

Exploring the Path of Ideological and Political Construction in College English Curriculum under the Background of Artificial Intelligence

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Abstract: With the continuous deepening of higher education reform, building a curriculum ideological and political teaching system and improving students' comprehensive literacy have gradually become a key task for current leaders and teachers. Meanwhile, with the continuous development of the social economy, artificial intelligence technology is constantly upgrading, bringing new opportunities and ideas for the development and innovation of various industries. Therefore, college English teachers can rely on artificial intelligence technology to construct an ideological and political teaching model for English courses. This can integrate teaching resources, innovate teaching models, teach students basic English knowledge and reading and writing skills, cultivate moral literacy, cultural confidence, and political consciousness, and promote comprehensive development. This article explores the ideological and political construction of English courses for college students, which plays an important role in improving the ideological and political system of courses and cultivating students' English literacy. Firstly, this article provides a literature review on artificial intelligence and English course ideological and political education, followed by a conceptual explanation of artificial intelligence and course ideological and political education. Then, the basic principles and educational value of English course ideological and political construction are proposed and finally, specific construction paths are proposed based on artificial intelligence.

Keywords: Artificial intelligence; Universities; Course ideological and political education; Construction path

Online publication: August 27, 2024

1. Introduction

Integrate ideological and political work throughout the entire process of education and teaching, promote the integration and development of various courses and ideological and political education, and ultimately achieve collaborative education. Colleges and universities should actively promote research on ideological and political education in courses and adhere to the concept of "comprehensive education" to improve the construction of ideological and political education in courses, achieve the same direction and cooperation between various courses and ideological and political education and also achieve effective integration between ideological and political education and professional teachers. The English courses established by universities belong to the

category of humanities and general education courses and this course has characteristics such as language, tool and humanities, including various Western cultural traditions, folk customs and ideological concepts. Teachers must implement curriculum ideology in English course teaching to avoid their influence on students. Artificial intelligence technology is currently a cutting-edge technology both domestically and internationally, widely used in people's production and daily life, and playing a crucial role in education. English teachers can use artificial intelligence technology to construct ideological and political education in English courses, effectively filling the gaps in traditional English teaching classrooms. Building ideological and political education in college English courses based on artificial intelligence is one of the important issues teachers urgently need to solve. This article will delve into this issue to provide reference and practical experience for teachers to carry out related research.

2. Literature review

2.1. Artificial intelligence and education

Artificial intelligence in education can fully utilize new technologies such as cloud computing, big data, virtual reality, and artificial intelligence to promote the construction and application of teacher education information technology teaching service platforms, and drive the transformation of teaching methods characterized by autonomy, cooperation, and exploration. Efforts should be made to promote the construction of intelligent education and the deep integration of artificial intelligence with education and teaching. Major universities should actively explore opportunities and paths for the integration of artificial intelligence technology with education environment construction, teaching mode reconstruction, teaching content selection, teaching method innovation, evaluation system improvement, and educational science research. This will enable the construction of intelligent education models and promote the modernization of higher education development. Therefore, it can be seen that the effective combination of artificial intelligence and education and teaching is an inevitable trend in education reform. At present, the application of artificial intelligence technology in university teaching mainly manifests in emotional computing, big data analysis, human-computer interaction, etc. In addition, artificial intelligence can also integrate and push high-quality teaching resources. Among them, the introduction of artificial intelligence technology by college English teachers can effectively integrate with the curriculum, promote language technology and English curriculum teaching reform. Therefore, how to combine artificial intelligence technology with ideological and political education in college English curriculum is an important dilemma that needs to be overcome in promoting intelligent and personalized education in colleges and universities ^[1].

2.2. College English course ideological and political education

This article searched the Chinese journal CNKI and found that 2803 related papers have been publicly published since June 2017, focusing on the keyword “ideological and political education in college English courses.” For example, the article focuses on exploring the reform of college English teaching led by ideological and political education in courses, or summarizing the teaching experience of combining ideological and political elements with English teaching, as well as exploring the path of ideological and political education in college English courses under a hybrid model. However, there are only 6 papers related to the integration of artificial intelligence and ideological and political education in college English courses, and the research direction is also limited. Relatively single, without in-depth analysis of the impact of artificial intelligence technology on ideological and political education in college English courses. Therefore, this article will focus on “Exploring the Path of Ideological and Political Construction in College English Curriculum under the Background of

Artificial Intelligence” to conduct in-depth exploration.

