

Analysis of the Language Style of Vanity Fair

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Abstract: *Vanity Fair is one of the famous literary works in England, with a high status. The content of the novel mainly depicts two completely different female protagonists, presenting the life of capitalist society in England to readers at that time. This article first analyzes the thematic ideas expressed in the novel, focusing on the language style characteristics of the novel from the perspectives of satirical language and unique narrative methods, for reference only. The most important aspect of an excellent literary work is the language style, which can reflect the author's style characteristics, and the language can reflect the various contents of the novel. In the work "Vanity Fair", the author actually criticizes the corruption and bad atmosphere of the society at that time. However, the author did not directly criticize it, but instead presented the theme and ideas of the novel to the readers through humorous language. Therefore, this article hopes to explore the language style of "Vanity Fair" and understand the language characteristics of 19th century British literary works. With the vigorous development of internet technology and the continuous deepening of digitization, the world has entered the digital era. Currently, the digital economy accounts for nearly 40% of China's total economy.*

Keywords: Vanity Fair; Language style; analysis.

1. INTRODUCTION

As a new form of economy, it has become a new driving force for China's economic growth and social development, continuously stimulating the enormous potential for innovative development in various industries, and fundamentally changing people's lifestyles. Concentration of operators is one of the important manifestations of monopolistic behavior implemented by digital platforms. In recent years, the active concentration behavior of some large digital platforms has attracted widespread attention from domestic and foreign antitrust law enforcement agencies. According to relevant data, as of December 2022, China's antitrust law enforcement agencies have punished more than 170 cases of concentration of business operators that have not been declared in accordance with the law, including large internet companies such as Alibaba and Tencent. In the past 30 years, "MAGAF" in the United States has completed more than 800 mergers and acquisitions. A large number of illegal activities such as concentration of operators and stifling mergers and acquisitions of start-ups have formed monopolies, disrupted a fair and orderly market competition environment, damaged the legitimate rights and interests of consumers, and hindered innovation. Compared to the United States and the European Union, the development of antitrust regulations on the concentration of operators on digital platforms in China is relatively slow. At the same time, due to the characteristics of digital platforms such as bilateral markets and network effects, traditional concentration regulations are difficult to apply to the platform field, lacking effectiveness and specificity. For example, how to identify concentration behaviors that have the effect of excluding or restricting competition, and how to implement centralized control, etc. No specific and clear regulations have been provided yet. Therefore, this article intends to study the centralized control system of digital platform operators and propose suggestions based on the actual development of China's digital platform economy, in order to provide useful reference for improving the system.

1.1 Criticism of Capitalism

The society in which the author is located is the industrial era of continuous development of British capitalist economy, with industry and commerce as the pillars of the national economy. Therefore, in order to obtain more economic benefits, wealthy businessmen exploit grassroots people everywhere and want to dominate society. Compared to the grassroots people, wealthy businessmen are impoverished and some people cannot even afford to eat, while wealthy businessmen accumulate assets like fat, constantly losing themselves and pursuing fame and fortune. At that time, people in British society lived for fame and fortune. The author named the novel 'Vanity Fair', which actually contains profound meanings. What the world wants the most is fame and fortune. In order to obtain fame and fortune, one can sacrifice dignity and everything, and do things that violate moral principles. In capitalist society, the most important thing is fame and fortune. People constantly lose themselves in order to obtain power and money. What people think and think about in their hearts is only fame and fortune, and everything else is just a floating cloud. People constantly lose their true selves in the pursuit of money and power. When discussing the novel, the author once said that it is not wrong for people to pursue rights and money. It is because of the social problems in life that people place fame and fortune above dignity and conscience. The author's writing of a novel is actually a critique of the society at that time.

1.2 Promoting the spirit of women

In this novel, the protagonists are two female characters, and the author presents the actual life of British capitalist society at that time to the world by describing the character and fate of the female characters. For example, one of the protagonists in the novel, Emilia, is kind, but also has the drawback of blindness and ignorance. When interpreting the characteristics of the characters, the

author is able to grasp the characteristics of the characters in the novel, while also reflecting on human nature and society at that time. The reason why the two women were chosen as the protagonists of the novel is mainly due to feminism at the time, and also partly due to the promotion of human rights in British society at that time, hoping for gender equality. Women are an indispensable part of society, and their social status is constantly changing. Therefore, the spirit of feminism is also reflected in the novel.

