

The Alignment Logic of Generative Artificial Intelligence in Empowering Ideological and Political Leadership Capacity in Higher Education

Qiuzi Lu

Xi'an Polytechnic University, Xi'an, Shaanxi, China

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Abstract: In order to achieve the core mission of moral education in higher education, it is extremely necessary to promote ideological and political leadership ability, which itself constitutes an important foundation in the course of building China into a world education power. Under the big language model frame, because of the technological advantage of generative artificial intelligence (GenAI), it naturally resonates with ideological and political leadership ability in higher education on value, goal, and historical background aspects. With the help of carrier matching, emotional sinking-in, and effect conversion, GenAI provides an effective plan to conquer the disadvantages of traditional thought and political education in higher education in terms of accuracy, interaction, and efficiency, hence giving a positive contribution to intelligent content allocation, situation-pushed communication methods, and personalized education processes. This kind of technology-driven giving ability provides a strong method to promote the ability of ideological and political leadership work in higher education, and on the inside, it satisfies the demands that the digital transformation of education puts forward in the current era. This brings new vital force to the cultivation of a generation that can undertake the responsibility of national rejuvenation, and thus promote the high-quality ideological and political leading capability in institutions of higher education.

Keywords: Generative artificial intelligence; Ideological and political leadership capacity; Higher education; Alignment logic

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1. Introduction

At the National Education Conference held in September 2024, the General Secretary put emphasis on the necessity that China, which is with socialist education of Chinese characteristics, should build a leading nation in education. He pointed out that this country must be equipped with powerful ideological and political leading abilities, talent competition ability, science and technology support ability, public service

ability, social coordination ability, and international influence ability, which provides enough help for pushing forward the building of the leading education nation and the whole national rejuvenation cause through Chinese modernization. This statement is the first time that the phrase ideological and political leadership capability has obtained official usage ^[1]. Ideological and political leadership ability in higher education is a matter of leading students in ideological and political education toward constructing a unified view of the world, life, value, and common opinion about ideals and beliefs. The transmission of mainstream ideology, the cultivation of talents who can undertake the responsibility of national rejuvenation, and the ideological leadership that supports China's development into an educational leading country have thus become the fundamental components of ideological and political leadership capability. The General Secretary has pointed out that education digitalization is a very crucial breaking point for China to explore new paths when it pushes forward education development and builds competitive advantages in this field. He furthermore made the observation that education development must follow the newest tendency and support the transformation and innovation in education with the purpose of constructing an interconnected and individual-oriented lifelong learning network. As a component that belongs to artificial intelligence technology ^[2], generative artificial intelligence, which is also called GenAI, has obtained much attention from many different industries on account of its special abilities. In the era of big models, through the synergistic combination of its technical abilities and the guiding ideas of ideological and political education, GenAI has played a very important role in the ideological and political education work of institutions of higher learning. The Generation Artificial Intelligence has provided an enabling environment that covers the whole chain, including the carriers of ideological education, cognition construction, and behavior transformation in ideological and political education.

2. Value alignment: The theoretical logic of GenAI and ideological and political leadership capacity in higher education

To put it bluntly, with regard to the prevailing wave of mass models, GenAI not only functions as an additional dimension in the formation of ideological and political leadership capacity among higher education institutions. On the contrary, it inherently aligns itself with these areas along the following dimensions: value alignment, goal alignment, and historical alignment. Therefore, such integration establishes a sound basis for technology-assisted ideological and political education in higher education institutions, as well as improving the practical effectiveness of ideological and political leadership capacity building.

