1

\hang

This command indents the second and subsequent lines of a paragraph by \parindent, the paragraph indentation (p. '\parindent'). Since the first line is already indented by \parindent (unless you've cancelled the indentation with \noindent), the entire paragraph appears to be indented by \parindent.

Example:

\parindent=24pt \hang ''I said you {\it looked} like an
egg, Sir,'' Alice gently explained to Humpty Dumpty. ''And
some eggs are very pretty, you know,'' she added.
produces:

"I said you *looked* like an egg, Sir," Alice gently explained to Humpty Dumpty. "And some eggs are very pretty, you know," she added.