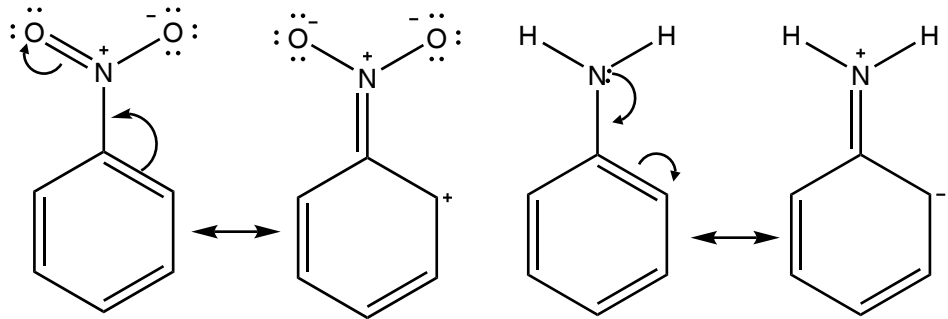


Inductive effect - electron withdrawing (right) and electron donating (left)



Resonance effect - electron withdrawing (left) and electron donating (right)