3. Explanation of the concept of artificial intelligence and course ideological and political education

3.1. The connotation and development of artificial intelligence

Artificial intelligence is an important component of computer science and technology, first proposed by Dartmouth College in the United States in 1956. Among them, AI is a method theory and application system used for research, simulation, development and expansion of human intelligence. In the field of language applications, the introduction of artificial intelligence can assist in developing functions such as text recognition, speech recognition, image recognition, language translation and natural language understanding ^[2]. The introduction of artificial intelligence plays an important role in innovating teaching modes and changing its singular teaching state. Based on the traditional teaching model, teachers often provide independent explanations while students passively acquire knowledge without focusing on exercising their practical skills. At the same time, it is also impossible to implement the student-centered concept. If artificial intelligence technology is used to construct a new teaching model, it can encourage students to learn anytime and anywhere. At the same time, it can provide students with knowledge and courses that are suitable for their learning characteristics and habits. At the same time, it can also provide timely feedback and guidance on their learning effectiveness.

Artificial intelligence applications can provide many high-quality teaching resources for English teaching in universities, such as videos, images, micro courses, and online courses, thereby promoting the sharing of online resources. The introduction of this technology can promote English teaching to be no longer limited to the textbook itself. At the same time, it can help students break through the limitations of time and space, ultimately building a free and interactive online learning environment for them, effectively exercising their self-learning ability.

3.2. The connotation of ideological and political education in the curriculum

Curriculum ideological and political education is not a single curriculum but an educational philosophy system aimed at integrating ideological and political education elements into various nonideological and political courses throughout the school, achieving a comprehensive education pattern for all staff and the entire curriculum. Course ideological and political education is an important component of higher education, which not only reflects the fundamental task of education to cultivate students with moral character but also serves as an important lever for practicing the “Three comprehensive education.” It is of great significance for cultivating well-rounded socialist builders and successors. To highlight the functional role of ideological and political education in the curriculum and optimize the teaching effectiveness of English courses, teachers need to implement ideological and political education in the entire teaching process and integrate ideological and political elements with subject content in a comprehensive and multi-level manner.

Firstly, it is necessary to construct a necessary curriculum system for the smooth progress of ideological and political courses and then explain ideological and political knowledge points to students in an orderly and systematic manner. Secondly, teachers place English teaching and ideological and political education in the same position. They instill the importance of learning ideological and political education in students in daily teaching, aiming to increase their attention and importance to ideological and political education. Thirdly, teachers need to establish correct values and moral concepts and use them as a guide to set up comprehensive and scientific ideological and political courses, to implement the effective infiltration of ideological and

political ideas so that students can obtain high-quality ideological and political knowledge and transfer it to practical applications, ultimately achieving an organic combination of ideological and political education and English content. In addition, advanced educational ideas and methods should be introduced to optimize the teaching mode, with a focus on highlighting the teaching characteristics and educational value of ideological and political courses to help students consolidate their socialist core values, form correct political consciousness and quality cultivation, and ultimately lay the foundation for them to enter the advanced learning stage ^[3].

4. The basic principles of ideological and political construction in college English curriculum

4.1. Respect the characteristics of the discipline

In general, major universities offer independent courses such as English and ideological and political education, which are both basic and compulsory. However, there are significant differences in subject characteristics and teaching objectives. Specifically, English courses have significant language characteristics, and the teaching content includes various grammar knowledge and sentence structures. However, ideological and political courses have significant value guiding characteristics, and the teaching content revolves around national education, moral education, traditional cultural education, legal education, and so on around socialist core values ^[4]. Based on this, when formally carrying out practical teaching activities, teachers should explore the integration path of ideological and political education and English teaching from the perspective of scientific characteristics to cultivate students' core values and enhance their moral and humanistic qualities while highlighting and reflecting language characteristics and charm.

