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| Shinkokugeki [New National Theatre] |
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| In response to the growth of shingeki, actor Sawada Shōjirō developed a form designed to appeal to urban masses, especially in Tokyo, that blended elements of shingeki and kabuki with an overlay of patriotism, which he called *shinkokugeki* (New National Theatre), based on the principle of *hanpozenshinshugi* - ‘half step forward’. *Shinkokugeki* refers to both the style of performance and the company that performed it.  Waseda University student Sawada Shōjirō (1892-1929) became a shingeki actor in Tsubouchi Shōyō’s Bungei Kyōkai (Literary Society), later achieving popularity in performances with the Geijutsu-za (Art Theatre), appearing opposite Matsui Sumako**,** and with the *Kindaigeki Kyōkai* (Modern Drama Society). He believed that shingeki was too elite a form and other theatres too commercial and lowbrow. Sawada wanted to create theatre that would appeal to the urban masses but that was also not crassly commercialized. |
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| Further reading:  (Anderson)  (Ivy)  (Powell) |