

Visual Culture and Its Mainstream Ideology in the AI Empowerment Era

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Abstract: Due to the rapid growth of information technology (IT), especially visual technology, visual images have gradually become an important means to represent content and convey meaning, and have prompted people to gain value recognition and psychological satisfaction through visual consumption. In the era of artificial intelligence (AI) empowerment, the growth of Internet and self-media has brought great challenges. How to establish the discourse right of mainstream ideology and improve college students' recognition of Marxist ideology is a topic worthy of attention in ideology education and teaching in universities. The socialized communication of mainstream ideology is organically integrated with AI, showing a brand-new development ecology, making the visual communication of mainstream ideology a new practical topic. In order to do a good job in the dissemination of mainstream ideology in universities in the era of AI empowerment, we must get the utmost out of and give full play to the obvious advantages of mainstream ideology in cyberspace communication, adopt active and effective new strategies for network communication, and concentrate on the cause of socialist modernization. Visual culture and its mainstream ideology in the era of AI empowerment.

1. Introduction

Today's era is an era in which visual culture is extremely rich and even rapidly expanding. With the prosperity of modern network IT, images fill every corner of the world in various forms, and the focus of world culture begins to tend to the image field centered on vision [1]. Due to the rapid growth of modern IT, especially visual imaging technology, visual culture has increasingly become the core element and leading form of contemporary cultural development, and the consumption of visual images and symbols has become the leading force for people to recognize the world and construct identity [2]. In the information age, the way of information dissemination has changed, and universities have become an important place to spread mainstream ideology. As an important group to accept, spread, use and create visual culture, college students' dazzling visual culture not only enriches and expands their visual horizons, but also brings severe challenges to their ideological education [3]. On the basis of traditional ritual communication, by developing visual image narration, guiding the consumption of visual symbols and cultivating visual cultural literacy, the evolution of mainstream ideology communication mode, the optimization of communication environment and the enhancement of communication effect can be realized, which will be imperceptibly embedded in students' daily life and guide students' thoughts and behaviors [4].

As the forefront of moral education, ideological communication and cultural exchange, universities should pay close attention to the new changes in the field of mainstream ideological communication, actively adapt to the new characteristics of network information communication, and do a good job in mainstream ideological communication [5]. Contemporary ideology educators should rationally analyze and actively respond to the challenges brought by visual culture in the new era to ideological education of college students, and get the utmost out of excellent visual culture to strengthen ideological education of college students [6]. Leveraging the new advantages of AI empowerment, we will combine the synergy of official media and multi-party network communication subjects, strengthen the supervision of network platforms, break the information barrier of network social circles and create high-quality and efficient ideology theory courses [7]. The growth of AI economy and AI has imperceptibly changed people's way of thinking and living conditions. It is a realistic requirement for mainstream ideology to conform to the intelligent

development trend in the digital economy era to clarify the practical motivation of visual communication of mainstream ideology and the basic dimensions of AI-empowered mainstream ideology communication and further explore the innovative path of AI-empowered mainstream ideology [8]. In order to do a good job in the dissemination of mainstream ideology in universities in the era of AI empowerment, we must get the utmost out of and give full play to the obvious advantages of mainstream ideology in cyberspace communication, adopt active and effective new strategies for network communication, and concentrate on the cause of socialist modernization.

2. AI Empowers Strategic Opportunities for Ideological Governance

In the context of cultural globalization, some countries also have more right to speak in culture relying on strong economic strength and developed media industry. They also rely on visual culture to promote wrong values such as consumerism and money worship to a certain extent [9]. AI provides a new method of ideological governance. AI is embedded in ideological governance in the form of technical tools, which is the most important embodiment of its wide application and super penetration. AI is a major breakthrough in human high-tech, the main direction of global intelligent technology research and development, and an important manifestation of the extension of human wisdom. The ideology of visual culture spreads the values of consumerism and hedonism, which is still inseparable from the post-modernity of visual culture [10]. Traditional ideological communication channels are single and inefficient. One-way linear communication can't get information feedback from the audience in time, and the audience can only passively receive information. Individualized needs are often ignored or technically impossible. These problems seriously limit the effectiveness and pertinence of ideological governance. The advantage of unsupervised learning is that the demand for data is low, and there is no need to use massive data for training, just seek inspiration from limited data and discover laws. Compared with supervised learning, unsupervised learning is closer to people's learning style, and its internal operation calculation is more complex and sophisticated, and its intelligence is higher.

