If you want a module to be displayed only for some language, you have to set the parameter `lang` in the `admin/modules/the_module` panel. The syntax is:

- `lang=fr`
- `lang[]=en\ä€¨[]=fr`
- `lang=fr&max=20`

The module will be displayed only if the current language is in `lang`.

This is not the same as Module Translation.