

Research on the Ideological and Political Construction of College English Curriculum Based on Artificial Intelligence Technology

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Abstract: With the rapid development of artificial intelligence technology, the education field is undergoing unprecedented changes. The introduction of artificial intelligence technology in the ideological and political construction of college English courses can profoundly change teaching methods and bring significant benefits. However, introducing artificial intelligence into the ideological and political construction of English courses in universities also comes with many challenges. The article discusses this background and actively explores effective strategies for the application of artificial intelligence technology in the construction of ideological and political education in college English courses, with the hope of providing broader thinking space and forward-looking guidance for ideological and political education in college English courses.

Keywords: Artificial intelligence; College English; Construction of ideological and political courses

Introduction: With the rapid development of information technology, China's artificial intelligence industry has experienced unprecedented prosperity in recent years. In this context, artificial intelligence technology is gradually penetrating into the field of education and becoming the core driving force for innovation in higher education. The deep integration of artificial intelligence and ideological and political education in college English courses is a necessary path for optimizing teaching methods in current universities. This is not only conducive to improving the effectiveness of ideological and political education in English courses, but also helps to improve students' English learning experience and stimulate the innovative potential of teachers in teaching. Therefore, it is of great value to explore effective ways and strategies for the construction of ideological and political education in college English courses driven by artificial intelligence technology.

1. The Opportunities and Challenges of Ideological and Political Construction in College English Curriculum under the Background of Artificial Intelligence

1.1 Opportunities of the times

Artificial intelligence technology has significant advantages in ideological and political education in college English courses, which can effectively compensate for the shortcomings of traditional teaching methods in terms of targeting and effectiveness. The specific advantages are as follows:

1.1.1 Provide personalized guidance to achieve individualized teaching

With the help of advanced big data analysis technology, artificial intelligence technology can accurately track students' learning paths, scientifically evaluate their mastery of knowledge, and then draw a detailed personalized learning portrait for each student. The application of this technology not only helps teachers to gain real-time insight into student ideological changes and their acceptance of course ideological and political education, but also tailors personalized course ideological and political counseling plans for each student, truly achieving the educational goal of teaching according to individual needs.

1.1.2 Pay attention to the personalized needs of students and improve the effectiveness of course teaching

The introduction of artificial intelligence technology has greatly alleviated the difficulty of fully paying attention to each student in college English courses due to large or combined classes, while also effectively addressing teaching challenges such as insufficient class hours. Through intelligent teaching methods, teachers can more accurately grasp the learning needs of each student, ensure that each student receives sufficient attention, and significantly improve the overall effectiveness of ideological and political education in the curriculum.

1.1.3 Reduce the teaching burden on teachers and ensure teaching quality

The application of artificial intelligence teaching technology can reduce the teaching burden on teachers, enabling them to break free from some knowledge memorization and simple repetitive teaching tasks. With the help of this technology, teachers can be freed from the heavy and mechanized teaching, thus focusing more energy and time on improving personal academic literacy, guiding students to deepen learning, and developing high-quality curriculum and teaching resources. This not only promotes the comprehensive development of teachers' teaching abilities, but also further promotes the deep integration of classroom teaching and online learning, providing students with richer, more diverse, and personalized learning experiences.

1.1.4 Provide diverse teaching methods to enhance the effectiveness of ideological and political education

The application of artificial intelligence technology has greatly enriched the teaching methods of teachers, bringing them more opportunities to adopt innovative and interesting teaching methods. Compared to traditional preaching methods, this subtle educational approach can better reduce students' resistance during the learning process, make ideological and political education more deeply rooted in people's hearts, and thus improve the overall effectiveness of education. Specifically, through the use of these technologies, teachers can cleverly integrate interesting teaching elements into the curriculum, allowing students to master language knowledge in a relaxed and

enjoyable learning environment, while also invisibly receiving cultural and value influences, achieving a profound transformation in ideal beliefs.

