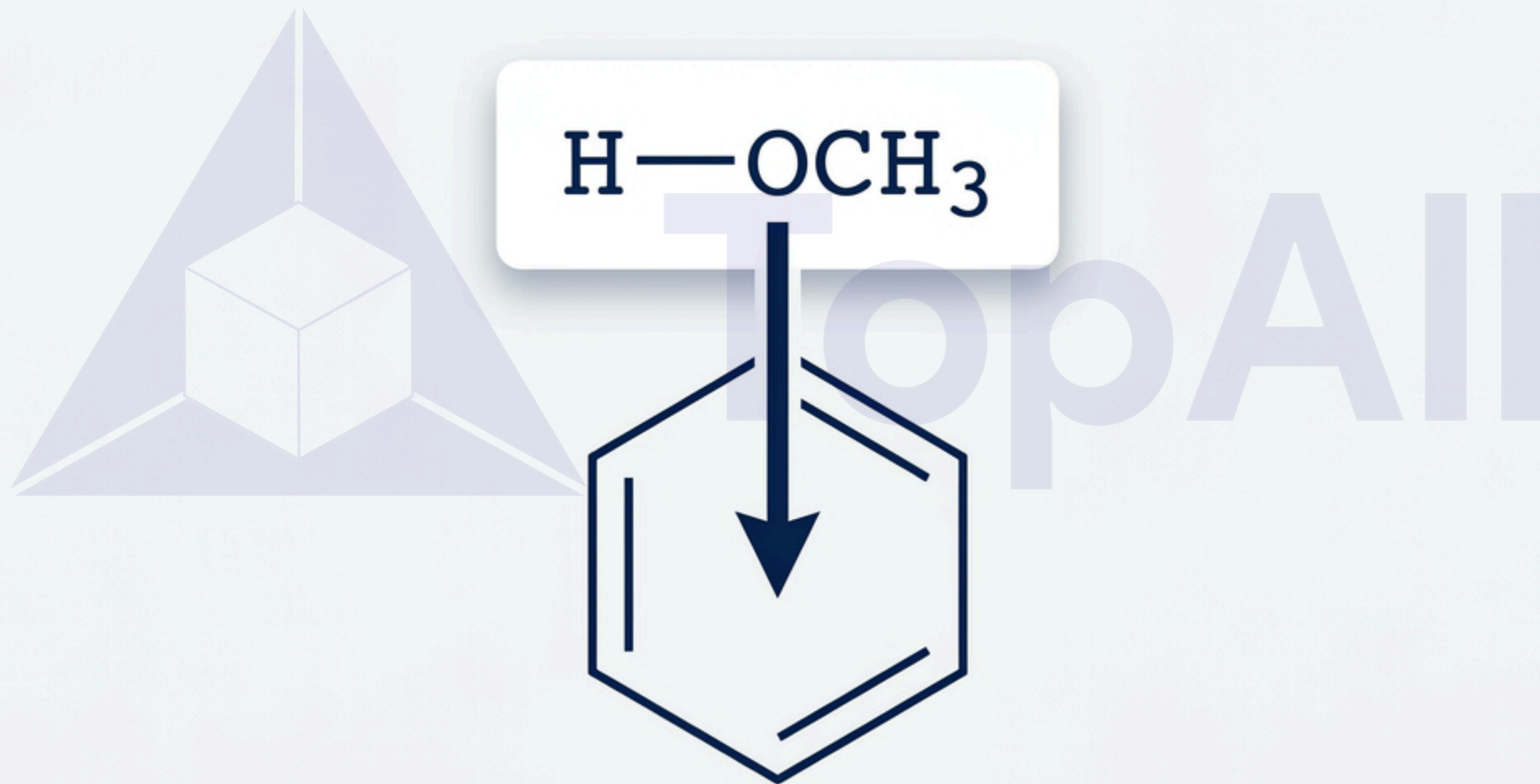


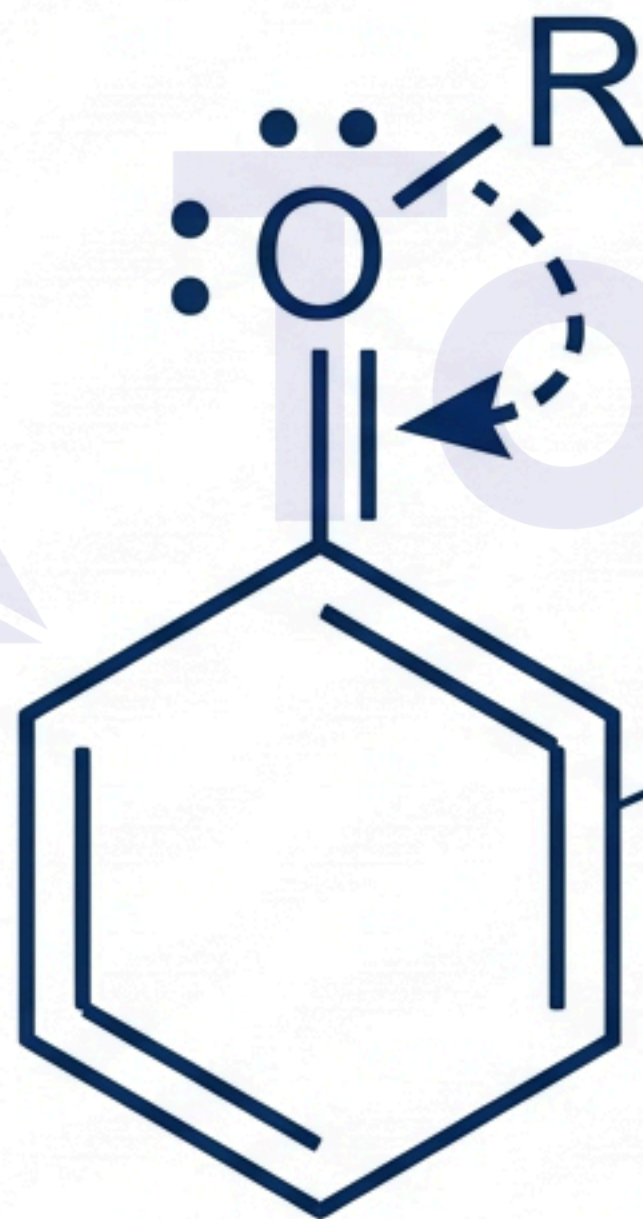
