# Intellectual Media Empowers Ideological and Political Education in Universities for Collaborative Parenting: Function, Dilemma and Practical Path

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**Abstract: Intellectual media arises from the deep integration of artificial intelligence with media systems, combining both intelligent and media attributes. As we enter the era of intellectual media, leveraging it to enhance ideological and political education in higher education institutions has become essential. This approach can improve educational efficiency, support personalized instruction, and promote educational equity. However, the implementation of intellectual media in university ideological and political education faces several challenges. These include a mismatch between the capacities of educators and the demands for media development, differences between educational needs and the construction of media platforms, and a gap between traditional teaching methods and the application of media-based teaching. These issues hinder the full realization of intellectual media's potential. To address these challenges, it is necessary to improve media literacy and skills among educators, systematically build media platforms, and revolutionize traditional teaching modes for ideological and political education.**

**Keywords: Ideological and Political Education; Intellectual Media; Universities; Collaborative Education**

## 1. Introduction

In July 2021, the Opinions on Strengthening and Improving Ideological and Political Work in the New Era was issued. The document emphasized the importance of "promoting the deep integration of traditional advantages of ideological and political work with information technology" [1]. Later, in April 2025, the Ministry of Education of China held a deployment meeting for the National Education Digitalization Strategy. The goal was to "actively promote the construction of a strong education nation empowered by artificial intelligence" [2]. Intellectual media are products of the deep integration between artificial intelligence and media systems. They combine both intelligent and media properties [3]. Supported by AI, big data, and other technological foundations, as well as various intelligent devices and networks, intellectual media can enable collaborative development between media and ideological and political education in universities.

## 2. The Function of Intellectual Media Empowers Ideological and Political Education in Universities for Collaborative Parenting

Intellectual media, as a product of the fusion of artificial intelligence and media systems, have morphological characteristics centered on intelligence, wisdom, and intellect [4]. It has unique functions in improving educational effectiveness, realizing tailored teaching, and promoting educational equity in ideological and political education in universities.

### 2.1 Improving the Effectiveness of Education

Efficiency is a crucial feature of modern education. In university ideological and political education, achieving the goal of "moral cultivation and character building" requires improving effectiveness across multiple contexts, such as in-class, online, and offline settings. Since courses are the primary channel for ideological and political education, efforts to enhance efficiency must focus on these courses first. Intellectual media, built on artificial intelligence and big data, possess intelligent attributes and represent a significant technological advancement. They can support teaching before, during, and after the course to improve efficiency. Before classes, intellectual media can provide teachers with richer

resources through AI, making lesson preparation more efficient. During lessons, technologies like computer vision and virtual reality can create visualization and three-dimensional scenes, helping students feel more involved and better understand the material. After class, AI-enabled intellectual media can offer students extensive learning resources, available online 24/7, to answer questions and support independent learning. Furthermore, intellectual media can leverage its media properties to enhance effectiveness outside the classroom and on the internet. With the rise of the internet era, the phenomenon of "constant phone use" has made online spaces a vital front for ideological and political education. Intellectual media, as an innovation in communication, go beyond technical functions. They also provide social care and promote positive values [4]. Through their media attributes, they can spread positive energy more widely on the internet, utilize red resources for education, and carry out online ideological and political activities. This creates a new online strategic front for education, shaping a more effective and far-reaching approach.

## 2.2 Realizing Tailor-Made Education
Teaching according to ability involves tailoring educational methods and content to meet each student's unique cognition, skills, and interests, thereby enabling personalized development. In university ideological and political education, students' backgrounds—such as gender, place of origin, ethnicity, and family economic status—significantly influence their learning. Additionally, factors like mental state, personality traits, interests, and disciplinary background also play a role [5-7]. To fulfill the goal of "moral cultivation and character building" and to nurture builders and successors in the new era, education must shift toward personalization and intelligence. This requires implementing individualized approaches based on students' differences. The rise of intellectual media, supported by big data and cloud computing, makes personalized education possible. It enables real-time assessment and feedback of educational effects, as well as tailored content delivery. On one hand, intellectual media can use big data and cloud computing to track and analyze students' clicks, searches, comments, and subscriptions. This helps understand their learning preferences and

monitor their progress accurately. On the other hand, based on these evaluations, intellectual media can analyze data scientifically, develop personalized ideological and political education plans, and customize content according to students' interests, hobbies, and disciplinary backgrounds. By doing so, it can address individual needs, fill gaps in learning, and promote personalized student development.

