solvatochromism

The (pronounced) change in position and sometimes intensity of an electronic absorption or emission band, accompanying a change in the polarity of the medium. Negative (positive) solvatochromism corresponds to a hypsochromic (bathochromic) shift with increasing solvent polarity.

See also: Dimroth–Reichardt $E_T$ parameter, Z-value

Source:
PAC, 1994, 66, 1077 (Glossary of terms used in physical organic chemistry (IUPAC Recommendations 1994)) on page 1164
PAC, 1996, 68, 2223 (Glossary of terms used in photochemistry (IUPAC Recommendations 1996)) on page 2274