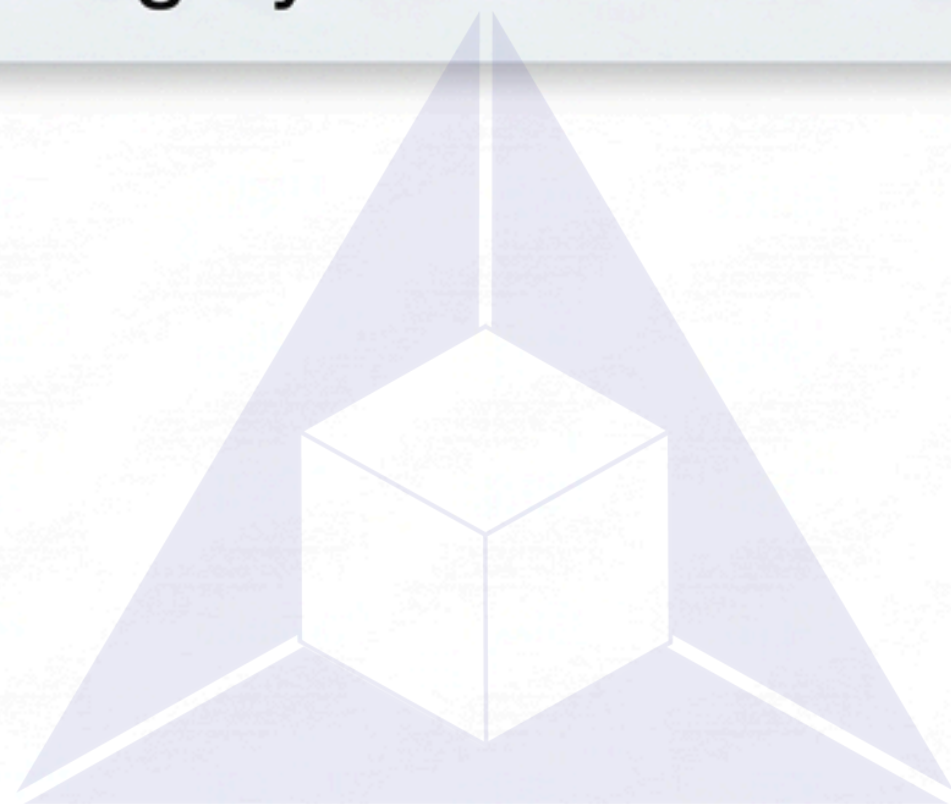
-OR Activates the Ring