4.2. Clarify teaching direction

Universities should adhere to the guiding ideology of ideological and political education issued and implemented by the Central Committee of the Communist Party of China and guide students to establish struggle goals and ideal beliefs that are in line with the core social values through the implementation of educational policies so that they can achieve healthy and long-term development. English course teachers should also do the same. When implementing practical teaching activities, they need first to clarify the teaching objectives and direction of the course, adopt innovative and effective teaching methods to infiltrate ideological and political ideas, introduce ideological and political concepts, and ultimately reflect the educational value of ideological and political courses. In addition, teachers can also try to effectively combine ideological and political education with English courses, aiming to enrich teaching content, optimize curriculum design, innovate teaching methods, and provide valuable reference opinions for teachers to carry out collaborative education of ideological and political education and English courses. Another point is that when clarifying the teaching direction, teachers should combine the characteristics of ideological and political education and English courses, respect the personality traits and cognitive rules of students to improve the scientific and practical nature of teaching objectives, and ultimately provide favorable conditions for subsequent course development.

4.3. Synergy plays a role

Based on the above content, it can be seen that teachers can guide English teaching by introducing ideological and political elements. At the same time, English teaching also provides innovative suggestions for improving the ideological and political system. Therefore, teachers need to realize the synergistic relationship between the two fully.

Firstly, teachers must ensure consistency in teaching objectives and tasks to effectively cultivate students' English literacy and political awareness. Secondly, teachers need to ensure the effective unity of knowledge teaching and value guidance so that they can not only design the teaching process of basic knowledge and application skills but also tell students about social hotspots and political news in order to correct students' values and thoughts ^[5]. Thirdly, teachers must actively explore opportunities and paths for integrating the English curriculum and ideological and political elements. Based on understanding the learning status and knowledge acquisition ability, they can design a collaborative education model for ideological and political education and English curriculum, aiming to increase students' enthusiasm for participating in English practice and ideological activities and ultimately steadily improve the quality of English curriculum teaching.

5. The educational value of ideological and political education in college English curriculum

5.1. Ensure the smooth implementation of ideological and political work

Teachers can try to carry out English course teaching tasks based on the curriculum's ideological and political education requirements. First, read the content of the textbook in detail, and based on exploring and integrating ideological and political elements, formulate English course teaching objectives and plans, ultimately ensuring that the ideological and political education work in English courses can be carried out in a step-by-step manner, and improving and optimizing the original ideological and political education system. In the context of the new era and new situation, with stable socio-economic development and continuous optimization of science and technology, various forms of media have emerged, and the functions of online services are also becoming more perfect, making online platforms filled with various ideological concepts. This will invisibly change students' cognitive and value concepts, causing some students to be deeply limited by exam-oriented education and trapped in fixed thinking. Teachers can help students eliminate erroneous ideas, correct value orientations, and resist externalism by carrying out ideological and political work in courses, ultimately promoting their comprehensive and healthy development and meeting the needs of ideological and political education.

5.2. Help students improve their personal character

In the process of actively constructing a curriculum for ideological and political education, English teachers need to continuously expand English teaching channels and innovate English teaching ideas to achieve expected teaching results and improve the quality of English talent cultivation. With the advent of the Internet era, network information is more abundant, and foreign cultures tend to diversify, subtly impacting college students and changing their thoughts and behaviors ^[6]. Teachers naturally infuse ideological and political education concepts into English classrooms, which can help students consolidate basic knowledge, exercise oral skills, and improve reading and writing abilities. At the same time, they can also correct their learning attitude, improve their cognitive system, stimulate their political literacy, shape their personal qualities, and lay a solid foundation for their future career choices and further education.

5.3. Improve the ideological and political system of English courses

After an in-depth analysis of the basic concepts of ideological and political education in courses, college English teachers need to incorporate the characteristics of ideological and political education into English classrooms to provide reference and inspiration for building a comprehensive English ideological and political curriculum system and ultimately achieve coordinated education between ideological and political education and English courses. Integrating ideological and political elements into English classrooms can effectively lead

English teaching and promote the process of English curriculum reform. At the same time, it can also create pathways and provide platforms for ideological and political education. Teachers need to organically combine English classrooms with ideological and political elements, aiming to effectively compensate for traditional English classrooms' shortcomings and build a new type of ideological and political classroom. This can not only teach students English professional knowledge and practical skills, but also deepen their understanding and cognition of ideological and political knowledge, ultimately enhancing their ideological and political literacy^[7].

