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\hyphenpenalty $[\langle number \rangle \text{ parameter }]$

This parameter specifies the penalty that TEX attaches to a breakpoint at an implicit hyphen. Implicit hyphens can come from TEX's hyphenation dictionary or from discretionary hyphens that you've inserted with \- (p. '\@minus'). Increasing this parameter has the effect of discouraging TEX from hyphenating words. Plain TEX sets \hyphenpenalty to 50.