

= Itachi Uchiha =

Itachi Uchiha ( うちは イタチ , Uchiha Itachi ) is a fictional character in the Naruto manga and anime series created by Masashi Kishimoto . Itachi is the older brother of Sasuke Uchiha and is responsible for killing all the members of their clan , sparing only Sasuke . Though treated as an antagonist for much of the series , it is later revealed that Itachi slaughtered his clan in order to prevent a coup d'état which would result in a war , and that he had been acting in both Konoha 's and Sasuke 's best interests for the entire series .

Itachi has been featured in the Naruto films , has appeared once in an original video animation of Naruto , and is a playable character in most of the video games from the series . Itachi 's character has been popular with readers of the manga , and has been positively received by critics . His appearance as an antagonist has been praised by several writers , although some have considered his initial appearance to be unsurprising . The gradual revelations of his past and its impact on the story has also received positive reception , and his fights were noted to be " one of the best " in the series . Numerous types of merchandise have been released in Itachi 's likeness , including keychains , plush dolls and figurines .

= = Appearances = =

= = = In Naruto = = =

Itachi is a member of the Uchiha Clan from the village of Konohagakure and the elder brother of Sasuke Uchiha . He grew up as the child prodigy of the Uchiha clan , establishing milestones for not only Sasuke , but also for future Uchiha to live up to . His early childhood was marred by war , the violence of which caused him to seek peace at any cost . Upon learning that his clan was planning a coup d'état to take control of Konoha , after his clan was accused of attacking the village with the Nine Tails , Itachi provides Konoha with intelligence on his clan 's actions during his two years as a member of the ANBU . Over time , Itachi distances himself from his clan , as some clan members believed he murdered his best friend , Shisui Uchiha , to gain the Mangekyo Sharingan .

In reality , as Shisui possesses the ability to subliminally manipulate others and shares Itachi 's love for the village , he intended to use his gift on the Uchiha clan leader to stop the coup d'état . However , Shisui is mortally wounded by the Leaf High Council member Danzo Shimura , who then takes his eye to achieve his own ideal of peace . When Shisui entrusts Itachi with his remaining eye , Itachi covers up Shisui 's death and made it appear it was his doing . Eventually , in return for Danzo 's offer to spare his younger brother , Itachi slaughters his entire clan . After creating the misconception that he murdered their family in cold blood to give Sasuke the mindset to become strong enough to kill him once he is capable , Itachi leaves the village , although he warns Danzo not to harm Sasuke . Meeting up with Konoha 's Third Hokage Hiruzen Sarutobi , who promises to do what he can to look after Sasuke , Itachi reveals his intentions to continue to protect the village from the shadows . Soon after perceiving them as a threat to Konoha , Itachi joins the Akatsuki to ensure they do not endanger his village . Itachi becomes good friends with his partner Kisame Hoshigaki , who expresses concern for Itachi 's wellbeing .

Itachi debuts in Part I after Hiruzen 's death , when he uses his infiltration of Konoha to hunt down Naruto Uzumaki as an excuse to secretly check on Sasuke 's wellbeing . After engaging with Kakashi and some of Konoha 's forces , he reveals Akatsuki 's goal to gather the Jinchuriki of the nine tailed beasts . Itachi also learns that Naruto is under the protection of Jiraiya and sets up a trap to lure the experienced ninja away to grab the boy . However , as Jiraiya comes to Naruto 's aid , Itachi finds himself facing Sasuke and directs his brother back on the path of getting stronger by defeating him before he and Kisame fall back .

In Part II , Itachi uses one of Sasori 's informants as a clone of himself to hold off Naruto and the rest of his team while he and the others seal away Shukaku the One Tail . Itachi remains on the sidelines until learning that Sasuke has finally severed his ties to Orochimaru , having absorbed him

and now being strong enough to settle matters . Prior to his fight with Sasuke , Itachi meets with Naruto and , after questioning his intentions to save Sasuke , ensures the youth 's safety with a crow with Shisui 's Sharingan as a countermeasure against Sasuke if he gains his Eternal Mangekyo Sharingan and attempts to attack Konoha . Sasuke ultimately tracks him down and they engage in their final battle , during the course of which he uses his Mangekyo Sharingan to push Sasuke to his limits . In doing so , Orochimaru is drawn out from Sasuke 's body , and Itachi seals him away with his Susanoo before finally dying . As his final act , Itachi implants his Amaterasu technique within Sasuke , meant as a protective measure that will kill Tobi in case he ever tries to manipulate Sasuke . Unfortunately , Tobi reveals the ' truth ' of Itachi 's actions to Sasuke as he resolves to destroy the village , eventually having his brother 's Mangekyo Sharingan implanted on him .

