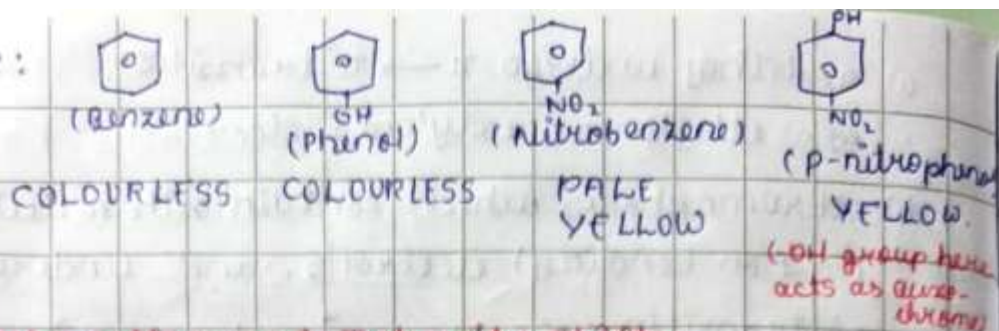
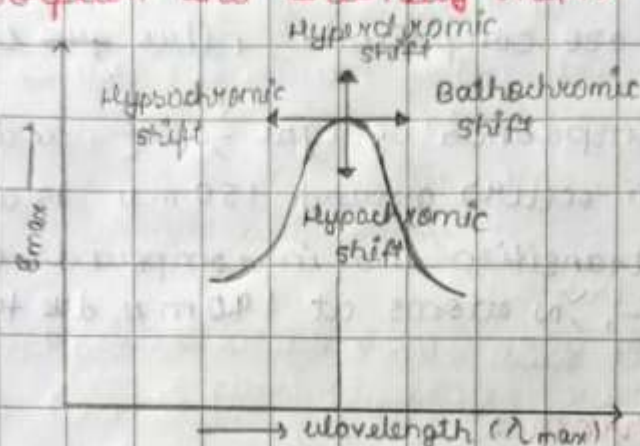


Example:



* Absorption and Intensity Shifts



($\lambda \uparrow$) ^($\uparrow$ conjugation) Bathochromic effect - Absorption maximum (E_{max}) is shifted towards longer wavelength due to presence of auxochrome or by the change of solvent. Also called as RED SHIFT.
eg: $n \rightarrow \pi^*$ transition for carbonyl compounds, when polarity of solvent is $\downarrow$.

($\lambda \downarrow$) ^($\downarrow$ conjugation) Hypsochromic effect - E_{max} is shifted towards shorter wavelength due to removal of conjugation or change of polarity of solvent. Also called as BLUE SHIFT.

eg: In case of Nc1ccccc1, E_{max} occurs at 280 nm and in its acidic solⁿ $\left[\text{c1ccccc1[NH2+]} \right]$ absorption occurs at shorter wavelength ($\sim 203 \text{ nm}$). [due to absence of conjugation b/w e⁻ on N atom and benzene ring in case of anilinium ion]

Hyperchromic effect - effect due to which ϵ_{max} increases, due to presence of auxochromes.

Hypochromic effect - effect due to which ϵ_{max} decreases, may be ^{due to} reduced no. of auxochrome present.