Electrophilic Substitution in Aromatic Ethers



The Alkoxy Group Effect

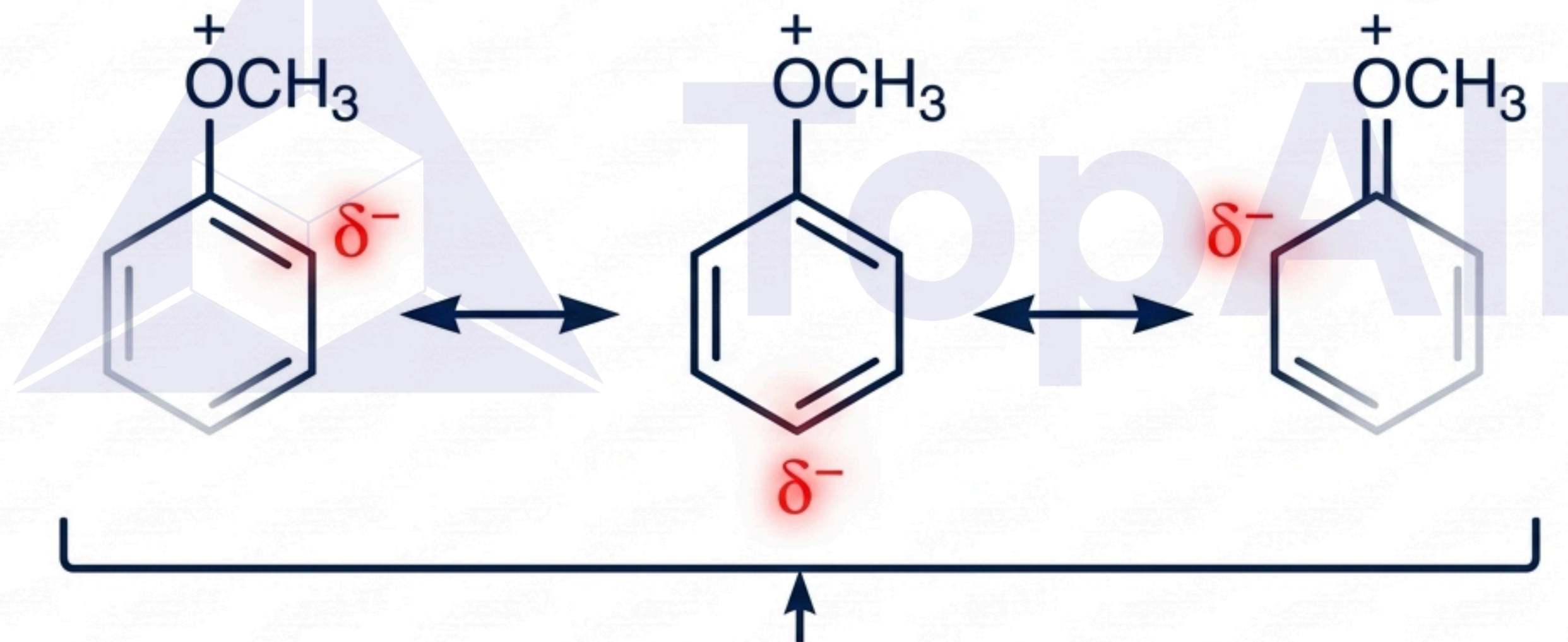
The alkoxy group (**-OR**) pumps electron density into the aromatic ring, making it highly attractive to electrophiles.