6. The practical path of ideological and political construction in college English curriculum under the background of artificial intelligence

6.1. Clarify the goals of ideological and political education in English courses

To further construct and improve the ideological and political teaching mode of college English courses, it is necessary to clarify the goals of ideological and political education in English courses based on the current English teaching situation and ideological and political education needs so that the formulation of ideological and political teaching steps, content selection, and method innovation can all be carried out under the guidance of clear directions. At the same time, English teachers should also pay timely attention to the specific requirements put forward by the national government and universities in the construction of the curriculum's ideological and political system. This can further set, research, and clarify the goals of ideological and political education, promote the effective integration of English courses and ideological and political education, effectively improve students' moral and political literacy, and ultimately make them high-quality talents needed to adapt to the development of socialist construction in the new era. Specifically, universities and English teachers can formulate teaching objectives from the following aspects:

- (1) Teachers need to deeply analyze the connotation and needs of ideological and political education and comprehensively sort out relevant content. Among them, ideological and political education is an important component of university education and teaching, and the construction of curriculum ideological and political teaching mode plays an important role in developing students' comprehensive literacy. Therefore, the widespread application of curriculum ideological and political teaching mode in university English teaching can not only cultivate students' core English literacy but also guide them to form correct values and ideas, guide students to gradually form patriotism, national consciousness, political literacy, professional literacy, and moral literacy, and become builders and successors of socialism.
- (2) English teachers need to fully recognize the role of English courses in the construction of ideological and political education models in the curriculum. English courses have instrumental and cultural characteristics which can help cultivate students' cross-cultural communication and traditional cultural understanding abilities. Therefore, when implementing ideological and political education in curriculum teaching, teachers need to change their teaching concepts timely, update their teaching methods, and introduce advanced and intelligent technologies to match the goals of ideological and political education with the English teaching mode, ultimately ensuring the optimization of ideological and political education in English courses^[8].

6.2. Explore and utilize ideological and political elements in English courses

Based on the perspective of ideological and political education in the curriculum, English teachers must conduct in-depth research on the content of textbooks to extract ideological and political elements and summarize ideological and political laws through repeated reading and organization, providing rich resources for English

teaching ^[9]. On the one hand, teachers should take this opportunity to improve and revise the current content of English textbooks to make the infiltration of ideological and political education in English classrooms more scientific, logical, and standardized. Specifically, when compiling English textbooks, English teachers should include rich vocabulary and ensure that the selected vocabulary is suitable for the application context. By combining module classification to extend ideological and political content, students can learn English knowledge and deeply analyze ideological and political ideas, ultimately guiding them to establish correct values and improve their cognitive system. On the other hand, English teachers also need to deeply explore the ideological and political factors in textbooks through practical activities and extend and expand them appropriately on this basis, aiming to provide high-quality teacher education services for students. For example, when explaining social etiquette related content, teachers must lead students to learn word pronunciation and sentence structures. Advanced technology can be used to play videos, animations, or PowerPoint presentations related to social etiquette for students to gain professional knowledge, understand social etiquette, and ultimately improve their words and actions, enhancing their moral qualities.

6.3. Enrich the content of ideological and political education in English courses

The selection and integration of high-quality course ideological and political teaching content by teachers is an important prerequisite and foundation for realizing the application value of this model. Choosing highly interactive, interesting, and inspiring teaching content can effectively mobilize students' enthusiasm and motivation to participate in course ideological and political learning and ultimately promote the close connection between course ideological and political teaching and students' actual lives, providing impetus for the innovative development of college English course ideological and political teaching models. When selecting the content of ideological and political education in English courses, teachers can follow the following principles:

- (1) Around the selection of textbooks, textbooks can provide an important basis for the design of teaching links in the process of ideological and political education in English courses. Teachers need to further clarify the teaching content of ideological and political education in English courses by combining textbook content and outline regulations to enable students to comprehensively and meticulously grasp the content of ideological and political education in English courses, thereby improving their language communication ability, reading and writing ability, and also cultivating their ideological and political literacy.
- (2) Implementation of individualized teaching. Due to the influence of family environment, educational environment, and individual character, college students have certain differences in their English learning ability and literacy reflected in the acceptance of ideological and political education content in English courses. Based on this, it is necessary for teachers to deeply analyze the learning characteristics, habits, and difficulties of college students in English course learning to combine the above elements to optimize the ideological and political teaching plan and teaching process of the course, make the ideological and political teaching system more perfect, and achieve good ideological and political education results.
- (3) Classroom teacher-student interaction. In addition to the above principles, teachers should adhere to the teacher-student interaction principle to choose course ideological and political content and construct a course ideological and political teaching framework. Teachers must engage in emotional interaction and academic exchanges with students during this process. They should pay attention to and adopt students' verification opinions to improve the teaching content and ultimately improve the quality and efficiency

of English course teaching.

