



The Gaze of the West and Framings of the East (Frontiers of Globalization)

Professor Shanta Nair-Venugopal

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This volume explores Western attitudes towards the phenomenon of Easternization, drawing upon Eastern perspectives that explore its impact on the West and its position as a new type of globalization. The book views the West as a sum of all its representations - as an idea, an essentialism, a set of images, a frame of reference, a cultural metaphor, a discursive polarity, as well as a spread of geographically locatable regions, both central and peripheral. With contributions from both Asian and European scholars, this volume advances literature on the East beyond Orientalism through the emerging lens of Occidentalism.

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