

Table of Contents

Natalia CHABAN and Martin HOLLAND

Introduction: Early-Career Academics' Perspectives on Asian Perceptions of the EU 5

Section I: Normative, Economic and Political Visions of the EU Before the Eurozone Sovereign Debt Crisis 23

Clara PORTELA

Chapter 1: The European Union, Human Rights and Burma/Myanmar: Stakeholders' Perceptions in Southeast Asia 25

Pim VAN LOON

Chapter 2: Chinese Perceptions: An Exploration into the Non-material Underpinning of Sino-EU Trade Relations 46

LI Zhang

Chapter 3: What Shapes Perceptions of the EU in China? Discrepancies Between Media Representation and Public Perception 66

Alessandra BROVELLI

Chapter 4: Political Visions and Stakeholders' Perception: Ideals, Truths and Challenges of the ASEM Process 86

LAI Suet-yi

Chapter 5: It Takes Two to Tango: Who Dances on the ASEM Stage? 112

Rajendra K. JAIN and Shreya PANDEY

Chapter 6: Perceptions and Misperceptions: Images of the European Union in India 143

Section II: Asia's Perceptions of the EU after the Outbreak of the Eurozone Sovereign Debt Crisis 171

LAI Suet-yi and LI Zhang

Chapter 7: Challenging the EU's Economic Roles? The Impact of the Euro zone Crisis on EU Images in China 173

Sung-Won YOON	
Chapter 8: Is FTA for 'Up Closer and Personal?'	
Reflections on Media and Public Views on the EU in Korea	198
Paul BACON	
Chapter 9: Potential Still Untapped: Japanese Perceptions of the	
European Union as an Economic and Normative Power	224
Rajendra K. JAIN and Shreya PANDEY	
Chapter 10: Indian Elites and the EU as a Normative Power	252
Loke Hoe Yeong and YEO Lay Hwee	
Chapter 11: Who Acts for the EU before and after the Lisbon	
Treaty? The View Through the Media in Singapore and Thailand	273
Section III: Asia in the Eyes of Europe – Before and After the	
Crisis	297
María CUIÑAS INSUA	
Chapter 12: Asia Through the Eyes of Spain: Spanish Youth	
Perceptions on Asia-Pacific	299
Sebastian BERSICK	
Chapter 13: European Perceptions of Asian Regionalism:	
The Role of Multilateralism in Europe's Image of Asia	327