**Ring Activation:
Increased
Nucleophilicity**

Directing Traffic: Ortho and Para

Resonance pushes electron density to specific locations, creating localized pockets of negative charge.



High Electron Density = Target for Electrophilic Attack



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$$E=mc^2$$



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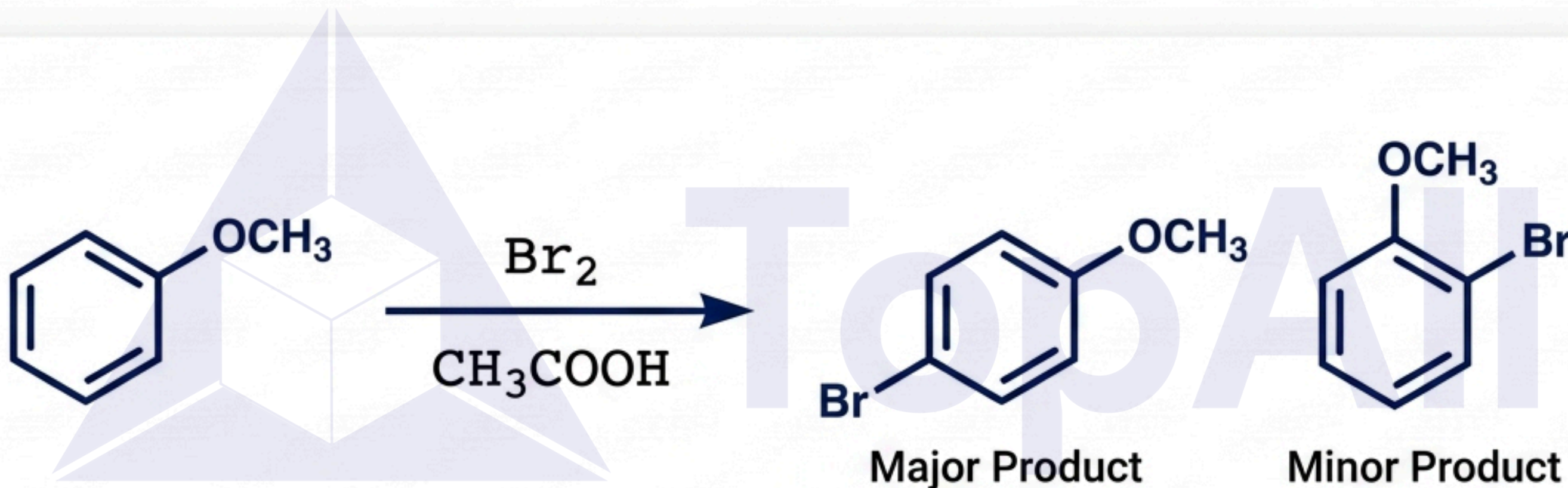
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Halogenation: Bromination of Anisole