2. ANALYSIS OF THE LANGUAGE STYLE OF VANITY FAIR

Platform economy is a form of digital economy, which is essentially a "Internet plus" business model with strong inclusiveness, enabling platform operators to gather users, operate businesses, provide services and generate economic benefits on the Internet platform. In this process, digital platforms not only create huge economic benefits, but also promote the development of the digital economy.

To clarify the digital platform, it is necessary to first clarify the meaning of the platform. The so-called "platform" refers to a cyberspace that has a large number of users and also provides services for them. In this space, operators can provide goods and services to users. The definition of digital platforms is not uniform across countries, such as the European Commission's view that digital platforms are "independent entities that provide online platform services"; The Federal Trade Commission of the United States defines a digital platform as a physical facility consisting of a set of electronic data streams using data, algorithms, servers, or software that interact digitally on a computer network and provide services to other users. Article 2 of China's E-commerce Law defines "e-commerce platforms" as "online business premises established by operators to sell goods or provide services. Some scholars believe that platforms have the dual attributes of enterprises and markets. In other words, platforms are not only the operators and maintainers of the effective operation of bilateral markets, but also the formulators of platform transaction rules, with a certain level of management authority [1].

Therefore, in general, the definition of digital platforms should be mainly carried out from the following two aspects: firstly, based on the standard of subject, that is, digital platforms are third-party entities independent of the providers of goods and services; Secondly, based on functionality, digital platforms can provide multiple functions such as online transactions and services. From these two aspects, digital platforms should be a comprehensive entity with multiple functions, which also means that they are not limited to providing information intermediary services or trading platform services. Meanwhile, according to Article 17 of the Anti Monopoly Law, the "Internet field" can be broadly defined as the "Internet", which includes various new economic forms based on Internet technology as infrastructure and data as key elements. Therefore, a comprehensive analysis should be conducted on the multifunctional features of digital platforms.

2.1 Language has satirical characteristics

Thackeray's creation of novels was mainly a critique of capitalist society at that time, so sharp satire was often used in the language of the novels. *Vanity Fair* is one of his representative works, and many critical satirical language was used in the novels, becoming an important highlight. By using critical language, the more serious topics of fame and fortune became easier to read. Unlike other critical novels, some novels have a more intense and rigid language during the critical process. The language in the novels has a profound satirical significance, which can express the situation of the society at that time to people. People can deeply experience it in the reading process. The author uses humorous language in a reasonable manner, and by describing the details of the novel's story, people can understand the truth of the novel's events. By using this writing technique, readers can have room for imagination. When reading the work, readers can have a more thorough and profound understanding of the story plot and the theme ideas reflected in the novel. For example, in the author's description of the novel, the language of the Crowley couple is as follows: due to the lack of a fixed source of income, the Crowley couple's family situation is not very good, but they have good face and often hold large-scale banquets to invite social celebrities to participate. However, due to the fact that the Crowley couple did not have more funds to hold a large-scale party, the money used for the party was provided by Foon Dann. This couple only assumed a false name and were helping the wealthy. In describing the Crowley couple, the author does not directly satirize or criticize them, but instead describes the current situation and describes the characteristics of the characters in a lateral manner. At the same time, the author can also understand the personality characteristics of the characters in the novel, allowing readers to see from the text that the Crowley couple have a greedy and vain side. In fact, at that time, British society was like a "Vanity Fair", where everyone wanted to become an upper class person, have power and money, so there were more vain people like the Crowley couple. The author uses this writing technique to showcase the continuous decline of British society at that time.

