## Orientational Behaviour of some Novel Fluoro-Substituted Liquid Crystals as Studied by Optical Spectroscopy Methods

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The long-range orientational order of eight newly synthesized fluoro-substituted liquid crystals, two with a positive dielectric anisotropy and six with a negative dielectric anisotropy, was studied by means of the optical spectroscopy methods: electronic absorption and fluorescence. The liquid crystals were doped with small amount of the fluorescent dichroic dye. The absorption and emission spectra of linearly polarized light were recorded as a function of temperature in the whole range of the mesophase. The results obtained allow to determine the order parameters  $\langle P_2 \rangle$  and  $\langle P_4 \rangle$  as well as the orientational distribution function. An importance of the molecular structure of the liquid crystal on the orientational order was ascertained and discussed.

*Key words:* Fluorinated Liquid Crystals; Dichroic Dyes; Order Parameter; Electronic Absorption; Fluorescence.