First of all, because instrumental rationality and value rationality have a dialectical interconnection, there exists value alignment. That is to say, GenAI includes the following characteristics of instrument reason: powerful content creation, scene construction, and intelligent interaction. In the meantime, the thought and politics leading ability in high-level education takes the cultivation of good characters via teaching as the core work. In corresponding order, GenAI possesses an inherent consistency with the values of spreading mainstream ideology, implanting ideals and beliefs, and cultivating new generations that are prepared to undertake the mission of national rejuvenation. Two sides acknowledge the basic thought that, in its value rationality, technology ought to be placed in a subordinate position to education. Through this mode, GenAI does not go after pure technology-oriented objectives in the aspect of application. On the contrary, it moves in accordance with value goals which ought to be abided by in ideology and politics education. By making use of its powerful capacity for producing multimedia content, carrying out personalized adaptation,

and building immersive environments, GenAI is able to change abstract theoretical discussion into concrete materials, and hence it can promote the cooperation between instrumental rationality and value rationality of ideological and political education.

Secondly, there exists the goal alignment, which is in the form of mutual strengthening in the pushing forward of IPE precision on the one hand, and the raising of quality and efficiency in the domain of ideological and political leading on the other hand. From the traditional perspective, ideology and politics education faces certain actual difficulties that come from the uniform character of content, a one-way method of communication, and low effect of education results. The above-mentioned restrictions stop a suitable reaction to particular features of current students in higher education, whose ideological standpoints differ greatly, personal characteristics get stronger, and hobbies get more varied. However, the aim of the promotion of ideological and political leadership ability is to solve those restrictions of traditional education and to carry out a change towards the accurate value direction guiding of students. Through the utilization of big data analysis, machine learning, and recommendation algorithms, GenAI can give viewpoints on ideological movement rules, cognition level, and value requirements of students. Therefore, the Generation Artificial Intelligence thus makes possible the personalized creation of educational content, scene arrangement, and educational guidance. This kind of action can assist in resolving problems that are connected with traditional thought and politics, therefore it can make contributions to the promotion of more effective and specialized thought and political leadership ability.

At last, the digital transformation of education has historical consistency with the mission of the country's rejuvenation. That is to say, the missions of making China the first place in the education system and completing the mission of national renaissance are among the important tasks that institutions of higher education must finish in the new era. Therefore, the digital transformation of education is used as an effective fulcrum that can help open innovative roads of educational development and obtain new competitive superiorities in the field of education. Furthermore, the thought and politics leading ability, therefore, acts as a core pushing strength which guarantees the accomplishment of building a society with a characteristic leading education system. Hence, the mission that ideological and political guidance carries means that we have the necessity of actively responding to the global tendency of digital transformation and intellectual development. The function of GenAI lies in the deep embedding into every link of students' ideological and political education work. It is worth pointing out that this aforementioned action can not only carry out the national strategy for educational digital transformation, but also realize the mission-oriented target. Through guaranteeing ideological and political guidance and pushing the comprehensive growth of young generations, institutions of higher learning can reach a common opinion among youth, train people with good morality and sufficient ability, and take responsibility for the country's rejuvenation.

3. Carrier adaptation: Technology-enabled empowerment for paradigm innovation in ideological and political education

Generative artificial intelligence is one technical power, the related discussion must not regard technology alone. But what we pay attention to is how technology can pour new life into current educational tools and methods, it innovates, strengthens, and makes active the carrying bodies of ideological and political education. Through this process, it can help overcome the congenital limitations of traditional thought and politics education in high-level education, make its education carriers more adaptable to the requirements

of the times, and hence finally promote the accuracy, diversification, and interaction of thought and politics leadership ability in high-level education.

First, the making of content changes from homogeneous supply to individualized production. Utilizing big data to analyze the demands and features of university students, GenAI can profoundly remold the production of teaching content via reinforcement learning that comes from human feedback, contrastive language-image pre-training, diffusion models, and other techniques, hence enabling the accurate making and intelligent recommending of ideological and political education content. Through the collection of multi-dimensional data about students' learning past, interests, personal preferences, and cognitive abilities, machine learning algorithms can be employed to build demand models and accurately recognize the different needs of different people. The technologies of natural language processing further extract the core points that relate to value, and change the abstract theories into content that has different depth and different style. By this means, adaptive content can be produced for diverse situations, for example, classroom instruction and self-study, hence solving the issue of uniform content provision. With the help of intelligent recommendation algorithms, push tactics can be dynamically modified on the foundation of real-time behavior data, which guarantees a high degree of matching between content supply and student demands, therefore strengthening the targeting degree and reception ability of value transmission.