Anisole + Br_2 / CH_3COOH



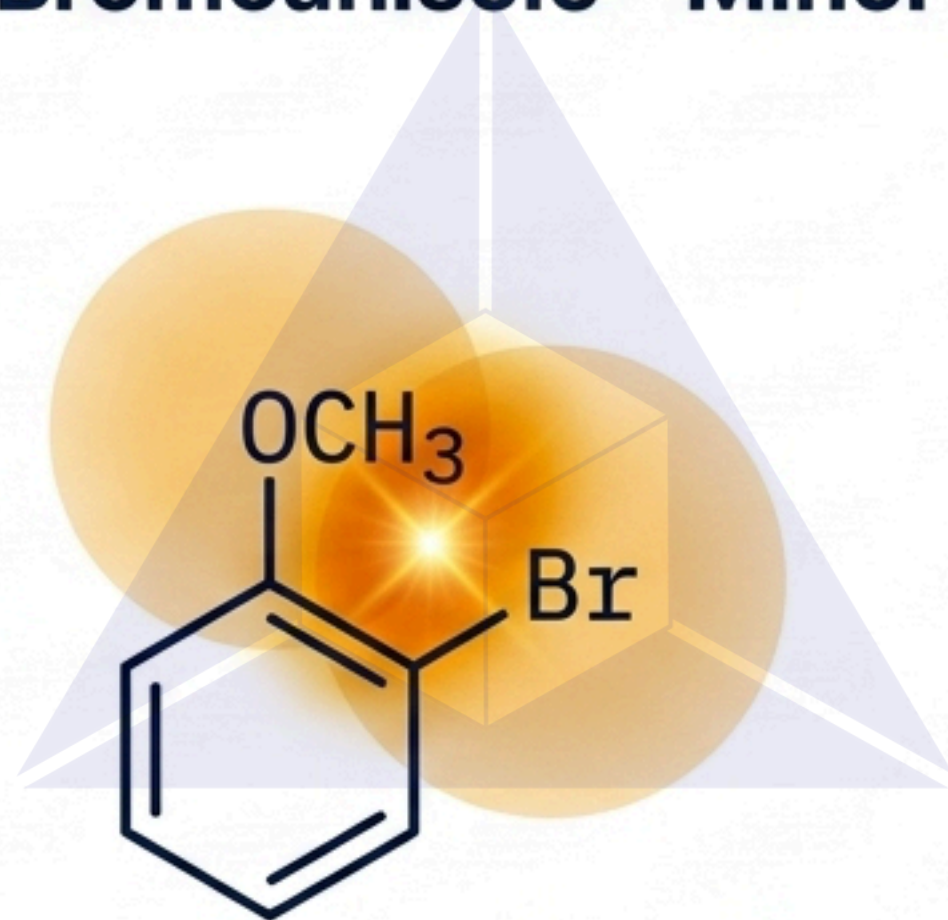
EXAM TRAP: No Lewis Acid Required

Because the $-\text{OR}$ group highly activates the ring, polarization of the bromine molecule occurs even without an iron (III) bromide catalyst.

