

Unveiling the Voice of Tomorrow: The Journey of Ashanti Lawson from Passion to Profession

In a world where headlines dictate our realities, there lies a young soul, Ashanti Lawson, whose journey into the realm of media is as profound as the narratives she aims to craft. At the age of 21, Ashanti embodies the philosophy of "I can and I will," carving her path through the ever-evolving landscape of journalism and media.



The Genesis, A Childhood Shaped by News

Ashanti's affinity with media burgeoned from her childhood, where the nightly ritual of absorbing the news became a cornerstone of her upbringing. Entrusted by her grandparents to dissect and interpret the day's events, she found herself delving deeper into the stories, unraveling the threads that wove the fabric of society. It was during these moments of reflection that Ashanti realised the power of storytelling and the resonance it holds within the human psyche.

A Revelation at Church: Turning Weakness into Strength

Despite her early inclination towards the written word and a penchant for solitude, Ashanti's trajectory took an unexpected turn during a Sunday service. Thrust into the role of an impromptu emcee, she discovered a latent ability to engage and captivate an audience, turning what she perceived as a weakness into a newfound strength. This pivotal moment ignited a sense of purpose within her, propelling her towards a path where communication became her canvas and expression her palette.

University: A Canvas of Creativity and Growth

Enrolled in a degree program in media, Ashanti's university experience is defined not by a singular favourite moment, but rather by the myriad opportunities that have facilitated her exploration and growth. From honing her skills in media production to delving into the intricacies of storytelling through various mediums, her journey has been a tapestry woven with threads of creativity and curiosity.

Words of Wisdom: Navigating the Path of Media

For those embarking on a similar journey, Ashanti imparts invaluable advice garnered from her own experiences. She emphasises the importance of mastering time management and seeks to dispel the notion that theory alone suffices in the realm of media. Instead, she advocates for hands-on experience, urging aspiring media professionals to seek internships, freelance opportunities, or volunteer roles to immerse themselves in the field.

Furthermore, Ashanti stresses the significance of cultivating a diverse skill set, recognising the multifaceted nature of the media industry. Whether it be journalism, filmmaking, marketing, or advertising, she encourages individuals to embrace versatility, fostering connections and forging pathways that transcend conventional boundaries.

In the tapestry of media, Ashanti Lawson emerges as a beacon of resilience, creativity, and unwavering determination. With each word she pens and each story she shares, she reaffirms her commitment to amplifying the voices that shape our world, leaving an indelible mark on the landscape of journalism and media.