Second, the forms of representation have a shift from flat narration to immersive experience. "Each space itself contains, inwardly keeps, and secretly stores social connections"^[3]. Through making use of virtual simulation, virtual reality (VR), augmented reality (AR), and connected technologies, GenAI can assist in constructing a multimodal communication matrix which unites text, pictures, video, and interaction situations, therefore expanding the boundaries of the carriers of ideology and politics education. Leaving behind the traditional dependence on text and oral teaching as the main way of spreading content, it can change such content as Marxist theory and the core socialist values into forms that can be seen, which include three-dimensional virtual situations and interactive dynamic pictures, hence letting audiences deepen their understanding through the participation of multiple senses. As people have already found, "generation-type artificial intelligence is carrying out the reshaping of personalized ideological and political theory class scenes by means of digital and intelligent technologies; through the technologies that it has integrated, the immersive feeling of digital existence that is produced by VR reconstructs the originally concentrated education pattern into one that centers on students"^[4]. For instance, VR is able to be utilized to build virtual situations for revolutionary inheritance education, hence AR can implant ideological and political knowledge nodes to achieve a combination of the virtual and the real. The multi-mode communication form matrix breaks through time and space restrictions, thus permitting the audiences to obtain various contents at any time and from any place via mobile terminal devices. Through strengthening attraction by using immersive communication, it makes educational carriers more varied and larger, therefore letting ideological and political education be truly implanted into the daily life situations.

Thirdly, the mutual response changes from one-directional information transmission to a real-time double-direction conversation. The General Secretary has put emphasis on the need that we "should give complete play to the advantages of artificial intelligence" and that we should accelerate the development of "education that is more open and more flexible"^[5]. Real-time interaction technologies may be utilized to construct interactive carriers including intelligent question-answering systems and virtual tutors, hence promoting the transformation of educational media from one-way communication to two-way interaction.

Through utilizing huge ideological and political education knowledge bases and natural language processing technology, intelligent question-answering systems are able to reply to questions in real time, supply users with accurate theory explanations and value-direction guidance, hence solving the problems of slow replies and narrow coverage that exist in traditional ideological and political education. Virtual tutors, which are shown by anthropomorphized pictures, can provide individualized study guidance, emotional support, and value guidance, therefore enhancing the approachability and emotional attraction of ideological and political education. Through the analysis of data like users' language expressions and emotion trends, the interaction strategy can be dynamically adjusted by us, hence a highly individualized experience can be created. At the same time, interaction-related data can be utilized for optimizing media functions and constructing a two-way interactive media ecological environment. This helps conquer the restrictions of traditional media's one-directional communication, promotes interactive ability and feedback efficiency, and hence forms a good interactive circle for thought and political education work.

4. Affective immersion: Intelligent guidance for the cognitive internalization of ideological and political values

Cognitive internalization means the intricate mental conversion through which ideological and political leadership ability in higher education goes, under the target of nurturing virtue by education, from theory recognition to value recognition. This procedure abides by a mode of value recognition that is molded by cognition, emotion, and volition, and furthermore brings into being a cooperating system that is impelled by data, supported by situations, and maintained via emotional immersion. Based on the giving of power to educational carriers, GenAI furthermore pays attention to the complex rules that control the building of students' cognition, emotion, and will. By means of data perception, scene building, and emotion calculation, it is enabled to realize intelligent direction and step-by-step deepening of the process that values get internalized.