It is in the post-modern ethical state that the ideology of visual culture comes into being with the consumer society. Therefore, the ideology of visual culture is also an ideology of consumerism in essence. Cyberspace is not an illegal place. AI can target groups and individuals that endanger social stability with the highest efficiency through big data and algorithms, and effectively promote social stability while maintaining ideological security. Visual culture is not just a cultural form composed of visual images, because visual images often point not to the image itself, but to the metaphor behind the image, and visual images often have complex ideological construction [11]. AI can map a complex social operation system into a multidimensional and dynamic data system, and realize real-time and visual observation of social operation laws, changing trends and laws of social preferences. However, AI can draw more accurate conclusions in a short time, and at the same time, it can make forward-looking judgments based on data models, thus promoting the transformation of ideology from traditional governance to intelligent governance. Whether in the stage of information production or information distribution, AI has demonstrated its strong ability to analyze, understand and judge data such as words, pictures and videos. This unique intelligent technology and developing wisdom potential, if properly used, will undoubtedly play a great role in promoting the accurate and effective dissemination of mainstream ideology.

3. Practical Motivation of Visual Communication of Mainstream Ideology

The socialized communication of mainstream ideology is being combined with AI, showing a brand-new development ecology and trend, which makes the visual communication of mainstream ideology a new practical topic. The visual communication of "mainstream ideology" refers to the visual communication with "mainstream ideology" as the main content and "mainstream ideology" as the main content through short video media. At present, short video has become one of the media forms that can best reflect the communication mode in the era of mobile internet with its unique characteristics such as strong perceptual visual impact, diversified life content presentation and

relaxed social communication function [12]. The competition of ideological ecosphere not only includes many factors such as ideology, discourse content and communication mode, but also extends from the competition of ideology itself to the ecosphere competition constructed by the ideological system and the external social support system. In the digital communication environment, the media, forms of expression, ways of connection, interactive space and communication resources of mainstream ideology all present digital characteristics. From “monopoly” to “crossing”, it is necessary to put forward new requirements for the spread of mainstream ideas in “competition field” and “competition mode”. Figure 1 shows the ecological environment in short video transmission.

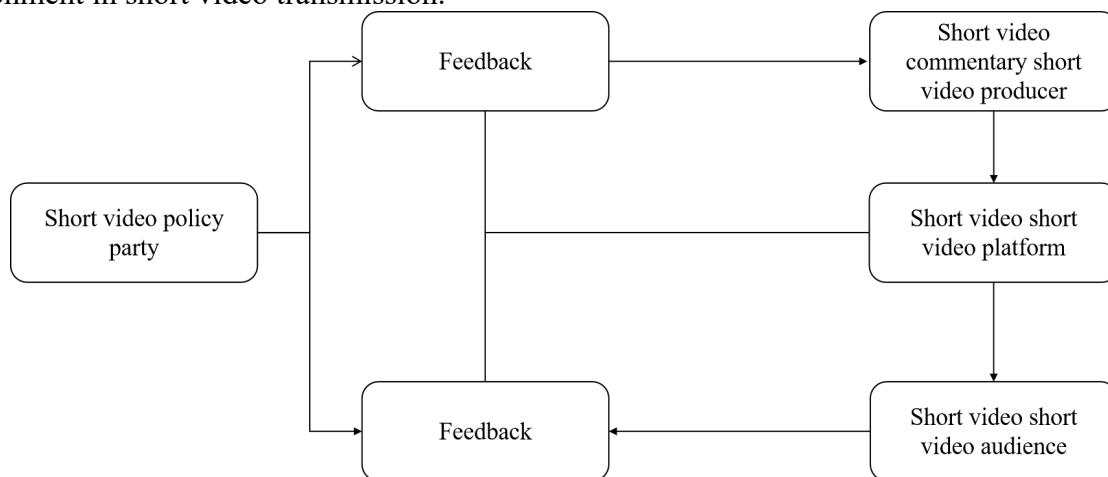


Fig.1 Ecological Environment in Short Video Transmission

The rapid development and wide application of network emerging media technology provide great convenience and help for people to collect and query information. When we get a lot of information, we are also vulnerable to bad information and harmful information. The satisfaction ability of mainstream ideology determines its profitability, and creating timely and effective value chain and supply chain is the key for mainstream ideology to win competition under the condition of visual communication. The spread of mainstream ideology among college students is not only a stage of information selection, transmission and reproduction, but also a stage of effectively cultivating outstanding talents. Mastering and disseminating scientific, rich and correct information, enriching college students' thoughts and helping them to establish correct values are important foundations for spreading mainstream ideology to college students. In the era of digital economy and intelligent existence, the exchange and exchange of multi-social ideas is no longer limited to the field of propaganda and ideological culture, but increasingly embedded in the multi-social life system, especially combined with digital media and resources, forming an ideological ecological circle.