The two female protagonists in the novel are quite representative. A woman is Emilia, and the author describes her character as steadfast and loyal to her husband. Another representative female character is Becky, who is characterized by selfishness and hypocrisy. She uses her beauty and intelligence to gradually establish herself in the upper class. The two types of women depicted by Thackeray are actually two groups of people in upper class society, one is those who pursue fame and fortune by any means, and the other is a group of kind-hearted and traditional personalities. Although the novel is critical of realism, the author has a sense of humor and uses humorous language to present the true emotions to be expressed, criticizing various behaviors above money in society. This novel reflects the author's language skills. The author was very dissatisfied with the atmosphere of

capitalist society in England at that time, but he did not use rigorous and restrained language to criticize, but instead used humorous language to describe various events, Let your negative emotions be vented while also interpreting the theme in front of people. At that time, capitalist society regarded money as their lifelong pursuit, with kindness, emotions, dignity, and everything else being the most sacrificial. There were no emotions between people, only interests and vanity. People in the upper class used their strong influence to create a misconception among the grassroots, believing that pursuing money would enable them to live in the upper echelons of society, gain respect from others, and be influenced by Becky. Becky's mother is a dancer in a musical, and her father is a picture teacher. Due to her poor life, Becky needs to put in a lot of effort to achieve her ideals and goals in order to gain a place in the upper class society. However, in the author's eyes, Becky is a person who uses all means to achieve her goals and has a strong desire to conquer. She shows a desire for money and poses a certain threat to men. Although the author describes Becky as beautiful and intelligent in the novel, with many advantages, the author does not like Becky's vanity, so the ending of Becky's description is not good. In Thackeray's criticism of upper society, the author prefers Emilia's kind character, so in the ending of the novel, Emilia has a happy ending.

2.2 Unique Narrative Style

In the process of shaping character images in novels, the author applies different expressive techniques to promote the development of the story plot. When creating *Vanity Fair*, the author narrates the story stage and comments on the plot from the perspective of the author. In the opening stage of *Vanity Fair*, the author uses puppet play to mock and compare the characters in the novel. When the author introduces the characters in the book, it is written as follows: the puppet named Becky is quite famous and can dance, and the girl named Emilia, although she looks like a doll, is not as good at expressing herself as Becky. This metaphorical approach reaches the extreme of satire. In the novel, the author, in the process of narrating the story plot, does not follow the conventional writing mode, but inserts the emotions they want to express into the story plot. There are various ways of expression in the novel, and the novel style not only has a sense of humor, but also has a romantic color. Multiple language expressions appear in the novel, in order to enable readers to continue reading, It will reveal the subsequent plot to the reader, which is a unique way of expression. The most prominent feature of the platform is the dual (multi) side market. Taking Alibaba e-commerce platform as an example, in e-commerce platforms such as Taobao and Tmall, merchants pay a certain fee and obtain the right to sell goods or services on the platform. Consumers can purchase goods or services on the platform for free, forming a bilateral market.

2.3 Language with humorous characteristics

In British literary works, regardless of the theme, a humorous language style is reflected, especially the author of "*Vanity Fair*", Thackeray, who has a lot of British humor in his works. A significant period in British history was the Renaissance, during which many humorous literary works emerged, which had a profound impact on the development of British literature in the future. In literary works, the author applies humorous language to express profound meanings through superficial language, extending the language and ultimately presenting humorous features. British humor has the characteristics of delicacy and implicitness, telling the inner meaning conveyed by language, not just making readers feel interesting. In the work '*Vanity Fair*', there are many British humorous languages that exist, citing some popular humorous languages and adding humorous language to make the novel's expression of ideas more vivid. The reason why the author uses this humorous language is mainly due to the social background at that time, which is typical of British humor and can enhance readers' interest. In the work "*Vanity Fair*", the author uses a large amount of social information to describe some phenomena in society and metaphorically depict the characters appearing in the novel. By using humorous and witty language, not only can the central idea expressed in the novel be more sensitive, but it can also make readers feel more fun, attract readers, and fully express their dissatisfaction with capitalist society, which is highly ironic and has important value in the narrative of the work. For example, Alipay can provide financial and payment services for merchants and consumers, while Cainiao Logistics can provide goods detection, goods collection and other services for users at both ends. From this, it can be inferred that the monopolistic behavior of the platform has different characteristics from traditional monopolistic behavior, which may involve multiple fields or aspects [2]. Due to the strong resource allocation ability of the platform itself, It takes into account the dual attributes of both the enterprise and the market. In terms of market attributes, platforms have the power to formulate and execute transaction rules, which makes their monopolistic behavior mandatory internally and covert externally [3].