6.4. Build an integrated online and offline teaching path

With the advent of the era of artificial intelligence, various advanced technologies and devices have been widely applied in education and have achieved significant results, bringing huge changes to the education and teaching mode. University leaders and teachers need to expand the ways of ideological and political education in English courses based on fully realizing the value of artificial intelligence technology application ^[10]. They need to combine classroom guidance with online videos to build a hybrid online and offline teaching mode. This can fully tap into the ideological and political elements and cases in textbooks and effectively make up for the shortcomings of traditional classrooms. Based on providing lecture notes to guide students to preview before class, one-on-one guidance is provided in class, and micro lesson video resources are provided outside of class. This can greatly improve the quality of ideological and political system construction and ensure the quality of ideological and political education. The concept of political education can conform to the trend of social development, At the same time, it can also exercise students' qualities and skills. It should be noted that teachers need to summarize and summarize the problems that students face during online preview and consolidation and be able to provide detailed answers to the existing problems in the classroom to promote close connection and effective complementarity between online and offline and ultimately fully realize the application value of blended learning mode in English classrooms.

In addition, when teachers rely on artificial intelligence technology to construct an ideological and political teaching model for English courses, they also need to strictly control and review the quality of teaching materials and resources. Based on this, they need to deepen teaching depth and expand teaching scope step by step, ensuring the normal implementation of course tasks and improving students' learning abilities.

6.5. Natural infiltration of excellent traditional Chinese culture

In the era of artificial intelligence, it is particularly important to naturally permeate the excellent traditional Chinese culture and enhance students' cultural confidence in the practical path of ideological and political construction in college English courses. This helps enhance students' language abilities and deepens their understanding and identification with Chinese culture. To achieve this teaching goal, teachers can take some actions:

- (1) Teachers should carefully select the content of textbooks and integrate excellent traditional Chinese cultural elements into English teaching. For example, when teaching holiday customs, teachers can naturally introduce the origin, celebration methods, and related poetry and songs of traditional festivals such as the Spring Festival and Mid Autumn Festival by playing life vlogs and promotional PPT courseware students, so that students can experience the vastness and profoundness of Chinese culture while learning the language ^[11].
- (2) Teachers can use artificial intelligence technology to innovate teaching methods and make disseminating Chinese culture more vivid and interesting. For example, through virtual reality technology, students can "travel" to ancient times, experience ancient life scenes firsthand, and feel the charm of Chinese culture.
- (3) Using natural language processing technology, develop an intelligent question-answering system to help students solve any doubts they may encounter while understanding traditional Chinese culture.
- (4) Teachers can also organize a variety of extracurricular activities, such as Chinese culture-themed speech competitions, poetry recitations, etc., to help students deeply understand and love Chinese culture

through participation, thereby enhancing their cultural confidence.

Through these activities, students can not only improve their English application skills but also unconsciously deepen their recognition and love for Chinese culture.

6.6. Create an Artificial Intelligence English Teaching Environment

With the effective integration of education and teaching and information technology, the “Internet plus education and teaching” model has gradually become an important way and approach for universities to carry out education management work, which can not only greatly mobilize students’ learning interests and hobbies, but also expand students’ cognition and vision, and ultimately can transport compound talents for social development and national construction ^[12]. When constructing an ideological and political education system for English courses in universities, it is necessary to fully demonstrate the humanistic characteristics of English courses and use artificial intelligence technology to create an information-based and life-oriented teaching environment to realize the interactive function of artificial intelligence and promote students to develop positive teaching interactions.

English teachers can use cloud platforms to design online courses, especially by designing different teaching tasks and activities for different stages based on the teaching syllabus and student learning characteristics. They must also publish relevant learning materials and tasks on the cloud platform according to time and schedule. For example, ideological and political learning promotion and English interaction sections can be set up on platforms such as DingTalk, Tencent Video, and Rain Classroom. Especially in the ideological and political section, video materials such as MOOCs and micro courses can be released to provide students with rich and diverse learning resources to stimulate their interest in learning and enrich their online learning experience ^[13].

