Shemah and V'ahavta

שְׁמַע יִשְׂרָאֵל, יְיָ אֱלֹהֵינוּ, יְיָ אֶחָד.

בָּרוּךְ שֵׁם כְּבוֹד מַלְכוּתוֹ לְעוֹלָם וָעֶד.

Listen, Israel, Adonai is our God, Adonai is one.
Praised be the name of the One whose glorious sovereignty is forever and ever.

וְאָהַבְתָּ אֵת יְהוָה אֱלֹהֶיךָ בְּכָל־לְבָבְךָ
וּבְכָל־נַפְשְׁךָ וּבְכָל־מְאֹדֶךָ: וְהָיוּ הַדְּבָרִים
הָאֵלֶּה אֲשֶׁר אָנֹכִי מְצַוְּךָ הַיּוֹם
עַל־לְבָבֶךָ: וְשִׁנַּנְתָּם לְבָנֶיךָ וְדִבַּרְתָּ בָּם
בְּשִׁבְתְּךָ בְּבֵיתֶךָ וּבְלֶכְתְּךָ בַדֶּרֶךְ וּבְשָׁכְבְּךָ
וּבְקוּמֶךָ: וּקְשַׁרְתָּם לְאוֹת עַל־יָדֶךָ וְהָיוּ
לְטֹטָפֹת בֵּין עֵינֶיךָ: וּכְתַבְתָּם עַל־מְזֻזוֹת
בֵּיתֶךָ וּבִשְׁעָרֶיךָ:

You should love Adonai your God with all your heart, with all your soul, and with all your might. You should take to heart these words which I command you this day. You should teach them diligently to your children, speaking of them when you are at home and when you are away, when you lie down and when you rise up. You should bind them as a sign upon your arm and they should be a reminder above your eyes. You should inscribe them on the doorposts of your homes and on your gates.

The Shema is the closest thing the Jewish people have to a creed. Its three paragraphs express different ways of relating to the tradition. This first paragraph focuses on the power of love & the passing on of the Jewish tradition from generation to generation in the form of learning & the rituals of tefillin & mezuzah.