ATTENTION

Turning the whole force of the mind to the subject in hand.

"My son, give attention to my words;
Incline your ear to my sayings.

Do not let them depart from your eyes;
Keep them in the midst of your heart."

Proverbs 4:20-21 (NKJV)

קשׁב (kaw-shab)
a primitive root; to prick up the ears,
i.e. hearken:—attend, (cause to) hear(-ken),
give heed, incline, mark (well), regard.