## 2.3 Promoting Equity in Education
Educational equity is a vital component of social equity, playing a fundamental role in the overall social system [8]. A strong nation must prioritize education, and Chinese-style modernization aims for shared prosperity for all. Achieving educational equity is essential to support this goal. However, in China, there are specific challenges, such as the geographical disparities between the East and West, and the gap between key and non-key schools [9]. Research indicates that digital intelligence can promote educational fairness. Nonetheless, issues like resources with extremely low click-through rates and limited downloads, as well as uneven development of smart classrooms, hinder equitable access and use of educational technologies [10]. These phenomena obstruct the realization of educational equity, including in higher education ideological and political courses. Intellectual media can offer solutions to these problems. First, to address the issue of scarce educational resources, intelligent technologies and media think tanks can collaborate to gather and network vast amounts of educational content available online. This approach makes resources ubiquitous and accessible. Moreover, instead of passively waiting for clicks, intellectual media can proactively push relevant content to promote educational equity. Second, to overcome the limited reach of terminal environments, intellectual media can expand and enrich the infrastructure of educational terminals. By leveraging mobile devices and expanding digital intelligence coverage, the scope of educational environments can extend beyond specific classrooms or locations. This ensures fairer access and application of educational resources, helping to achieve regional and institutional educational equity.

## 3. The Dilemma of Intellectual Media Empowers Ideological and Political

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Intellectual media offers new perspectives for ideological and political education. However, implementation faces difficulties: mismatches between educational instructors' capacity and intellectual media development needs, between education - teaching requirements and intellectual media platform construction, and between traditional teaching modes and intellectual media - based teaching application.

## 3.1 Mismatch between the Capacity of Educational Instructors and the Needs of intellectual Media Development

Intellectual media creates a new communication environment centered on talent [4]. To effectively use it in ideological and political education, universities need skilled personnel. These talents should understand new media, artificial intelligence, big data, and also have a solid background in ideological education. They must be "new media + AI + ideological and political education" experts. Teachers with only specialized skills in one area are insufficient for this era's challenges. Unfortunately, universities currently lack enough of these composite talents. Additionally, many ideological and political course teachers lack awareness and skills to utilize intellectual media. Some teachers are hesitant or exclude new technologies like intellectual media, avoiding AI-related teaching tools [11]. Others lack the ability to apply these tools effectively. Research shows that only a small number of college teachers have received professional training in intellectual media. Many face issues like low media literacy, limited knowledge of intellectual media theories, poor information discernment, and limited creativity. They tend to have a basic understanding of how to use intellectual media but lack the skills to innovate teaching methods with these technologies [12]. This skills gap hampers the full potential of intellectual media in ideological and political education.

## 3.2 Mismatch between the Needs of Ideological and Political Education and the Construction of Intellectual Media Platforms

Intellectual media supports ideological and political education in universities through the development of dedicated platforms. Traditional, linear production methods and management models are no longer suitable for the communication demands of the mobile internet era. As a result, the production approach has shifted toward platformization. Creating and actively managing platforms now forms the core strategy for developing intellectual media [3]. With ongoing media integration, some universities have begun to recognize the value of combining intellectual media with educational activities. Many are building their own platforms for school publicity and education. For example, Zhejiang University launched official accounts on headline-based platforms. They focus on social hotspots and campus news to expand ideological and political education pathways [13]. Similarly, Tianfu College of SWUFE established an official WeChat account. They explore local and campus resources for ideological and political education. They also created the "Tianfu Digital Ideological and Political Park," aiming to enrich content and improve teaching efficiency. Other universities use platforms like WeChat and QQ to collect materials. They distribute videos and graphic messages for ideological education and daily management [14]. However, building an intellectual media platform is a complex, systematic project. It involves resource management, content creation, dissemination, and evaluation. Currently, most university platforms are still in the early stages. Many face problems such as incomplete platform infrastructure and limited functions for ideological and political education. The development of these platforms requires further improvement to fully meet educational needs.

## 3.3 Mismatch between the Mode of Traditional Teaching and the Application of Intellectual Media

The three classrooms represent a new model of ideological and political education in universities. This approach aims to train students with different focus areas. The first classroom emphasizes systematic teaching of ideological and political theory. The second classroom involves guiding students in extracurricular activities with ideological and political significance. These activities aim to enhance students' ideological qualities and literacy through practical experience. The third classroom includes network-based learning and campus environment development. It strengthens ideological and political education through school management and services [15].

Intellectual media has expanded ideological and political education across these three classroom types. However, integration remains limited, mainly due to the influence of traditional teaching methods. The second classroom benefits from developing practical activities related to ideological and political education. The third classroom is supported by constructing internal campus media platforms for teachers and students. In contrast, the first classroom faces greater challenges. Traditional teaching modes dominate, making it harder for intellectual media to be fully integrated. Classroom teaching remains the primary channel for ideological and political education. It still relies on conventional lecture-based methods, which often focus on indoctrination and theoretical instruction [16-18]. Additionally, mobile devices like cell phones are often viewed as distractions or poor performance indicators in traditional classrooms [19]. Yet, these devices are essential tools for accessing intellectual media platforms. This creates a conflict between traditional teaching practices and the integration of media-based education. Overcoming this contradiction is crucial for advancing the modernization of ideological and political education.

