umpolung

Any process by which the normal alternating donor and acceptor reactivity pattern of a chain, which is due to the presence of O or N heteroatoms, is interchanged. Reactivity umpolung is most often achieved by temporary exchange of heteroatoms (N, O) by others, such as P, S and Se. The original meaning of the term has been extended to the reversal of any commonly accepted reactivity pattern. For example, reaction of $R-C\equiv CX$ (X=halide) as a synthon for $R-C\equiv C^+$ (i.e. electrophilic acetylene) is an umpolung of the normal more common acetylide, $R-C\equiv C^-$ (i.e. nucleophilic) reactivity.

Source:

PAC, 1994, 66, 1077 (Glossary of terms used in physical organic chemistry (IUPAC Recommendations 1994)) on page 1174