Why p-Bromoanisole Dominates

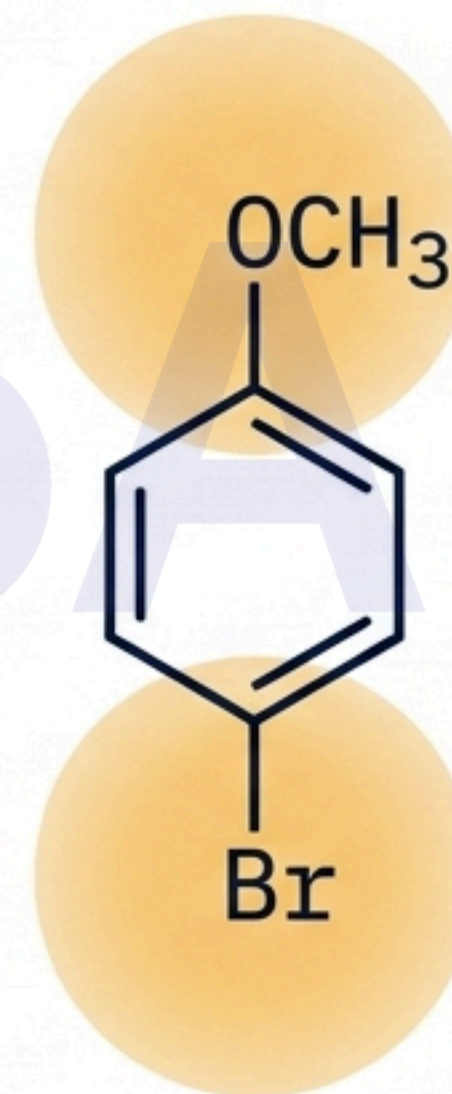
90% Yield Explained

o-Bromoanisole - Minor



Steric Crowding at Ortho Position

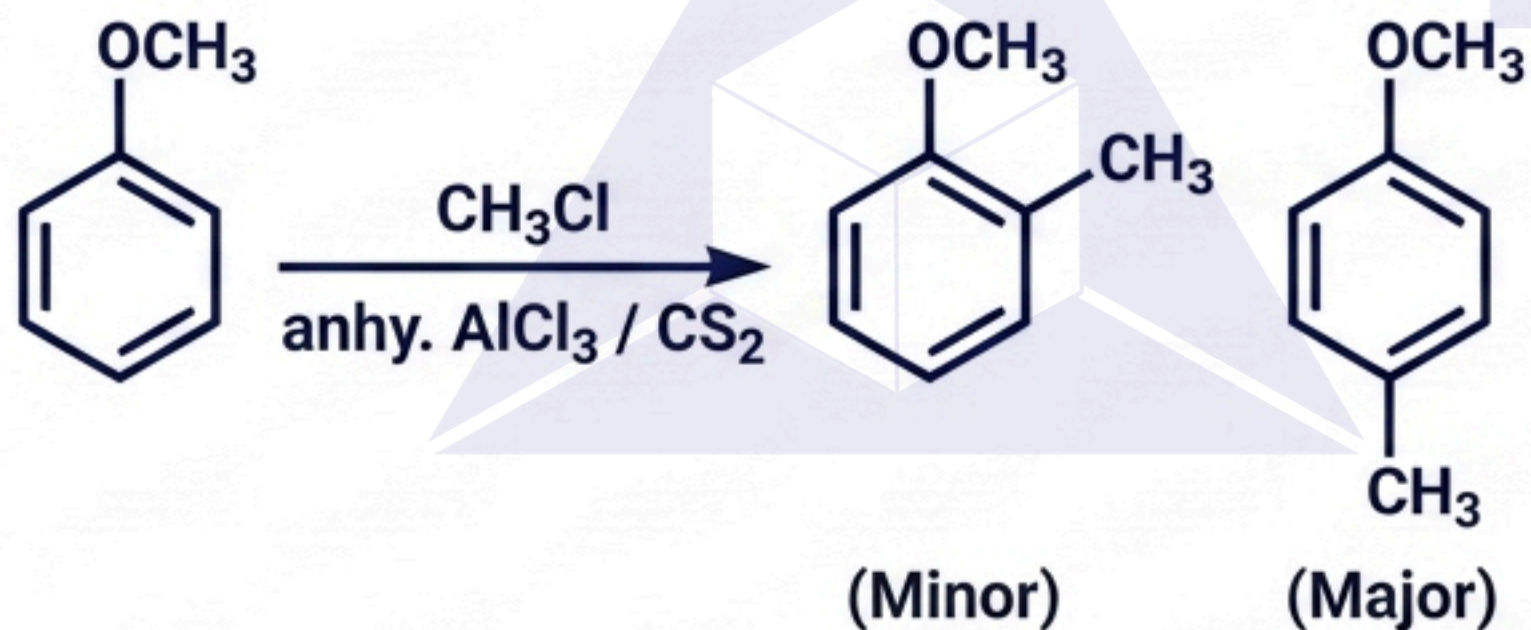
p-Bromoanisole - Major



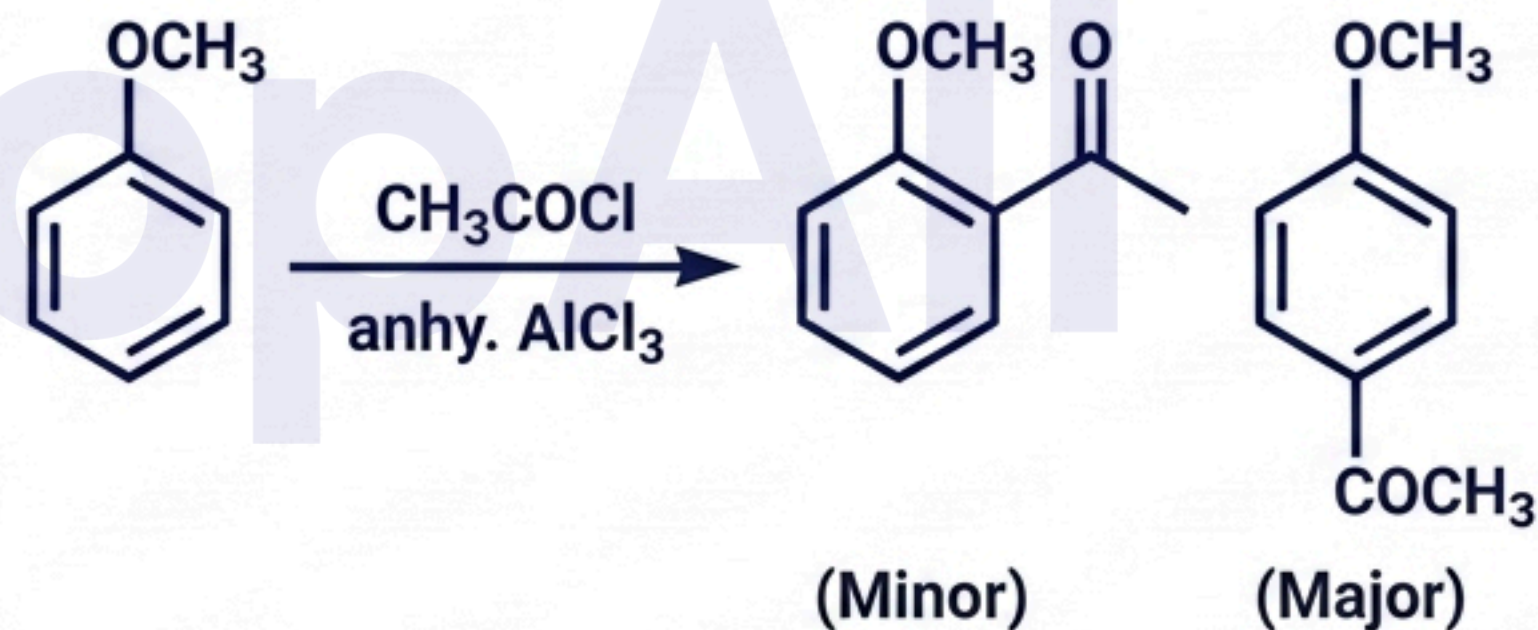
Spatially Unobstructed Para Position