## 4. The Practical path of Intellectual Media Empowers Ideological and Political Education in Universities for Collaborative Parenting

To enhance the capacity of intellectual media in effectively supporting ideological and political education in universities, it is essential to address existing challenges. This can be accomplished by improving the media literacy and skills of educators, developing dedicated platforms for university intellectual media, and fostering innovation in traditional teaching methodologies.

### 4.1 Enhancing Intellectual Media Literacy Capacity of Higher Educational Instructors

Solving the problem of the mismatch between the competence of university educators and the need for intellectual media development can start from two levels: teachers and universities. Teachers are the instructors of education, and the effectiveness of ideological and political education in universities is significantly correlated with the abilities and qualities of teachers. Especially in the era of inclusive media, college teachers no longer retain the absolute right to lead the mainstream thinking of young students and are always subject to the question of whether they can qualify to serve as spiritual mentors in universities [20]. Therefore, if teachers want to stand firm on the podium, they should not only have professional theoretical knowledge but also improve themselves in terms of intellectual media literacy and ability. First, college and university teachers should consciously cultivate an awareness of intellectual media. Thought is the forerunner of action, and college and university ideological and political course teachers should establish awareness of intellectual media and mentally recognize and accept the changes brought by intellectual media to ideological and political education. Second, college teachers should cultivate the ability to use intellectual media and apply it in the three classrooms and the three links before, during, and after teaching. Third, college teachers need to develop technical skills for intellectual media and play a key role in constructing intellectual media platforms for ideological and political course teachers. The realization of collaborative education is also indispensable for university support. Universities have financial, material, and organizational resources that individual teachers lack. Universities should play an organizational role in strengthening training related to intellectual media, artificial intelligence, and big data for college and university ideological and political course teachers and provide ways for teachers to improve their intellectual media ability.

### 4.2 Building Platforms of Universities' Intellectual Media for Ideological and Political Education

To address the gap between ideological and political education needs and the development of intellectual media platforms, universities should focus resources on systematically constructing these platforms. First, they need to establish an information resource platform to collect high-quality materials, including theoretical literature, current political hotspots, and classic cases. Second, universities should develop an intelligent ideological and political production platform to facilitate content reproduction and processing aligned with educational goals using advanced technologies. Third, they must build an dissemination platform that leverages intelligent technology to

expand channels, increase coverage, and enhance influence, thus strengthening online ideological education. Fourth, universities should create an evaluation and feedback platform to monitor students' interactions—such as clicks, searches, comments, and subscriptions—and adjust teaching strategies accordingly. Integrating resource, production, dissemination, and evaluation platforms enables universities to realize content collection, diversified processing, individualized dissemination, and effective feedback, thereby improving overall educational outcomes. How can universities build these platforms? They can leverage existing school-level media. According to the 2016 China College Campus Media Development Report, over 88% of universities have more than two campus media outlets [21]. This existing media base provides a foundation for platform construction. Given that intellectual media results from the integration of artificial intelligence and media in the AI era, these platforms can be reorganized and integrated based on current media resources. By harnessing "AI+" and "Technology+," universities can reshape their media infrastructure to systematically develop platforms for ideological and political education.

## 4.3 Integrating Intelligent Media Applications to Revolutionize the Teaching Mode of Ideological and Political Courses

To address the mismatch between traditional teaching and intellectual media, schools must reform at the superstructure level. This is necessary to integrate new technologies and transform ideological and political education. An innovative support system is essential for promoting and ensuring effective use of intellectual media. Universities should strengthen their support infrastructure based on technological progress and educational needs. First, schools need to update classroom management standards. Instead of focusing on whether students use cell phones, they should consider how students use them. Second, an incentive mechanism for the transformation of educational models should be introduced to encourage teachers to apply intelligent media to ideological and political education and explore the transformation of teaching models in the first, second, and third classrooms. Third, universities should deepen their teaching reforms. They need operational guidelines for using intellectual media in ideological and political education. These guidelines should meet the needs of teachers and students. They should also provide clear instructions for technology use. Fourth, schools must establish systems for technology access, supervision, and assessment. These systems should define value principles and behavioral norms. Standards should focus on relevance, safety, reliability, and ethics. Assessments should be tailored to different scenarios and levels. Continuous tracking of application effects is vital. It helps identify and fix risks quickly. This approach will better enable intellectual media to support ideological and political education and promote collaborative teaching.

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