2.4 The framework for analyzing the competitive effects of concentration of operators

It is the top priority of the concentration control system, and its analysis results will be directly used as the basis for determining whether enterprises are allowed to carry out mergers and acquisitions. Currently, China's Anti Monopoly Law, Guidelines, and other laws and departmental regulations all contain the main factors that anti monopoly law enforcement agencies need to consider when conducting competition analysis. Although there are many elements listed, they lack integrity and logic. The market share of traditional enterprises is often obtained by calculating sales revenue, sales volume, and other data. However, according to the above analysis, most internet companies adopt a "cross subsidy" free business model, where users can enjoy it without paying any fees [8]. At present, the development of digital platforms is showing a trend of product ecology. With the help of their powerful data resources, they are constantly expanding across borders, involving multiple fields and businesses. This cross market competition behavior leads to the platform having strong control over the market. Based on this, the factors

listed in the "Regulations" cannot effectively achieve scientific evaluation of platform market control. In summary, although the current regulations provide detailed provisions for analyzing the competitive effects of platform operator concentration behavior, there are still many limitations in law enforcement practice.

3. OPTIMIZATION AND IMPROVEMENT OF THE CONCENTRATION SYSTEM FOR DIGITAL PLATFORM OPERATORS

With the rapid development of the Internet, internet platforms based on data, algorithms, and technology play an important role in office work, learning, resource allocation, and other aspects. However, some leading internet companies use their monopoly position to implement exclusion and restriction of competitive behavior, posing challenges to the traditional competitive pattern and order. The newly revised Anti Monopoly Law clearly states that encouraging innovation and promoting fair competition policies are the key directions of anti monopoly supervision. It also responds to and improves the problems of the concentration system for digital platform operators, but it still cannot be effectively applied to digital platforms, such as limitations in application standards, incomplete competitive effect analysis framework There is still a lack of clear regulations regarding the difficulty in applying relevant market definitions and insufficient punishment and deterrence. This article will improve China's centralized control system for digital platform operators from four aspects: application standards, competition analysis framework, relevant market definitions, and punishment and deterrence, in order to cope with the complex and ever-changing digital economy.

3.1 Optimize Application Standards

Although the business methods and profit models of various platform enterprises vary, the ultimate goal is to obtain stable user traffic through cross subsidies after users use the platform products and develop usage habits. The development of this new business model makes it impossible for the potential of start-up platforms to be fully reflected through revenue or market share, resulting in being excluded by law enforcement agencies due to not meeting the declaration standards. Therefore, it is necessary to optimize the application standards for concentration of business operators. Introduce transaction volume standards. In June 2022, the State Administration of Market Regulation formulated the application criteria for "turnover+market value or valuation standards+1/3 of the proportion of domestic turnover in China" in the "Regulations on the Application Standards for Concentration of Business Operators (Revised Draft for Comments)", Article 18 of the "Guidelines" stipulates that "in the field of platform economy... platform operators who specifically participate in market competition or play a leading role on one side of the platform can also calculate the transaction amount involved in the platform." According to China's national conditions, without increasing the turnover standard, the transaction amount standard is introduced as a supplement, This is conducive to including concentration of business operators whose turnover does not meet the declaration requirements but will have a significant impact on market competition in the future, effectively curbing the negative impact of stifling mergers and acquisitions. At present, EU countries such as Austria, Germany, and Italy use transaction volume as the declaration standard for concentration of internet enterprise operators. As the first country in the world to incorporate transaction volume into the concentration control system, Germany stipulated in the revision of its Anti Restriction Competition Law that when the transaction volume of internet enterprises reaches 400 million euros, they should actively declare concentration. Through the enforcement practices of countries such as Austria, it has been shown that introducing transaction volume will not cause significant difficulties for law enforcement agencies [10].In addition, in the Facebook acquisition of WhatsApp case, it also reflects a direct reflection of the potential and economic value of transaction volume for internet startups. Therefore, based on the development of the digital economy and the merger and acquisition situation of start-up enterprises, China can set the transaction volume standard to 600 to 800 million yuan.