Friedel-Crafts Reactions

Adding $-\text{CH}_3$

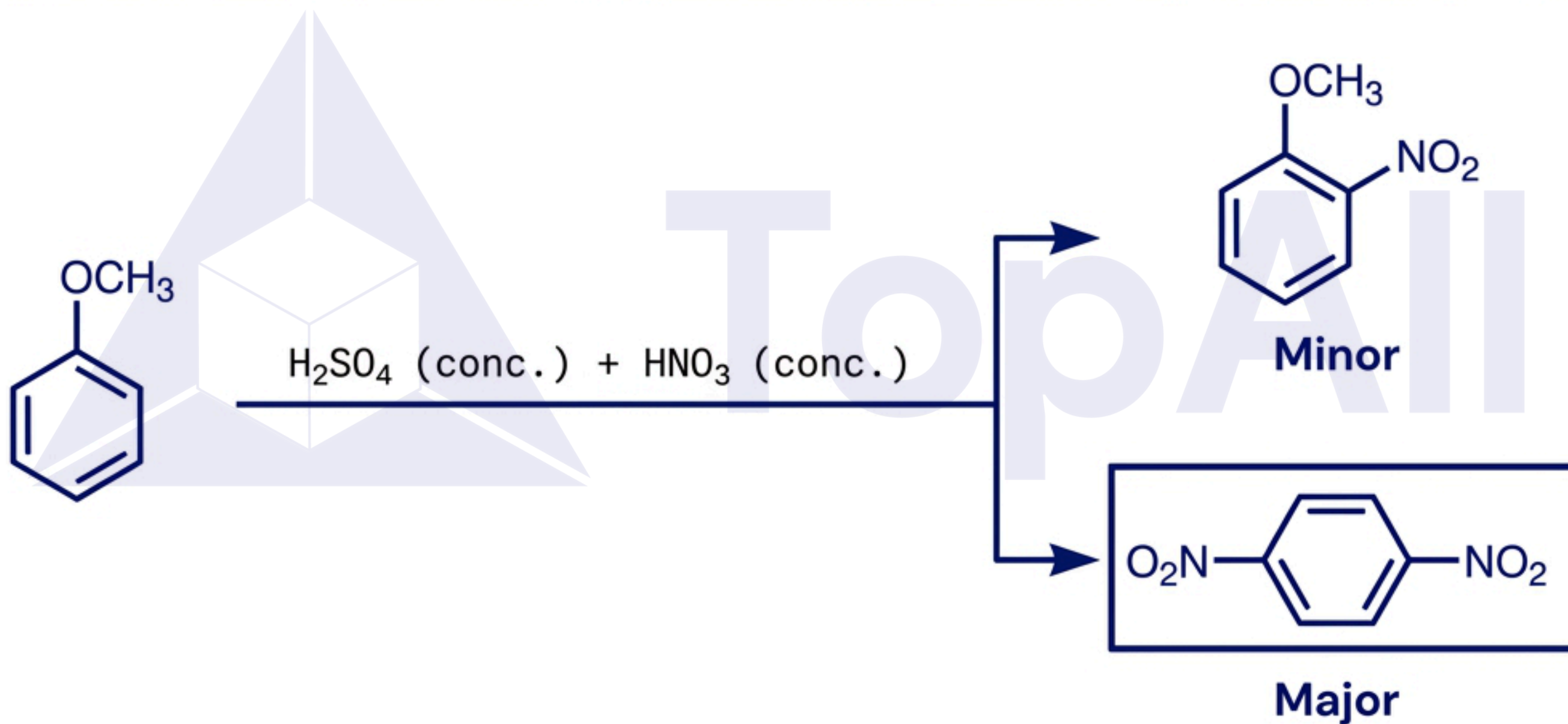


Adding $-\text{COCH}_3$



Nitration

Adding the Nitro ($-\text{NO}_2$) Group



Diagnostic Matrix: Reactions of Anisole

Key Exam Takeaway

Reaction Type	Reagents	Active Electrophile	Major Product
Bromination	Br_2 in CH_3COOH	Br^+	p-Bromoanisole (90%)
F-C Alkylation	CH_3Cl , anhy. AlCl_3	CH_3^+	4-Methoxytoluene
F-C Acylation	CH_3COCl , anhy. AlCl_3	CH_3CO^+	4-Methoxyacetophenone
Nitration	conc. H_2SO_4 , conc. HNO_3	NO_2^+	4-Nitroanisole



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