

# Research on the Development Status and Promotion Countermeasures of Community in Application Oriented Universities--Take Xi'an Aeronautical University as an Example

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**Abstract:** This paper makes a comprehensive and in-depth analysis and Research on the current situation of the development of student associations in Xi'an Aeronautical University, understands the basic situation of the development of student associations, analyzes the specific problems and difficulties faced by the current development of student associations, investigates the students' satisfaction with the current construction of student associations and their expectations for the development of student associations, and puts forward some suggestions for improving and enhancing the construction level of student associations Countermeasures, in order to provide a theoretical basis for the development of student associations in Xi'an Aeronautical University, and provide some reference for the construction of student associations in other application-oriented universities.

**Keywords:** Student associations; Development status; Promotion countermeasures

**Subject:** The achievement of the 2020 higher education research project of Xi'an University of Aeronautics "to explore the management status and Improvement Countermeasures of student associations in Application-oriented Universities - Taking Xi'an University of Aeronautics as an example" (No.: 2020gj2015).

## 1. Introduction

### 1.1 Analysis of students' participation in social organizations in Xi'an Aeronautical University

(1) Analysis on the community participation rate of Xi'an Aeronautical University. Among the investigated college students, 81.77% of them joined the club. Among them, 75.87% students participated in 1-2 associations, 5.16% students participated in 3-4 associations, and 0.74% students participated in 5 associations. Generally speaking, the participation rate of associations was high, and only 18.23% students did not participate in associations. Therefore, in the survey of community participation rate, 63.14% of the students think that the community participation rate of Xi'an Aeronautical University is not low or even high. However, 36.86% of the students think that the participation rate of school associations is low.

(2) Analysis on the tendency of students' participation in associations in Xi'an Aeronautical University. Xi'an Aeronautical University has many types of student associations, such as ideological and political, academic and technological, cultural and sports, voluntary public welfare, innovation and entrepreneurship. Through the investigation, it is found that students have different tendency to participate in various kinds of associations. The participation rate ranges from 15.82% to 37.5%. If 25% is taken as the cut-off point of the participation rate, the relatively popular student associations are campus cultural associations, voluntary public welfare associations and sports fitness associations, with the participation rates of 37.8%, 27.55% and 27.35% respectively. The relatively low participation rates are ideological and political associations, academic and technological associations and innovation and entrepreneurship associations 8.2%, 23.86% and 15.82%, respectively. It can be seen that the more close to the needs of students, the more entertaining and less professional the community activities are, the higher the participation rate of students will be.<sup>[2]</sup>

(3) Motivation analysis of Xi'an Aeronautical University participation in community. About the motivation of students to participate in the community survey results show that 69.84% of the students are based on their own interests and hobbies, in order to better develop their own interests and hobbies; 50.74% of the students are based on the perspective of learning to participate in community activities, in order to learn more things, improve their professional skills and cultural level; 46.45% of the students participate in the community for better development. They hope to have more opportunities and platforms to communicate with other students, comprehensively exercise themselves, improve their communication skills, and lay a good foundation for future employment and entrepreneurship; 35.59% of the students rely on the community platform to exchange their experience with the students with the same aspirations; 30.43% of the students are to get the second classroom credits by participating in the community activities, but a small number of college students add Joining the club is to increase credit. After a comprehensive analysis, it can be seen that students participation in associations has a strong purpose, only a very small number of students participate in associations

for fun, which can also be seen that student associations directly or indirectly serve the growth of all students from different angles.

### **1.2 Analysis on the situation and difficulties of community activities in Xi'an Aeronautical University**

(1) Analysis on the development of community activities in Xi'an Aeronautical University. First, from the perspective of the frequency of community activities, it basically presents a positive distribution, with 49.84% of the medium frequency of community activities once a week or a month, and 9.94% and 20.21% of the ultra-high frequency or ultra-low frequency of community activities once a day or more than two months, respectively; second, from the perspective of teacher guidance community activities, it is 84.49%. Among them, more than 46% of the instructors can provide professional guidance for the activities of student associations.

(2) Analysis on the dilemma of community activities in Xi'an Aeronautical University. After in-depth investigation, Xi'an Aeronautical University students association activities are facing many difficulties, such as the difficulties of activity venues, funds, insufficient professional guidance, enthusiasm of association members and so on. These dilemmas restrict the effective development of community activities to varying degrees, affect the healthy development of student associations, and reduce the sense of acquisition and satisfaction of students participating in community activities. Among them, the problems of venues and funds for community activities make students reflection relatively concentrated, accounting for 52.68% and 54.14% of the students, respectively. Students also have different degrees of reflection on other problems.

### **1.3 Analysis of satisfaction and influencing factors of X Xi'an Aeronautical University students on community construction**

The survey found that the satisfaction of Xi'an Aeronautical University students to the current school community construction is approximately in the form of normal distribution, the satisfaction accounts for the majority, and the proportion of very satisfied or very dissatisfied is relatively small. Among them, 14.05% were very satisfied, 35.59% were basically satisfied, 37.38% were generally satisfied, 6.67% were relatively dissatisfied, and 6.23% were very dissatisfied. Generally speaking, students were relatively satisfied with the construction of community, 87.01% did not show dissatisfaction, and 12.99% showed dissatisfaction.

### **1.4 Countermeasures for the improvement of community construction in Xi'an Aeronautical University**

(1) Strengthen the leadership of the school Party Committee on the development of Student Associations. The Party committee of the university should comprehensively strengthen the control and leadership of the overall development of student associations from the aspects of organization construction, system construction, activity brand construction, etc., rely on the construction direction of Application-oriented Universities with distinctive aviation characteristics, do a good job in overall planning and top-level design for the development of student associations, set the general tone for the development of student associations, and integrate the work of student associations into the ideological and political work of the University We should make overall planning, strengthen the construction of the management mechanism of student associations, broaden the management path of student associations, and often listen to the work reports of student associations. Under the leadership of the Party committee, the Youth League Committee should give full play to the positive role of the management department of student associations, guide the development and construction of student associations, and play a good role as a bridge between the Party committee and the associations. One is, two is, three is<sup>[3]</sup>. (2) The League Committee should establish a general branch of Student League organizations at the level of the League Committee, further strengthen the extension of the Communist Youth League organization in the society, and strengthen the guidance role of the Communist Youth League organization to student associations, and achieve certain results. Further explore the leading role of the party building in the development of student associations, and take the lead in Xi Jinping new era China characteristics according to the actual situation and characteristics of the student associations. Independent party branches should be set up in the ideological and political theory societies such as the socialist ideological learning and reading club. (3) Relying on new media platform to improve the construction level of Student Associations. Tiktok: let new media have a sense of existence in the construction of associations, thus establishing a better system of new media associations; at the school level, we should positively guide the society and let them develop information publishing platforms that meet the needs of the times, so that positive energy can be transmitted to the greatest extent by means of the new media platforms such as the Internet, WeChat official account, micro-blog, jitter, and so on, so that new media and University associations can be achieved. We should pay attention to the cultivation of the ability of student associations to use the new media platform, so that members of the association can not only obtain information through the new media, but also exercise some of their thinking ability<sup>[1]</sup>. We should encourage student associations to fully integrate traditional and new media.

## **2. Conclusion**

Social practice is the core link of applied talents training and an important way for students to form their social practice ability. Students' study should not only be confined to the campus, but also contact the society to broaden the new field of community activities, and deepen the community activities into social life. Therefore, it is necessary to give full play to the role of practice base outside school and encourage associations to organize students to visit enterprises and participate in school-enterprise cooperation projects.

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## **Reference**

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