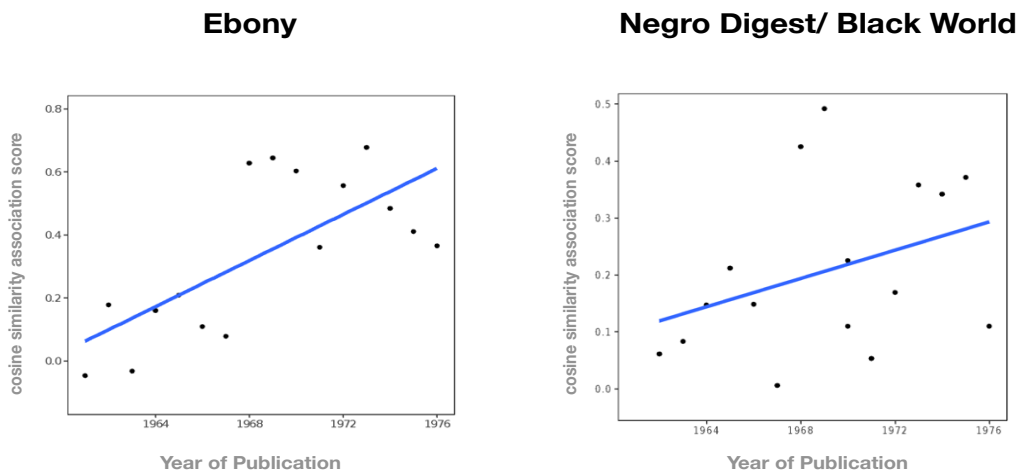


(Martin Luther King, Assassination)



S4 Fig. Trends in contextual association score between the phrase *martin-luther-king* and *assassination* for the two magazines of study - *Negro Digest/Black World* and *Ebony*. The association score jumps 1968 onwards after Dr. King's assassination, with the jump being more clear in the *Ebony* magazine. The association scores were computed by first cosine similarities of the word projections from the *word2vec* model (ref), with subsequent refinement of these similarity values by the *CorShrink* method (ref).