Firstly, precision-directed value guidance, which is based on intelligent profile conversion, changes value guidance from "group-centered classification" to "individual custom-made making." GenAI may be utilized to construct multi-dimensional user portraits, which include individual data, growth surroundings, and other aspects, hence enabling differentiated value orientation schemes to be worked out for disparate groups. User profile portrayal is a comprehensive depiction of users that is built through gathering multi-dimensional data, which includes basic individual information, study situations, and social information, and through utilizing data analysis approaches. This thing reflects the ideological change situation of users, the direction of their values, and the cognitive features that they have. Based on this point, cognitive gaps can be exactly found out: as for university students, more stress may be put on the education of ideals and beliefs; To the teachers of ideology and politics courses, the education of professional morals can be put at a prominent position. In the same period, the main current values can be transformed into forms that are easier to be accepted by the objects that receive them, hence for those people who have a stronger ability of reflection, deeper theoretical discussions can be given to them. By this method, value guidance can more accurately hit individual interest points, enhance the effect of guidance for identification, and thus become more purposeful and practically useful.

Second, the immersive value experience brought by virtual simulation helps the important jump from reasonable knowledge to emotional recognition. Through virtual simulation technology to build practical situations, for example, historical backgrounds and current social problems, this lets users, by means of immersive experience, deepen their understanding of abstract concepts. Through changing value concepts

that are hard for people to directly feel into experience scenes and lowering the burden on cognition, this method thus forms an important channel by which GenAI advances the inward absorption of value knowledge. Through using historical materials and real-world data, GenAI can with accuracy rebuild important past events, social appearances, and other related scenes, therefore letting users deepen the cognition they hold about value concepts via scenario-based interaction, making decisions, and getting feedback on results they have observed. For instance, in one imitative decision-making situation, which is connected to reform and opening up, users are able to take part in policy-making imitations to know the historical inevitability and value meaning of reform and opening up. Therefore, in imitations of current social problems, they can cultivate good values and promote their critical thinking through multi-angle analysis and argument. In the course of scene rebuilding and mutual participation, reasonable knowledge and emotional experience are combined, hence it subtly enhances the depth that cognition understands.

Third, step-by-step internalization of values, which is based on affective computing, finally forms one complete circle of “cognition, emotion, will, and action.” The emotion is the important driving force in the process of value internalization; Only when the emotion recognition arrives at the deep place of people’s mind can values truly be put into one’s own inner world. Ideology and politics theory classes are the main channel of ideology and politics education in schools. Outside of these courses, school-level IPE also includes curriculum-based ideology and politics education, as well as the mutual blending of the “Small Ideology and Politics Course” and the “Big Ideology and Politics Course,” thus together they form an all-direction and multi-layer main channel system for the cultivation of students. Through the utilization of emotion calculation technology to carry out analysis on users’ emotion tendency directions, the GenAI can produce value-oriented guiding content that gives responses to their demands, thus causing a step-by-step process of value internalization. In the period of cognitive activation, the system accurately catches users’ emotion states through recognizing emotion signals in text, speech, and other modalities, and then produces IPE content that has warmth and human resonance. In the last phase of will-related consolidation, the focus is moved to the changing of emotion into action. Through long-period follow-up of learners’ emotion change paths, the intelligent system can find key nodes in their value confirmation, hence produce corresponding modifications for digital education practice.

5. Efficacy transformation: Intelligently driving the practical conversion of ideological and political leadership capacity

This process, it goes from the levels of “cognition” and “emotion” to “action” and “outcomes,” forming a closed loop of “carrier ability promotion–cognition internal absorption–behavior external performance.” Behavioral external output is the final endpoint of value leading and the key link through which ideological and political leadership ability is changed into actual effects. When values go from the cognition stage to the practice stage, a positive mutual interaction relationship is built between the leadership of mainstream ideology and the construction of China as a top country in education, hence the educational effect is maximized through the combination of theory and practice.

First, the behaviors of each individual should be tracked for the strengthening of value transmission. Behavioral analysis techniques may be utilized to keep a continuous focus on the carrying out of personal values, and a behavioral feedback mechanism can be set up to give effective guidance and suggestions for value practice. The GenAI system gathers information about every single person taking part in social activities, volunteer work, daily behaviors, and connected fields, analyzes their degree of activity

participation and the results of such participation, and constructs an individual value-practice profile. According to the analytical outcomes, it therefore gives personalized suggestion proposals for activity joining and promotion. At the same time, communication methods that are based on social platforms can be utilized to turn individual value-directed behaviors into examples that are for group study. Through the selection of representative cases of sound value practice, and through the utilization of GenAI to arrange data and provide support for public propaganda and spreading, such cases can be developed into exemplary models that possess the properties of being replicable and scalable. Through high-strength popularization on social media, campus internet, and other platforms, a communication chain of “individual behavior–group copying–social spreading” can be formed, thus strengthening the actual influence of the main current ideology, hence cultivating a social atmosphere that encourages positive value practice.

