

# Thermochromic Shifts of Absorption and Fluorescence Spectra and Excited State Dipole Moment of PRODAN\*

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Using the thermochromic shift method of absorption and fluorescence spectra, the dipole moments in the ground,  $\mu_g$ , and excited,  $\mu_e$ , state are simultaneously determined for PRODAN in ethyl acetate. The obtained values for  $\mu_g$  and  $\mu_e$  are compared with those previously determined by the solvatochromic method for two different Onsager radii, and a satisfactory agreement has been obtained.

*Key words:* Thermochromic Shifts; Solvatochromic Shift; Dipole Moments in the ground and excited states; PRODAN.