

The Second Europe-Asia Summer School, 2010

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Lecture: Perceptions of the EU in Japan and Asia

How the European Union (EU) is understood and seen in Japan and Asia? This is a part of collaborative research conducted by a group of experts and graduate students in Asia and Pacific to investigate how the EU is perceived in this part of the world. The research was conducted by three means, namely media analysis, public opinion survey and elites' interviews in each countries. The result has been published in Martin Holland, Peter Ryan, Alojzy Z. Nowak and Natalia Chaban eds., *The EU through the Eyes of Asia: Media, Public and Elite Perceptions in China, Japan, Korea, Singapore and Thailand* (Singapore-Warsaw, Asia-Europe Foundation, 2007). We have contributed a chapter on "Cast in America's Shadow: Perceptions of the EU in Japan". The lecture will be based on this analysis in Japan with comparison in other countries.