1.2 Realistic challenges

1.2.1 Weakening the interaction between teachers and students

With the implementation of the policy of expanding enrollment in universities, college English courses have to be taught in large or combined classes, resulting in a surge in student numbers and a relative reduction in class hours. This makes it difficult for teachers to fully pay attention to the learning needs of each student during the teaching process. In this situation, some students are more inclined to seek help from artificial intelligence rather than teachers when encountering difficulties, which undoubtedly weakens the connection between teachers and students, making it difficult for teachers to keep up with changes in students' mental states in real time and make corresponding teaching adjustments, thereby affecting the teaching effectiveness of ideological and political courses to a certain extent.

1.2.2 Influence students' correct value orientation

With the vigorous development of information technology, artificial intelligence technology has penetrated into the growth process of the younger generation and has had a profound impact on them. However, although the knowledge resources on the Internet are vast and boundless, they are also miscellaneous and disorderly, with good and bad intermingled. Faced with such a massive flow of information, college students with immature discernment abilities may lose their direction in the ocean of information. Especially for online resources that use English as the main language of communication, due to their openness and difficulty in regulation, once harmful or false information is misjudged by artificial intelligence and pushed to students, they may fall into the dilemma of an "information cocoon". This not only has a negative impact on their values and morals, but also may lead to incorrect judgments about things.

2. The Path of Ideological and Political Construction in College English Curriculum under the Background of Artificial Intelligence

2.1 Clarify the teaching objectives of ideological and political education in college English courses

Teaching objectives are the core of teaching activities. In the ideological and political education of college English courses, teachers should consider multiple dimensions and set multi-level teaching objectives. These goals should cover national education goals, overall goals of university English courses, specific curriculum goals, and unit goals to ensure content coherence. The teaching objectives can be divided into three levels: understanding the core content of ideological and political education, internalizing and absorbing to form personal cognition, and transforming values into action. For example, in the era of intelligence, teachers need to ensure that knowledge and value cultivation are synchronized, taking the third unit of the New Advanced College English Comprehensive Tutorial 2 as an example. The theme of this unit is "The End of Friendship", and the core values are "Establishing Eternal Friendship". Through intelligent networks, it is possible to gain a deeper understanding of the characteristics of friendship; Utilize knowledge graph technology to effectively achieve unit ideological and political goals. This teaching method not only imparts English knowledge, but also shapes students' values invisibly, achieving a perfect combination of knowledge and values. Teachers need to fully utilize the advantages of intelligent technology to ensure the effective achievement of teaching objectives.

2.2 Integrating diverse teaching resources

With the deep integration of the internet and education, a massive amount of digital teaching resources continue to emerge, but at the same time, it also brings challenges of resource redundancy and entertainment. In order to address these challenges, teachers need to be adept at utilizing big data and artificial intelligence technology, quickly selecting materials rich in cultural, moral, and professional norms from massive resources, and effectively integrating these resources. In actual teaching, teachers can widely collect teaching resources closely related to the ideological and political construction of college English courses through diverse teaching platforms. And with the help of big data information such as website views and user evaluations, teachers can preliminarily screen and evaluate the collected resources to determine their availability and quality. Through this approach, teachers can accurately select high-quality teaching resources while eliminating redundant and crude content, ensuring the quality and relevance of teaching resources. On the other hand, universities use professional teaching teams to deeply explore the ideological and political elements and moral education functions contained in college English textbooks. With the help of information technology, such as multimedia production software, interactive teaching platforms, etc., teams can create digital resources suitable for blended learning. These resources should not only include rich teaching content, but also focus on the diversity and interactivity of forms to stimulate students' interest and participation in learning. After resource integration is completed, teachers can share resources through the teaching cloud platform, enabling more teachers and students to benefit. This sharing model not only helps to improve the quality of teaching, but also promotes the continuous updating and innovative development of resources, forming a sustainable ecological model for innovative development.

