

THE EU THROUGH THE EYES OF ASIA

VOLUME II

NEW CASES, NEW FINDINGS

Editors

Natalia Chaban

National Centre for Research on Europe

Martin Holland

National Centre for Research on Europe

Peter Ryan

Asia-Europe Foundation

Partner research institutes include:

Ateneo de Manila University, Universitas Indonesia, Vietnam National University



With the support of the European Commission:



 **World Scientific**

NEW JERSEY • LONDON • SINGAPORE • BEIJING • SHANGHAI • HONG KONG • TAIPEI • CHENNAI

Contents

<i>Message from the Asia-Europe Foundation</i>	v
<i>Foreword</i>	vii
Introduction: Asia's Visions of the European Union: Introducing the Volume	1
<i>Martin Holland, Natalia Chaban and Peter Ryan</i>	
Chapter 1: Orientalism Reversed: Images and Perceptions of the EU in the Philippines	19
<i>Alma Maria O. Salvador, Leslie V. Advincula-Lopez and Manuel Enverga</i>	
Chapter 2: Images and Perceptions of the EU in Vietnam: Media, Elite and Public Opinion Perspectives	53
<i>Pham Quang Minh, Bui Hai Dang and Tran Bach Hieu</i>	
Chapter 3: EU Images in Indonesia	93
<i>CPF Lubulima, Edward ML Panjaitan and Anika Widiana</i>	

Chapter 4: Assuming Superpower Status? Evolving Asian Perceptions of the EU as a Political and Economic Actor	125
<i>Martin Holland</i>	
Chapter 5: ‘Soft Power’ and a ‘Human Face’: Images of the EU as a Social, Environmental and Developmental Actor in the Asian Media and Public Discourses	159
<i>Natalia Chaban</i>	
Chapter 6: ASEM under the Radar: Media Portrayals of Asia-Europe Meeting in Asia	217
<i>Suet Yi Lai and Natalia Chaban</i>	
Chapter 7: Policy Recommendations and ESiA	247
<i>Peter Ryan</i>	
<i>About the Contributors</i>	259
<i>About the Partners</i>	267
<i>About the ESiA Network</i>	271