

Dr HELENA IVANOV

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PROFILE

I am a Doctor of Philosophy in International Relations at the LSE. My research focused on examining the **relationship between propaganda and people's willingness to engage in violence**. Specifically, I spent my PhD examining the content of daily broadcasts aired in the former Yugoslavia between 1991 and 1995 with the aim of explaining how such content motivated people to engage in violence or support regimes advocating such violence. I **produced a model for studying propaganda**, whose applicability extends beyond the Yugoslav case. I am looking for the opportunity to apply my expertise in public sector and in international organisations, and help design policies to combat propaganda, misinformation and disinformation.

Currently, I work as an **Associate Research Fellow at The Henry Jackson Society** and as a **Visiting Fellow at the LSE's International Relations Department**. I also work as Policy Advisor for the Belgrade Monumental start-up app (winner of Best Mobile App in Serbia in 2021).

EDUCATION

The London School of Economics and Political Science (LSE) **Sep 2017 – May 2022, London**
PhD in International Relations, full academic scholarship for all four years

- Investigated the relationship between media and people's willingness to engage in violence, and how propaganda, disinformation and hate contributed to the civil conflict and genocide in Yugoslavia
- Produced a **model which details the phases, functions, discourses and techniques of propaganda and was commended by my PhD examiners** for making a novel and distinct contribution to the study of propaganda and violence
- Assessed the **entire archive (around 1,634 broadcasts) and reviewed over 300 pieces of content broadcasted by the Serbian national TV station between 1991-1995** to evaluate the power such content had over people's willingness to engage in violence

University of Oxford **Oct 2015 – July 2017, Oxford**
MPhil in Politics: Political Theory (distinction, top 5 % of the class)

- MPhil Thesis: Dehumanisation and Mass Violence – A Challenge for Political Theory. Examined primary sources from the Holocaust and the Bosnian War to analyse the relationship between dehumanising language and people's willingness to engage in violence against civilians

University of Belgrade, Faculty of Political Science **Oct 2010 – Sep 2014, Belgrade**
BSc in Political Science, GPA 9.39/10.00, full academic scholarship

PROFESSIONAL EXPERIENCE

The Henry Jackson Society **January 2022 – present**
Associate Research Fellow

- Conceptualising, planning and **executing research projects**
- Engaging in public speaking and media commentating
- **Fundraising and securing grants** to support research projects
- Projects completed to date: British Social [Cohesion](#) (author); Russian Hybrid [Warfare](#) (co-author); Britain's Values-based Diplomacy and Human [Rights](#) (research lead)

Belgrade Monumental App **June 2020 – present**
Policy advisor

- Winner of **Best Mobile App in Serbia in 2021**
- [Belgrade](#) Monumental App is a start-up that makes it possible for people to take a walk through Belgrade and learn about its history and monuments. The app is available for both iOS and Android and it covers around 200 monuments across Belgrade.
- As a policy advisor, I **collaborated with the product and technical teams** to develop the app that objectively presents historical figures, events, and context
- I have also assisted with text-writing for politically controversial figures and monuments; organised and hosted meetings with potential investors, and advised on the overall direction the app should take especially when it comes to privacy, advertising, and potential funding.

Bridgewater Associates

September 2021 – Nov 2021, New York

Investment Associate [joined as intern]

- Analysed relevant concepts pertaining to **investment and managing portfolios**
- Attended **quantitative analysis** training

LSE, Department of International Relations

Sept 2018 – June 2020, London

Graduate Teaching Assistant

- Lectured 5 courses: Global Politics in the 21st Century; Genocide; Contemporary Issues in International Relations; Power Shift; International Security
- Received Highly Commended Award as a Departmental Class Teacher

MEDIA APPEARANCES

- **Appeared on international media outlets:** [BBC](#) World Service on Kosovo and the role of propaganda in escalating tensions; Al [Jazeera](#) English Inside Story on Kosovo; [BBC](#) World Service on Italian elections; The [Telegraph](#) on Italian elections; [Global](#) News Canada on Kosovo; GB [News](#) on Online Safety Bill, among others.
- **Wrote op-eds for international media outlets:** For UnHerd on [Russia](#) Today opening offices in Belgrade; for UnHerd and CAPx on [Serbia's](#) balancing act with [Russia](#) and the EU and its consequences; for UnHerd on [stability](#) in the Western Balkans; for UnHerd on how [Russia's](#) invasion of Ukraine is dividing the Balkans, among others.
- **Appeared on multiple Serbian media outlets:** For Euronews Serbia on Liz [Truss's](#) mini budget; for NovaS on Liz [Truss's](#) resignation; for Kvaka 23 on Serbia's balancing act between [Russia](#) and the EU; for Demostat on the [impact](#) of propaganda on the Western Balkans

CONFERENCES

- Hosted and/or participated in various events hosted by The [Henry Jackson Society](#) (three links available)
- Spoke at The [House](#) of Lords on the threat of disinformation to the UK with Lord Gilbert and Chris Pleasance Dec 2022, London, UK
- [Panel](#): Genocide and Language, University of Connecticut Apr 2021, online
- Desk Perpetrators: *Schreibtischtäter* and their International Crimes (discussion on the role of those who order killing but do not commit the killings themselves) Sept 2019, Nuremberg
- Counter-speakers workshop, Dangerous Speech Project (discussion on the adequate policies which would effectively combat hate speech disseminated on social media platforms) Nov 2019, Berlin
- Dangerous Speech conference, Dangerous Speech Project (discussion on the different kinds of hate speech with the purpose of identifying the type of hate speech most likely to incite violence) Jun 2017, Berlin
- Presented a paper on Dehumanisation in Genocide at Central European University Jan 2017, Budapest
- Presented a paper on the challenges of free speech at the Graduate Conference Apr 2016, Oxford
- Talk about free speech at [TEDx, Sciences Po](#) Apr 2016, Dijon, France

COMPETITIVE DEBATING

- **First non-native English speaker to reach the Open Semi-finals at the 2015 World Universities Debating Championship** (top 8 out of 380 teams, from 90 countries), held in Kuala Lumpur ([video](#))
- **The best speaker** in category English as a Second Language champion and sixth best global speaker (out of 440) at the 2014 European Universities Debating Championship held in Zagreb, Croatia ([video](#))
- **Winner and Chief Adjudicator** of many other major international tournaments
- **Coach at the World federation of UN Associations** 'Youth Debate Camp', Seoul, South Korea, 2014
- **Ran debating workshops** in MGIMO University (Moscow, Russia), CUHK (Hong Kong, China), ULU (London, UK), [Eilat](#) (and in over 10 other countries)

LANGUAGES

- English (proficient)
- Serbian/Bosnian/Croatian (native)