2.3 Building an Information Technology Teacher Team

To promote the reform of ideological and political education in college English courses based on AI, universities need to build an information-based ideological and political team. Regularly organizing team members to study Chinese cultural books, current affairs reports, and cultural documentaries in a dispersed manner to enhance cultural literacy. In addition, a fixed time can be set every week for centralized discussion meetings, where members can share their learning outcomes, explore methods for integrating ideological and political elements into teaching, and brainstorm. The discussion content will serve as the basic material for the education resource platform, and

summarize the issues to determine the next discussion topic. This learning method aims to enhance the Chinese cultural accumulation and ideological and political teaching ability of team members, lay a solid foundation for teaching reform, and promote the in-depth development of ideological and political teaching in college English courses.

2.4 Building a Course Ideological and Political Resource Platform

Teachers can use artificial intelligence technology to build a course ideological and political resource platform, concentrate on sharing team discussion results, integrate network resources, and enrich course ideological and political education resources. For example, the learning power APP provides a wealth of cultural learning resources, especially the “World Civilization Research” and the “the Belt and Road” sub channels of the “International” channel, which provide authoritative translation and multicultural comparison materials for the spread of Chinese culture. Incorporating these resources into the curriculum ideological and political platform can not only help students master English knowledge, but also deepen their understanding of multiculturalism and cultivate a global perspective. This platform will provide students with a comprehensive and in-depth learning space, promoting the in-depth development of ideological and political education in the curriculum.

2.5 Reform and innovate teaching models

The application of artificial intelligence technology in English education has broken the limitations of learning time and space, strengthened the interaction between teachers and students and machines, and improved teaching efficiency. For example, the reform of ideological and political practice teaching in the curriculum adopts a teaching model that combines online and offline teaching. Before class, teachers use intelligent learning platforms to push Chinese culture and ideological and political preview content, students learn independently, and teachers provide remote guidance. In class, teachers use intelligent software to set up scenarios, organize teaching activities, guide students to deeply understand the course, and participate in discussions. After class, teachers analyze data, provide personalized tutoring and expanding resources, guide students to pay attention to current affairs and hot topics, and engage in practical reflection. This teaching model integrates artificial intelligence technology with traditional teaching, enhances the breadth, depth, and temperature of ideological and political education in college English courses, provides students with a comprehensive and multi angle learning experience, and cultivates comprehensive qualities and innovative abilities.

2.6 Establishing an AI based curriculum ideological and political evaluation system

With the advancement of artificial intelligence technology, teaching data has become rich and diverse. Teachers can use deep learning and big data analysis techniques to intelligently and automatically evaluate ideological and political education courses, improving evaluation efficiency and objectivity. However, excessive reliance on technology may overlook emotional and value education. Therefore, teachers should establish a multidimensional evaluation system that covers professional knowledge, ideological and cultural values, moral literacy, responsibilities and obligations, and other aspects. Combining objective data for quantitative evaluation with subjective teacher evaluation to ensure comprehensiveness and impartiality of the evaluation. At the same time, attention should be paid to the combination of process evaluation and summative evaluation, comprehensively reflecting the learning situation of students and promoting the improvement of teaching quality. The ultimate goal is to make English courses not only impart knowledge, but also provide education for the comprehensive development of students. Through the deep integration of artificial intelligence technology and education, we provide students with a richer, more diverse, and efficient learning experience, achieving the dual goals of knowledge transmission and value cultivation. In this way, universities can cultivate well-rounded talents with both professional knowledge and humanistic qualities.

3. Conclusion

The flourishing development of contemporary artificial intelligence technology has opened up a new direction and approach for the reform of modern education and teaching. The ideological and political teaching mode of college English courses driven by artificial intelligence technology has deepened people’s understanding of the important role of artificial intelligence technology in the transformation of education and teaching. This trend encourages universities to continuously innovate teaching models, cleverly integrate ideological and political elements into intelligent teaching resources, and use the power of artificial intelligence technology in the process of ideological and political education, significantly improving the quality and effectiveness of ideological and political education in college English courses.

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