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Dr Baidyanath Bhattacharya is currently working as an Associate Professor of Journalism and Mass Communication at Netaji Subhas Open University since 06th February, 2020. He is associated with media studies for over four decades. He was the former Head of the Department, Journalism and Mass Communication at Murlidhar Girls' College, Kolkata.

Dr. Bhattacharya was also a member of the Post Graduate faculty council of Journalism, Education, and Library Science, University of Calcutta. He has written more than dozen books on Journalism and Mass Communication in Bengali as well as in English.