Require large platforms to bear the obligation of disclosure. The European Union has added a "gatekeeper" system to the passed Digital Markets Act, which stipulates that as long as the platform meets the "gatekeeper" conditions, the European Commission and relevant countries have the right to know about the concentration of operators it implements.Norway has already passed legislation to establish the obligation to disclose mergers and acquisitions of large platforms, and European countries such as Italy and France have also indicated this trend in relevant laws or proposals. According to the relevant cases of violating the concentration declaration standards issued by the State Administration for Market Regulation, it is not difficult to see that most of the companies that violate the concentration declaration standards are concentrated in large internet companies such as Alibaba and Tencent. In order to prevent disorderly capital expansion and deepen antitrust supervision in the digital economy field, China can refer to the "gatekeeper" system according to its national conditions, and require large platforms to bear the obligation of prior notification of merger and acquisition transactions. At the same time, in order to avoid the negative impact of excessive review on the concentration behavior of operators, the scope and objects that meet the mandatory declaration conditions should be strictly divided.

3.2 Methods for Defining Innovation Related Markets

Compared to traditional unilateral markets, the dual (multi) sided market characteristics of platforms make defining related

markets more complex. If the scope of definition is too wide or too narrow, it will directly affect the accuracy of antitrust review. Therefore, it is necessary to innovate the methods for defining related markets.

The external network effect of the platform is one of the factors that affect the definition of the relevant market, and this effect will have different effects on users on different sides of different types of platforms. For example, for platforms such as Tiktok and Google that provide places for paying advertisers to place advertisements, the user end can enjoy services for free, which has a negative cross effect. The advertiser end pays for advertising, which has a positive effect. The change of platform price will not lead to the loss of customers on both sides, so the multi market analysis method can be used. On the contrary, platforms such as Didi and Meituan that require both merchants and users to pay fees have a positive cross effect on both users, and price changes will cause loss of users on both sides. Therefore, a single market analysis method can be used for this. Of course, law enforcement agencies should comprehensively examine the impact of centralized behavior on all users when conducting reviews, and then analyze specific issues.

China's Anti monopoly Law stipulates the methods of demand substitution analysis, supply substitution analysis and SSNIP testing in the relevant market definition methods. However, for the current competition between platforms, the price is no longer the first choice, but the free or low price competition mode is adopted, resulting in that the traditional relevant market definition methods based on price competition cannot objectively and truly reflect the overall market power of platform operators, It is difficult to apply the concentration review of operators in the platform field. In practice, the product performance testing method based on commodity performance (SSNDQ) and the profit model testing method based on profit model have been derived. Although their rationality has been applied in individual cases, they have not fundamentally solved the fundamental problem of defining the digital platform related market. Therefore, this article believes that law enforcement agencies should flexibly apply relevant market analysis methods in specific cases, using relevant market definition as a means rather than a necessary procedure. For monopoly cases that are difficult to define, relevant market definition can be weakened or even omitted, which is beneficial for saving judicial resources and law enforcement costs.

3.3 Improve the Framework for Analyzing Competition Effectiveness

The traditional competitive effect analysis framework cannot be well applied to the concentration behavior of digital platform operators, so it should be improved based on platform characteristics.

The first factor to include innovation damage. Innovation, as the primary driving force for development, occupies a core position in the overall development of the country. The internet field is the main battlefield for innovation and development, and innovation is considered a factor in the analysis of the competitive effect of digital platform operator concentration in relevant laws and regulations such as the "Guidelines" and the "Anti Monopoly Law". The Anti Monopoly Law aims to "encourage innovation" and makes relevant provisions in Article 1. Innovation is similar to indicators such as price and consumer welfare, and as an implicit indicator, it is difficult to quantify in practice [11].The traditional competitive effect analysis framework cannot be well applied to the concentration behavior of digital platform operators, so it should be improved based on platform characteristics.