In the English interactive section, teachers can release listening materials, oral practice materials, foreign political news and other materials for students to exercise their listening, speaking, reading and writing skills, and ultimately improve their overall English literacy. In addition, teachers should also encourage students to leave messages, comments, or private messages in this section to understand the problems and opinions feedback from students timely and make appropriate adjustments to teaching progress and objectives so that students can acquire more ideological and political knowledge and also complete listening and speaking skills exercises. Teachers can use artificial intelligence to build an information-based teaching environment, which can effectively shorten the distance between teachers and students and improve the quality of cloud-platform teaching.

6.7. Organize ideological and political practice activities for English courses

To naturally integrate ideological and political education into English curriculum teaching and subtly influence students’ sense of arrogance and cognitive thinking, in addition to conducting theoretical explanations, full attention should also be paid to organizing and implementing ideological and political practical activities. With artificial intelligence’s continuous promotion and application, ideological and political education in courses is constantly reforming and developing towards intelligence and informatization. Based on this background, English teachers can use artificial intelligence technology to break through time and space limitations, carry out rich and diverse practical activities, and guide students to acquire knowledge, practice, and establish correct concepts in virtual contexts ^[14].

Firstly, cultivate students’ moral literacy. In the ideological and political education of English courses, the most important teaching goal is cultivating students’ moral literacy. Therefore, teachers encourage students

to register online and then participate in various practical activities organized by government departments or social institutions, such as “Simple English Popularization” and “Elderly People Learning to Speak English”, to effectively stimulate students’ sense of responsibility. At the same time, it can also help students establish correct values.

Secondly, it stimulates students’ innovative awareness. Teachers can also use online platforms to publish competition information, such as English speeches and debates, to exercise students’ English application abilities and stimulate their innovative consciousness. In addition, teachers can also download various English literature, publications, and other materials related to innovative thinking through the internet to cultivate students’ critical thinking. Alternatively, teachers can introduce various international news and social events to guide students in thinking and discussing, thereby stimulating their awareness of public opinion and responsibility.

Thirdly, expand students’ international perspectives. With the advent of globalization, teachers should also focus on students’ international perspectives when conducting ideological and political education in English classrooms. They can organize students to participate in various international communication activities so that students can take this opportunity to understand the different cultural customs and social environments of different countries and effectively exercise their cross-cultural communication skills and international awareness.

6.8. Intensify the construction of English teaching staff

Teachers’ teaching skills, professional competence, and professional level directly or indirectly impact the effectiveness and teaching limit of ideological and political education. To achieve ideological and political education in English courses, universities must adopt innovative and effective teaching methods to implement teacher training activities and establish professional training mechanisms with scale and advantages. In addition, teachers can also participate in joint seminars and exchange meetings held on campus and conduct in-depth research on the effective integration of ideological and political education with English content, providing guidance and assistance for teachers to screen ideological and political content, grasp the entry methods of ideological and political education, and ultimately improve the quality of ideological and political education. Of particular concern is whether universities should promote the coordinated development of teacher knowledge and skills. Firstly, to enhance ideological and political education guidance, Marxism-Leninism and core values should be the main ideological and political content.^[15]

7. Conclusion

In a word, in the context of the era of artificial intelligence, college English teachers need several levels to build a sound ideological and political teaching model for English courses. The construction and application of this model play a vital role in improving the quality of English talent training. Therefore, leaders and teachers should take new and scientific means and measures to comprehensively optimize the ideological and political teaching model of English courses, ensure that the ideological and political reform of English courses meets the needs of the development of the times and education reform, and ultimately promote the sustainable development of college education and teaching.

Funding

Beijing University of Science and Technology, The Fifth Batch of Ideological and Political Characteristic

Demonstration Course Project (Project No.: KC2023SZ41); Beijing University of Science and Technology, The Third Batch of High-Quality Online Open Course Construction Project (Project No.: KC2021ZXKF21); Beijing University of Science and Technology, 14th Five Year Plan Textbook (Project No.: JC2022YB037); Academic Affairs Office of Beijing University of Science and Technology

Disclosure statement

The author declares no conflict of interest.

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