penalty 1

penalty. A penalty is an item that you can include in a horizontal, vertical, or math list in order to discourage TEX from breaking the list at that point or encourage TEX to break the list there. A positive penalty indicates a bad break point, while a negative penalty indicates a good break point. Breaking an ordinary horizontal list produces a line break, while breaking an ordinary vertical list produces a page break. (A penalty has no effect in restricted horizontal or internal vertical mode.)

You can use the \penalty command (pp. 'hpenalty', 'vpenalty') to insert a penalty explicitly. A penalty of 10000 or more prevents a break, while a penalty of -10000 or less forces a break.