Second, we aggregate practical results to serve the strategy that China has constructed as a front-rank nation in the education domain. China’s Education Modernization 2035, which was issued in February 2019, puts forward that by the year 2035, China on the whole will have finished educational modernization, stepped into the row of leading countries in education, and become a learning country, a country with strong human resources, and a country with strong talent. Hence, the construction of China into a leading nation in the domain of education is a strategically important deployment that is critical in the current educational work agenda. GenAI gathers together scattered results of each person’s value practice and pulls out basic rules from among them, it produces thought resources and actual experience that give support to the construction of a top nation in education; this forms an important channel through which GenAI enlarges the influences of value practice. The results that individual values put into practice are frequently scattered and broken. Through the integration and analysis of huge amounts of single practice data, it is made possible to extract practice models, successful experiences, and value patterns that have general meaning, and thus to build an IPE practice knowledge base. These knowledge resources are able to offer practical proof for IPE reform and provide practical reference for fostering a new generation that can undertake the task of national rejuvenation. Through a platform that relies on technology to complete outcome transformation, these practical results can be aligned with the goals and tasks of constructing China as a leading nation in the education field, therefore enabling the practical effects of ideological and political leadership ability to be transformed into a moral and spiritual driving force, which is for promoting individual qualities and strengthening social consensus. Through this mode, a long-term ideological guarantee is offered for constructing China to be a top nation in education, hence value practice achieves resonance with the development of the whole nation.

Third, we should promote the promotion of the evaluation and feedback system in order to promote the promotion of educational effect. To establish a GenAI-based standards system for practice evaluation, which uses information gathered through many channels to carry out intelligent analysis, and to make reasonable judgments on practical effectiveness, these are also important methods for enhancing the quality of value practice. Traditional practice ability assessment depends more on people’s subjective feelings and word-based descriptions, and hence it is easy to have problems like inaccuracy and feedback that comes late. By comparison, GenAI is able to build an evaluation index system that covers many dimensions, which include value direction, operation abilities, and social influence, and on this foundation, carry out judgment and analysis via the combination of quantitative and qualitative ways, therefore making the evaluation more accurate and effective. Based on the outcome of the assessment, timely modifications can be carried out to the content and methods. For the problems which are reflected from the evaluation results, for example the

practice content does not connect with actual work, or the methods and ways are very dull, we can utilize the technological advantages that GenAI has, hence put forward improvement strategies in real time, therefore promote the degree of being targeted and the effect of practice, hence make contribution to the full round development of every individual.

6. Conclusion

The deep combination between GenAI and ideological and political leadership ability in higher education effectively solves the obvious problems that traditional IPE meets in aspects of accuracy, mutual activity, and actual effect. It pushes the conversion of ideological and political work from a wide-brush method to accurate-directional conveying, builds a teaching pattern that goes from value recognition to behavior outward expression, remolds the pattern of education by ideological and political guiding, and hence shows the special value of technology-aided enabling. To answer the epochal demands of constructing China to be a front-rank nation in education, we must hold to the fundamental attribute of IPE as a kind of student nurturing, prevent the formalism trend in the usage of technology, and unchangingly regard the logic of conformity as the guiding principle. The potential of empowerment that is enabled by technology ought to be fully released, therefore it can promote resonance and deep coupling between technological application and student cultivation that is based on IPE, thus provide reliable support for cultivating a new generation which is able to shoulder the mission of realizing the great rejuvenation of the Chinese nation, hence further advance the high-quality development of ideological and political leadership capacity in institutions of higher education.

Disclosure statement

The author declares no conflict of interest.

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