Itachi reappears later during the Fourth Great Ninja War , brought back by Kabuto Yakushi using the Reanimation Jutsu , a forbidden summoning jutsu that brings the dead back as immortal corpses , to fight on Tobi 's side . Paired with Nagato and forced to fight Naruto and Killer Bee against his will , Itachi learns of his brother 's intentions and summons the crow he gave Naruto to regain his free will . After sealing Nagato , Itachi heads out to stop Kabuto and encounters Sasuke , with his younger brother wanting to know the truth once it is over .

After a long battle , Itachi is pushed to use Izanami to trap Kabuto in an eternal time @-@ loop in his own mind , to have him break his jutsu . His soul beginning to fade , Itachi uses his Sharingan to project his memories to Sasuke to reveal the full story of the events leading to the Uchiha Clan Massacre . Telling his brother that he does not have to forgive him , Itachi tells Sasuke that he will always love him , no matter what choice he makes from then on . With his brother 's parting words , Sasuke decides against destroying the village and devotes the rest of his life to protecting it , fulfilling Itachi 's wish for his younger brother , and Itachi becomes the uncle of Sasuke 's daughter , Sarada Uchiha . Sasuke even adopts Itachi 's habit of poking on the forehead as a sign of affection , which Sasuke does with his wife and daughter .

== In other media ==

Itachi is present in the sixth Naruto : Shippuden movie , Road to Ninja , where he leads an alternate @-@ universe Akatsuki to help Naruto . He has a brief cameo in one of the original video animations , and is a playable character in nearly all Naruto video games , including the Clash of Ninja series and the Ultimate Ninja series . In some games , he utilizes variations of his techniques not seen in the anime or manga . Several merchandise items based on Itachi have been released , including key chains , plush dolls , and figurines .

== Reception ==

Itachi has ranked high in the Weekly Shonen Jump popularity polls for the series , continuously placing in the top 10 . He was ranked in fifth position in the polls of 2011 , his highest ranking to date . The character received generally positive reviews from several publications for manga , anime , video games , and other related media . IGN reader Jason Van Horn characterized Itachi as " badass " and jokingly mentioned that he is a character to be afraid of since , in his first fight in the series , he does not make any remarkable move . He found that " there is just something about the cold and numb Itachi , " that makes the viewer " want to breakout in chills " . IGN 's Charles White liked the episode where the relationship between young Sasuke and Itachi is revealed , and hoped to see more of their past to resolve the mystery of Itachi 's character commenting that learning about their " past has been intriguing " . NTT customers voted him as their tenth favorite black haired male anime character . CyberConnect2 CEO Hiroshi Matsuyama referred to Itachi as one of his favorite characters from Naruto .

In the Shelf Life section from Anime News Network ( ANN ) Bamboo Dong comments that Itachi is one of her favorite characters from the series , noting his background and his introduction as the best parts of the series . Activeanime writer Davey C. Jones celebrated Itachi 's fights as the best ones in the series , noting his abilities to be as amazing as a " sci @-@ fi ninja " . Holly Ellingwood

from the same website agrees , citing his fight against Kakashi Hatake as one " few will be able to forget " . The reviewer also praised Itachi 's attitude , commenting that he " is as cold and as ruthless as any villain yet " .

In a review of Volume 16 of the manga , Deb Aoki from About.com listed Itachi 's introduction in the series as one of the cons from the volume . She praised his first fight in the series as very entertaining , meant to " whet readers ' appetites for future fights between Konoha ninja and the Akatsuki " . James Musgrove commented that Itachi and his partner Kisame " make a dramatic and well @-@ timed entrance into the story " . However , Jason Van Horn criticised the first battle between Itachi and Sasuke , as " good " but not " as epic as it should 've been " . His last fight with Sasuke before dying was considered " epic " by Casey Brienza from ANN . She found to be " a battle of minds " since , even after Itachi 's death , Sasuke changes his mind about him when he learns about his past . She also anticipated the impact of Itachi 's past revelations on the future storyline of Naruto .