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3.4 Set an Appropriate Amount of Fines

According to the spirit of the 2020 Central Economic Conference, China's antitrust law enforcement departments have increased their enforcement efforts against concentration of business operators who have not been declared in accordance with the law. According to relevant data, the number of undisclosed cases of concentration of business operators publicly punished by the State Administration for Market Regulation in 2021 and 2022 was 106 and 32, respectively, an increase compared to 2019 and 2020. Although law enforcement agencies have increased their investigation and enforcement efforts, this does not effectively curb the occurrence of illegal activities. Before the amendment of the Anti Monopoly Law, penalties were only imposed on transactions that had the effect of excluding and restricting competition. However, in practice, most cases of concentration of operators did not have the effect of excluding and restricting competition. For example, in cases such as Alibaba's acquisition of Yintai equity and Fengchao's acquisition of Zhongyou Zhidi equity, concentration did not exclude the effect of restricting competition. Ultimately, fines could only be imposed without requiring them to return to their pre concentration state. The newly revised "Anti Monopoly" selects and applies different punishment schemes based on the different effects of illegal implementation of concentration of operators on market competition, taking into account relevant experience from abroad and the actual national conditions of China. The amount of fines has also been increased. When the concentration behavior has or

may have the effect of excluding and restricting competition, a penalty of less than 10% of the previous year's sales will be imposed. If the concentration behavior does not have the effect of excluding and restricting competition, a fine of no more than 5 million yuan will be imposed. This gives antitrust law enforcement agencies a certain degree of discretion, so it is also required that law enforcement agencies should consider various factors comprehensively, follow the principle of proportionality, and set an appropriate amount of fines when determining the specific amount. In this regard, this paper suggests that law enforcement agencies can set a certain proportion of fines based on the enterprise's operating income and in combination with the specific circumstances of the case, so that the punishment can give full play to its deterrent power.

4. CONCLUSION

In summary, in the process of describing *Vanity Fair*, the author includes multiple language expressions, with the aim of exposing the ugly faces of the upper class people in 19th century England and criticizing all the negative phenomena of capitalist society in England through satirical and humorous language. The author's intention in the novel is to express the darkness of society, people's passion for money, and the tragic life of grassroots people. However, the author does not directly criticize, but instead uses humorous language to satirize. What is eternal in the universe is change. The existence of traditional public service departments benefits from historical economic systems and social contexts. With the spread of globalization and the application of new technologies. After the 1980s management crisis, administrative reforms featuring new public management come into existence. However, the suffering and adverse responses in the reform process have often motivated people to think about whether there are a single best model and its application to the world. However, the success criteria of the model of a public entity are its ability to perform well and efficiently in the local area, and the economic conditions, political environment, history and humanities of different countries around the world is different. Meanwhile, a stable legal scheme and high-quality civil servants in developed countries offer a strong base for reforms, whereas developing countries do not have those requisites. Therefore, a single best model can be applied around the world means that this model has to be tailored to different situations around the world. It's complicated, but there can be found some key features of the good model.

The digital economy is a hot topic in current international competition and an important growth point for high-quality development of China's economy. Its development has broken traditional market boundaries, promoted technological innovation, and improved consumer welfare. However, with the increasing phenomenon of digital platform enterprises enhancing their competitive strength through mergers and acquisitions, the traditional concentration control system for operators faces four challenges due to the characteristics of platforms such as dual (multi) edge market effects, network effects, and lock-in effects, such as limitations in application standards, difficulty in defining "relevant markets", incomplete competition analysis frameworks, and insufficient punishment and deterrence. How to effectively regulate the concentration behavior of digital platform operators has become an urgent problem to be solved. This article believes that first of all, China should establish a declaration standard system with transaction volume standards as a supplement and turnover standards as the main focus. Based on strict division of the scope and objects that meet the mandatory declaration conditions, large internet enterprises should be required to bear a certain obligation to inform and improve the efficiency of antitrust law enforcement. Secondly, law enforcement agencies should flexibly apply relevant market analysis methods in specific cases to save judicial resources and law enforcement costs. Once again, improve the competitive effectiveness analysis framework by incorporating innovation damage factors and emphasizing user data and privacy protection, in order to adapt to complex and ever-changing platform monopolies. Finally, based on the enterprise's operating income, set the proportion and amount of fines according to the actual situation of the case, and enhance the deterrent power of punishment. In addition, we should continuously strengthen the research and practical exploration of antitrust theory in the digital economy, and achieve the improvement and innovation of the centralized control system for digital platform operators by combining traditional antitrust theory with the development of the digital economy.

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