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`\penalty` ⟨*number*⟩

This command produces a penalty item. The penalty item makes TEX
more or less willing to break a line at the point where that item occurs. A
negative penalty, i.e., a bonus, encourages a line break; a positive penalty
discourages a line break. A penalty of 10000 or more prevents a break
altogether, while a penalty of −10000 or less forces a break. `\penalty`
can also be used in vertical mode.

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Example:
```
\def\break{\penalty -10000 } % as in plain TeX
\def\nobreak{\penalty 10000 } % as in plain TeX
\def\allowbreak{\penalty 0 } % as in plain TeX
```