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

This parameter specifies the penalty that TEX assesses for each line break when it is breaking a paragraph into lines. The penalty is independent of where the line break occurs. Increasing the value of this parameter causes TEX to try harder to set a paragraph with a minimum number of lines, even at the cost of other aesthetic considerations such as avoiding overly tight interword spacing. Demerits are in units of badness squared, so you need to assign a rather large value to this parameter (in the thousands) for it to have any effect. Plain TEX sets \linepenalty to 10.