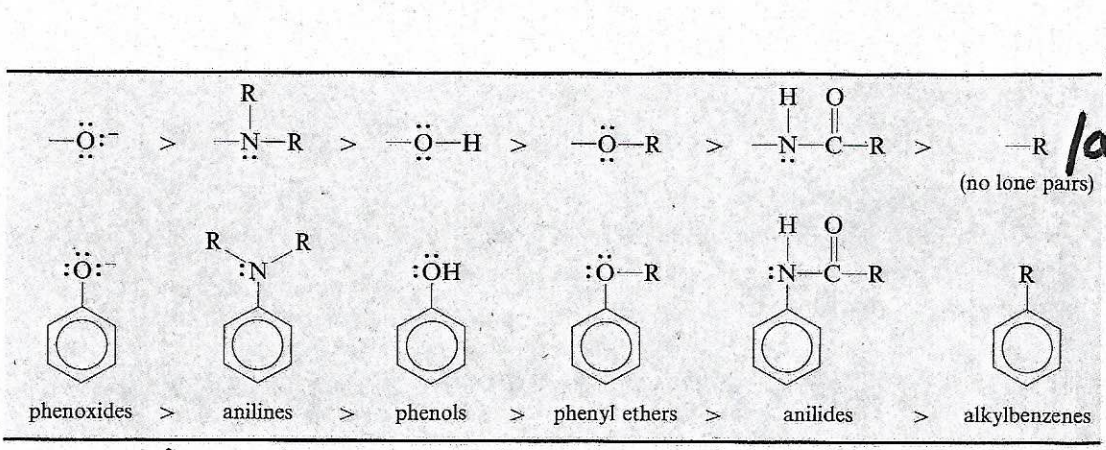
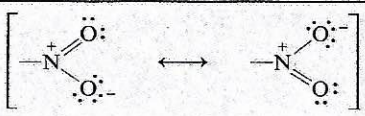
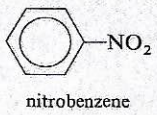
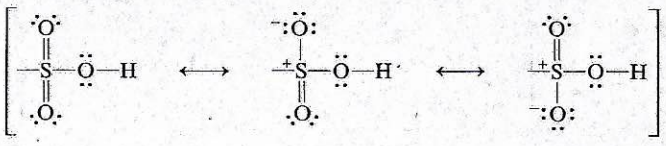
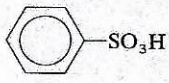
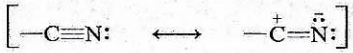
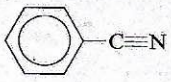
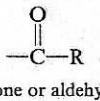
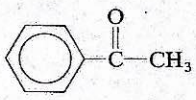
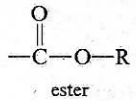
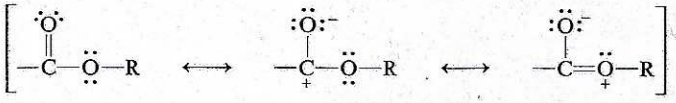
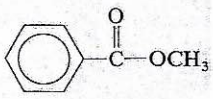
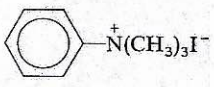
ACTIVATING ORTHO, PARA DIRECTORS



~ order of deactivating "power":

halogens < -C(=O)-OR < -C(=O)-OH < -C(=O)-R < -C(=O)-H < -SO3H < -C≡N < -NO2 < -NR3+

DEACTIVATING META-DIRECTORS

Group	*Resonance Structures*	*Example*
$-NO_2$ nitro		 nitrobenzene
$-SO_3H$ sulfonic acid		 benzenesulfonic acid
$-C\equiv N:$ cyano		 benzonitrile
 ketone or aldehyde		 acetophenone
 ester		 methyl benzoate
$-\overset{+}{N}R_3$ quaternary ammonium		 trimethylanilinium iodide