## **PHILOLOGY**

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## Sociolinguistic status of orientations on the missing: invariant and optional parameters

The paper proposes a rubric of missing persons orientations, which implements a functional-pragmatic and communication-oriented approach to the structural-compositional and content side of the search material. The authors conclude that sociolinguistic models for describing the appearance of a missing person are of particular importance. The widespread use in the process of operative-search activity of orientation letters, built according to a strict, logically verified, unified scheme, allows us to make an optimistic forecast, according to which not only the probability of increasing the percentage of found people increases, but also significantly reduces the time of their search. Invariant and optional parameters of orientations: questionnaire data, description of a person's appearance, enumeration of his special characteristics – are aimed at enhancing the effectiveness of search activities and act as the main «investigative tool».

**Key words:** search orientation, missing person, criminalistic habitoscopy, sociolinguistic status, invariant and optional parameters.

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