4. Visual Communication of AI-Empowered Ideology

Under the background of the great changes in the world in the past century, ideological work should be changed from passive to active, and AI should be promoted to become an important driving force for ideological governance. The government should strengthen the training and guidance of citizens' network skills, and strengthen their political identity and trust by improving their ability to participate in network politics. At the same time, it is necessary to create a good learning atmosphere within the whole people, activate their sense of responsibility for maintaining ideological security by enriching their knowledge reserves and improving their ideological judgment ability, and consciously abide by the basic rules of Internet use. Universities should improve the utilization rate of time, so that the video communication time of mainstream ideology can be transformed into the viewing time of young students. The visual communication mode of ideology is shown in Figure 2.

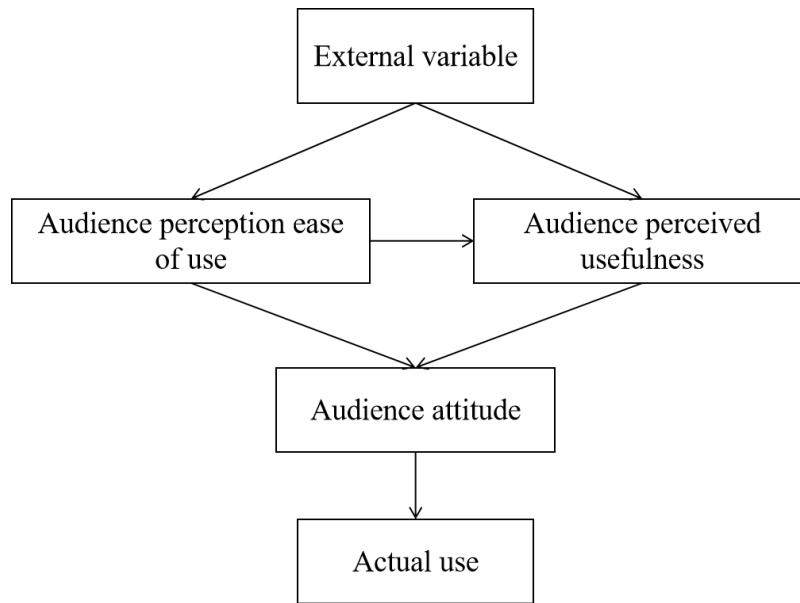


Fig.2 Visualized Communication Mode of Ideology

The propaganda management department and the student management department of universities can make information dissemination platforms and mobile terminal newspapers with strong readability, so that students can obtain all kinds of information through micro-media. With the support of intellectual media, the spread of mainstream ideological videos is almost simultaneous with the viewing of young students. Therefore, educators in universities should seize important time nodes such as major anniversaries and festivals to push mainstream ideological videos for college students in a timely manner. Students will learn how to construct the aesthetic theory of visual art and master the basic methods and skills of form generation through the analysis and induction of visual forms. Students will use the knowledge learned in the previous module, use AI to create artistic forms, and make a personalized work of art based on visual culture and morphological analysis.

5. Conclusions

The reason why visual culture can greatly affect our daily life is that visual culture has the characteristics of visualization, sensibility, easy consumption and communication, and conforms to the transformation of cultural students. Due to the rapid growth of AI, ideological workers need to be sensitive to the development trend of new technologies, grasp the operating mechanism of intelligent media in time from the theoretical level, and study how to maximize the working efficiency of intelligent media from the practical level. In the stage of propagating the mainstream ideology, universities should get the utmost out of the advantages of the media to carry out ideology teaching, constantly expand the influence of mainstream ideology, consolidate the dominant position of mainstream ideology such as Marxism, and comprehensively improve college students' sense of identity with mainstream ideology. Under this background, it is an important direction to strengthen the mainstream ideological propaganda in the future to conform to the law of technological development, deeply study the realistic situation of AI empowerment ideological governance and seek a breakthrough on this basis, and formulate reasonable rules to guide the growth of AI. How to give full play to the advantages of mobile Internet in the spread of mainstream ideology in universities, resolve potential risk challenges, and implement the fundamental task of educating people by virtue, which always requires the mutual cooperation and joint efforts of all parties.

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