering ideological and political education in colleges and universities, so as to improve the AI use skills of teaching subjects and audiences of ideological and political courses. The technical cognition and use ability of this group of students to video artificial intelligence determines whether this kind of technology can be better integrated into the ideological and political education classroom in colleges and universities. In addition, the assessment of AI mathematical literacy should be included in the comprehensive assessment and evaluation system of ideological and political teachers in colleges and universities, and a corresponding incentive system should be established. In addition, experts and scholars in the fields of law and ethics should also be regularly organized to carry out relevant special training for ideological and political teachers around the extensive use of video artificial intelligence. The training content mainly covers political literacy,

privacy security, digital copyright protection, etc., helping teachers of ideological and political courses in colleges and universities to use such technologies in a standardized and safe manner, aiming to enable teachers to clarify the legal boundaries and ethical and moral bottom lines of technology application. For college students, relevant departments should integrate university resources and social resources to set up open courses on related topics such as “AI ethics” and “AI general education”, so as to create a high-quality curriculum resource library with wide influence and higher quality. More importantly, ideological and political teachers in colleges and universities should focus on improving the ability of individuals to transform high-quality textbook resources into AI visual language. For example, the content of the ideological and political course of some historical materials is only expressed in words, and there is a lack of certain visual information materials (such as pictures, videos, etc.), which leads to the fact that college students cannot substitute their own real emotions when learning this part of the teaching content, directly blocking the key transformation of students from “bystanders” to “witnesses”. Teachers can transform the teaching content that only sees the text but not the picture into visual content with impact and appeal through the efficient use of literary video artificial intelligence, thus greatly improving the attractiveness and effectiveness of ideological and political courses in colleges and universities.

4.3 Optimizing Technology Governance: Promoting Independent Innovation and Controllable Development of Core Technology

To prevent and resolve the risk of technical politics, we can focus on exploring the regulation strategy from the process of technology research and development and operation (Note 4). Research and development of domestic video-like artificial intelligence in line with mainstream values, which is the key to preventing and resolving the risk challenges brought by video-like artificial intelligence in the process of integrating into ideological and political teaching in colleges and universities, and is also the main measure to truly avoid the risk of Western ideological penetration caused by such technology. Basic research is a necessary link in the research and development of artificial intelligence technology. In order to speed up the research and development of video artificial intelligence with completely domestic independent intellectual property rights, we should make up for the weak shortcomings of basic research of artificial intelligence, provide solid foundation support for the innovation and development of this kind of technology, and rely on universities and industry resources to establish artificial intelligence basic research centers to improve the efficiency of scientific and technological achievements transformation. In terms of quantity expansion, we should focus on the basic research and key technology fields of artificial intelligence, speed up the establishment of artificial intelligence colleges, specialized scientific research institutions or higher research institutes, and promote the construction of “college-school-provincial-national” pyramid scientific research platform system, so as to realize the transformation of R & D carrier from point breakthrough to surface coverage (Note 5). At the same time, the development of basic research in the field of artificial intelligence requires a large number of top scientists and senior engineers. Government departments should introduce

corresponding measures to improve the work and life security of researchers in the AI field and avoid brain drain. The education department should strengthen the top-level design, comprehensively optimize the talent training system of artificial intelligence and other majors, and strive to cultivate a group of local top-notch innovative talents with reliable politics and excellent technology. More importantly, the value orientation of the output generated content of Wensheng video artificial intelligence is closely related to the training data used in the training process. Therefore, strict examination and access to the training data required for Wensheng video artificial intelligence is a necessary measure to deal with the risk challenges caused by the integration of this technology into the ideological and political education in colleges and universities.

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Notes

- Note 1 .Yang Min & Yuan Jia. Value change and construction path of national cultural security system driven by artificial intelligence. *academic exploration*, 1-10.
- Note 2. Guo Mingfei & Jiang Dengfei. (2026). Ideological Security Risks of SORA: Pattern Analysis, Generative Logic and Preventive Response. *Theory and Comment*, (01), 85-96.
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